

2012

2012 November Newsletter

China SCE Property Holdings Limited

HKEx Stock Code: 1966.HK China Top 100 Real Estate Developers

China SCE Property Holdings Limited ("China SCE Property" or the "Company") is an integrated property developer dedicated to the pursuit of excellent quality. Headquartered in Xiamen, the Company is principally engaged in real estate development, property investment and property management. On 5 February 2010, the Company listed successfully on the Main Board of the Hong Kong Stock Exchange. Leveraging on South China Group's diversified capacity and with the implementation of the headquarter-driven centralized management system, China SCE Property carries out a nation-wide development strategy focusing on the West Taiwan Strait Economic Zone, Bohai Rim Economic Zone and Pearl River Delta Economic Zone.

Latest News

Issuance of US\$200 million Senior Notes Due 2017

On 14 November 2012, the Company successfully issued Senior Notes due 2017 in aggregate principal amount of US\$200 million, at an interest rate of 11.5% per annum. The Senior Notes are listed on The Stock Exchange of Hong Kong Limited. The proceeds will be used for financing both the Company's new and existing projects and for general corporate purposes. It was preceded by the issuance of RMB2 billion Synthetic Senior Notes in January 2011, and became another successful fundraising which gained support in international capital markets.

Wins Bid for a Residential Land Parcel in Longyan City, Fujian Province

On 6 November 2012, the Company won the bid for a residential land parcel in Longyan City, Fujian Province via a wholly-owned subsidiary at a consideration of RMB430 million, which marked an important advance in the Company's strategy to expand business beyond the Xiamen-Zhangzhou-Quanzhou metropolitan area within Fujian Province.

Located in Xinluo District of Longyan City, this land parcel covers a site area of about 71,000 sq.m., with a planned GFA of approximately 270,000 sq.m.

Construction Permit of The Prestige Obtained

The Prestige successfully obtained its construction permit on 19 November 2012.

Located at the bay area of Wuyuan Bay, and with access to the only hot spring source within Xiamen Island, The Prestige will be developed into a high-end residential buildings, with perfect bay-view. It occupies a site area of about 37,000 sq.m. with a planned GFA of approximately 89,000 sq.m., and is expected to commence sales in the first quarter of 2013.

Retail Shops and Car-parks of Sunshine City Recorded Strong Sales

On 10 November 2012, 116 retail shops of Sunshine City and the first batch of 200 car-parks were launched to the market. Almost all of the available units were sold out on the debut day.

Sunshine City is conveniently accessible to public transportation. It is adjacent to the High-speed Railway North Station in Jimei District, Xiamen City, which is also soon to be the first station of Xiamen Metro Line 1. All of the residential units of the project had been sold in three previous launches since July this year.

Latest News

Grand Opening of Sea-view Furnished Apartments of Gold Coast

On 18 November 2012, the sea-view furnished apartments of the Gold Coast were officially launched for sale, with the first batch of 261 sea-view apartments available to the market, with unit sizes ranging from 54 to 143 sq.m. As at 30 November 2012, more than 80% of the units launched were already subscribed.

Scenically situated on the seashore in Shishi City, Quanzhou, the Gold Coast is adjacent to the Coastal Thoroughfare along the beautiful 3.8-km stretch of coastline in Quanzhou and enjoys an exclusive panoramic sea view. The project is planned as an integrated complex featuring vacation facilities as well as commercial and high-end residential units.



One Additional SOHO Building of Fortune Plaza • World City Launched to the Market

On 25 November 2012, the additional 168 units of furnished SOHO apartments of Fortune Plaza • World City were launched to the market. As at 30 November 2012, 95% of the units launched were already subscribed.

World City is the Phase 3 of Fortune Plaza, a large-scale urban complex in eastern Quanzhou. It covers a land area of approximately 100,000 sq.m., with a total planned GFA of approximately 320,000 sq.m. This phase comprises a shopping mall, the Fortune Golden Avenue and SOHO apartments.

One Additional Residential Building of Provence Town Launched for Sale

In November 2012, one additional residential building of Provence Town was launched to the market, offering 86 two-bedroom and three-bedroom residential units with unit sizes ranging from 89-129 sq.m. As at 30 November 2012, all of the units launched were already subscribed.

Provence Town is located in Xiang'an District, Xiamen City, with a site area of approximately 60,000 sq.m. and a total planned GFA of approximately 140,000 sq.m.

Mr. Wong Chiu Yeung Being Elected as Vice Chairman of the Fujian Provincial Federation of Returned Overseas Chinese (“福建省歸國華僑聯合會”) and Agrees to Donate RMB10 Million on Behalf of the Company

At the 9th General Assembly of Returned Overseas Chinese Representatives of Fujian Province, Mr. Wong Chiu Yeung, Chairman of the Board of South China Group was elected as the Vice Chairman of the 9th committee of the Fujian Provincial Federation of Returned Overseas Chinese and agreed to donate RMB10 million to the Fujian Provincial Community Fund of Returned Overseas Chinese (“福建僑心公益基金”) on behalf of the Company. The donations will be used for improving the educational condition in poor regions, helping the people who live in poverty, as well as to encourage and support various charitable activities of Fujian Provincial Federation of Returned Overseas Chinese.

Latest News

Sales Update

In November 2012, the Group realized a contract sales amount of approximately RMB701 million and a contract sales area of 73,249 sq.m., representing a sharp increase of 310% and 394% y-o-y. The Group realized a contract sales amount of approximately RMB5.209 billion and a contract sales area of 578,226 sq.m. for the eleven months ended 30 November 2012, representing an increase of 17% and 15% over the same period of last year respectively. The accumulated contract sales exceeds approximately 30% of the annual sales target (RMB4 billion).

Land Bank

As at 30 November 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.44 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.88 million sq.m.), including a planned GFA of approximately 0.42 million sq.m. for which master agreement has been entered into but the public tender process had not been completed.

Project Development Information

Projects Under Development (As at 30 November 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza • Royal Terrace	Quanzhou	High-rise and low-density residential	58	202, 129
Fortune Plaza • World City	Quanzhou	Commercial	58	317, 036
International Finance Center (Phase 1)	Quanzhou	Residential	34	256, 196
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267, 676
Purple Lake International Golf Villa (Phase 1)	Quanzhou	Low-density residential	49	62, 217
Sunshine Mansion	Quanzhou	Residential and commercial	80	172, 156
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160, 792
The Regent	Xiamen	High-rise and low-density residential	60	66, 084
Sunshine City	Xiamen	Residential and commercial	100	143, 000
The Prestige	Xiamen	Residential	65	89, 244
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	100	20, 895
Sapphire Villa (Phase 1)	Tangshan	Low-density residential	100	64, 911
Royal Spring City • Spring Villa	Anshan	Residential and commercial	70	168, 729
Total				1,991,065

Disclaimer:

This newsletter provides the investors with unaudited financial data. As a result, it is for reference only.

Project Development Information

Projects Held for Future Development (As at 30 November 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500, 785
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220, 229
Purple Lake International Golf Villa (Phase 2)	Quanzhou	High-rise and low-density residential	49	60, 982
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 095, 608
International Finance Center (Phase 2)	Quanzhou	Commercial	34	148, 804
Nan'an World City	Quanzhou	Residential and commercial	80	660, 000
Shishi Project	Quanzhou	Residential and commercial	60	297, 529
Sapphire Boomtown (Phases 2,3 & 4)	Zhangzhou	Residential and commercial	100	371, 721
Longyan Project	Longyan	Residential	100	267, 240
Beijing Project	Beijing	Residential and commercial	100	38, 195
Royal Spring City (Except Phase 1)	Anshan	Residential and commercial	70	1, 645, 139
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485, 878
Total				5,792,110

Note: Projects held for future development do not include the project for which master agreement had been entered but had not gone through any public tender process.

Investment Properties (As at 30 November 2012)

Project Name	City	Type of Property	Total GFA (sq.m.)
Beijing World City	Beijing	Commercial	32, 312
Green Lake Mansion	Xiamen	Commercial	937
SCE Building	Xiamen	Office	42, 970
Total			76,219

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Stock Information (As at 30 November 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.74	HK\$1.40-HK\$1.85	HK\$4.965 billion	2.8532 billion shares



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