

2013

2013 **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 Stock Exchange of Hong Kong Limited. 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, the Bohai Rim Economic Zone and the Pearl River Delta Economic Zone.

Latest News



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Sales Overview

In November 2013, the Group and its jointly-controlled entities realized a contracted sales amount of approximately RMB987 million and a contracted sales area of 104,189 sq.m., representing a year-on-year increase of 41% and 42%, respectively. The Group and its jointly-controlled entities realized a contracted sales amount of approximately RMB10.174 billion and a contracted sales area of 956,470 sq.m. for the eleven months ended 30 November 2013, representing a sharp increase of 95% and 65% over the same period of last year, respectively. The accumulated contracted sales amount exceeds approximately 36% of the annual sales target (RMB7.5 billion).

Land Bank

As at 30 November 2013, the Group owned a land bank with an aggregate planned GFA of approximately 9.73 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.83 million sq.m.).

Successful Bid for Commercial Land Parcels in Hongqiao, Shanghai

On 8 November 2013, the Group and independent third parties have successfully secured the bid for two commercial land parcels located in the northern part of Shanghai Hongqiao Central Business District, in which the Group will hold approximately 50% equity interest. Total consideration of the land parcels was approximately RMB3.58 billion, with an accommodation value of RMB12,827 per sq.m. The successful bid marks the Group's official entry into the Yangtze River Delta market.

The land parcels enjoy a prime location in close proximity to the traffic hub of Hongqiao Shanghai and are located in the north of Shanghai Railway Station and Shanghai Hongqiao International Airport, surrounded by extensive commercial facilities. The project occupies a site area of approximately 100,000 sq.m., with a total planned GFA of approximately 400,000 sq.m. It will be developed into a commercial-cum-office complex.

SCE Mall in Shishi Launched for Sale

The SCE Mall in Shishi was officially launched on 16 November 2013, offering 191 retail shops to the market, which attracted enthusiastic subscriptions from customers.

SCE Mall is located in the core area of Shishi at the intersection of Zhenzhong Road and Xinhua Road with a total planned GFA of approximately 300,000 sq.m. The project will be developed into an urban complex integrating residential buildings, commercial facilities and office spaces.



Latest News

Sunshine City in Quanzhou Launched for Sale

On 17 November 2013, Sunshine City in Quanzhou was officially launched to the market with a total of 536 residential units made available on the debut day. Of these residential units, approximately 80% were subscribed as at 30 November 2013, generating a total subscription amount of approximately RMB400 million.

Located in the north of Sunjiang Road in Jiangnan New District, the project is surrounded by extensive commercial facilities, educational institutes as well as convenient transportation. It has a planned GFA of approximately 140,000 sq.m. and will comprise 6 high-rise residential buildings, 1 SOHO apartment building and ancillary commercial facilities.



Commencement of Construction of Sunshine Park in Quanzhou

Sunshine Park in Quanzhou has obtained its construction permit on 22 November 2013, marking the official commencement of its construction. The land parcel is located in Chidian Town, Jinjiang, adjacent to Citong Bridge. It covers a site area of approximately 52,000 sq.m. with a planned GFA of approximately 230,000 sq.m. It will comprise 15 high-rise residential buildings and ancillary commercial facilities.



Commencement of Construction of Phase 1 Part B of Gold Coast in Shishi

Phase 1 Part B of Gold Coast in Shishi has obtained its construction permit on 6 November 2013.

Scenically situated on the seashore in Yongning Town, Shishi, Quanzhou, Gold Coast is adjacent to the Coastal Thoroughfare along the beautiful 3.8-km stretch of coastline in Quanzhou and enjoys exclusive sea view. The project is planned to be developed into an integrated complex featuring vacation facilities as well as commercial and high-end residential units. With a total planned GFA exceeding 360,000 sq.m., Phase 1 of the project comprises villas, low-rise residential buildings and high-rise furnished sea-view apartments.

Project Development Information

Projects Under Development (As at 30 November 2013)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza • World City	Quanzhou	Commercial	58	301,460
Fortune Plaza • Marina Bay	Quanzhou	Residential and commercial	58	233,151
The Regent	Quanzhou	Residential and commercial	34	256,196
Gold Coast (Phase 1)	Quanzhou	Residential	45	287,744
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220,229
SCE Mall	Quanzhou	Residential and commercial	60	297,529
Sunshine City	Quanzhou	Residential and commercial	100	137,902
The Prestige	Quanzhou	Residential and commercial	100	111,972
Nan'an World City • Parkview Bay	Quanzhou	Residential and commercial	80	215,332
Sunshine Park	Quanzhou	Residential and commercial	51	232,643
Sunshine City	Xiamen	Residential and commercial	100	143,000
The Prestige	Xiamen	Residential	65	89,244
Sapphire Boomtown (Phase 2)	Zhangzhou	Residential and commercial	100	163,033
Sapphire Boomtown	Longyan	Residential	100	267,240
Royal Spring City • Spring Villa (Except Zone A)	Anshan	Residential and commercial	70	127,759
SCE International Community (Phase 2)	Linfen	Residential and commercial	100	55,674
Total				3,140,108

Investment Properties (As at 30 November 2013)

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
Sapphire Peninsula	Quanzhou	Commercial	7,440
Total			83,659

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 2013)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza • Imperial Terrace	Quanzhou	Residential, commercial, office and hotel	58	267, 634
Gold Coast (Except Phase 1)	Quanzhou	Residential, commercial and tourism related integrated development	45	891, 692
International Finance Center	Quanzhou	Commercial	34	148, 804
Nan'an World City (Except Parkview Bay)	Quanzhou	Residential and commercial	80	444, 668
Licheng Project	Quanzhou	Residential and commercial	60	290, 000
Jinjiang Project	Quanzhou	Residential and commercial	100	166, 853
Sapphire Boomtown (Phases 3 & 4)	Zhangzhou	Residential and commercial	100	208, 688
Sunshine City	Zhangzhou	Residential and commercial	70	429, 316
Sapphire Boomtown	Nanchang	Residential and commercial	100	310, 000
Sunshine City (Phase 1)	Shenzhen	Residential and commercial	63	268, 331
Beijing Project	Beijing	Office and commercial	100	38, 195
Royal Spring City (Except Phase 1)	Anshan	Residential and commercial	70	1, 645, 139
SCE International Community (Except Phases 1 & 2)	Linfen	Residential and commercial	100	430, 204
Sapphire Boomtown	Langfang	Residential and commercial	55	424, 777
Total				5,964,301

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.

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Stock Information (As at 29 November 2013)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.76	HK\$1.38-HK\$1.88	HK\$6.026 billion	3.42384 billion shares



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