

2019 November Newsletter

China SCE Group Holdings Limited

Stock Code: 1966.HK

Best 50 of China Real Estate Developers



China SCE Group Holdings Limited ("China SCE" or the "Company") was established in 1996 and listed on the Main Board of The Stock Exchange of Hong Kong Limited in February 2010. The Group's major businesses include property development, commercial management, property management and rental apartments business. The Company is headquartered in Shanghai for its business operations, while implementing regional focused development strategy targeting the first- and second-tier cities in the Yangtze River Delta Economic Zone, the Bohai Rim Economic Zone, the Guangdong-Hong Kong-Macao Greater Bay Area, the West Taiwan Strait Economic Zone and Central Western Region.



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Sales Overview

In November 2019, the Group together with its joint ventures and associates achieved a contracted sales amount of approximately RMB9.631 billion and a contracted sales area of 564,532 sq.m., representing a year-on-year increase of 32% and a year-on-year decrease of 12% respectively. The average selling price for November 2019 was RMB17,060 per sq.m.

For the 11 months ended 30 November 2019, the Group together with its joint ventures and associates achieved an accumulated contracted sales amount of approximately RMB70.382 billion and an accumulated contracted sales area of 5,519,795 sq.m., representing a year-on-year increase of 51% and 47%, respectively. The average selling price for the 11 months ended 30 November 2019 was RMB12,751 per sq.m.

The Group together with its joint ventures and associates has achieved the full year contracted sales target of RMB70 billion one month ahead.

Land Bank

As at 30 November 2019, the Group together with its joint ventures and associates owned a land bank with an aggregate planned GFA of approximately 32.32 million sq.m.

Details of newly acquired land parcels in November 2019 are as follows:

City	Group's Equity Interest	Land-use Planning	Area of the Land Parcel (sq.m.)	Aggregate Planned GFA (sq.m.)	Average Land Cost (RMB/sq.m.)
Xiamen	55%	Residential and Commercial	33,651	130,200	45,622
Nanchang	100%	Residential and Commercial	75,593	216,195	5,753
Zhangzhou	100%	Residential and Commercial	23,337	60,676	3,626
Foshan	100%	Residential and Commercial	44,381	110,953	7,029

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China SCE City Company Series: Chongqing Company - Reaches 10 Billion Sales in 2-year Time

November 7, 2019 marked the opening of Utopia sales center in Chongqing Beibei District. As of now, all 12 projects of China SCE in Chongqing are open to public. As the only municipality in central and western China and an important city along the "Belt and Road" with a population of over 31 million, Chongqing has become an essential part of China SCE's "The 100 Billion" strategy. From January to June 2019, China SCE achieved a contracted sales amount of approximately RMB5.2 billion in Chongqing, and it is estimated that full-year contracted sales will exceed RMB10 billion. China SCE Chongqing will become the third 10 billion city company within the Group, following Fujian and Shanghai.

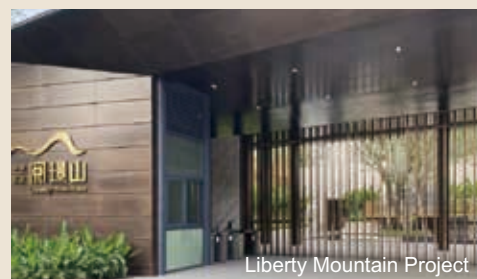
China SCE entered into Chongqing at the end of 2017 and topped the "2018 Newly Acquired Land Bank in Chongqing Main Urban Area" ranking among property developers. In two years, 12 projects within 10 Chongqing districts were deployed, with an average land cost of RMB3,127 per sq.m. and average gross profit margin of 25-30%.

Backed by sufficient land bank, excellent products and sales skills, China SCE has developed 7 district-level best-selling projects and ranked 9th by sales in Chongqing in the first half of 2019, becoming one of the fastest-growing developers in Chongqing in recent years. Being China SCE's first project in Chongqing, Royal Bay has become a benchmark project in Shuangfu New District, of which six batches had been launched since May 2018 with 100% sell-through rate. Liberty Mountain, located next to Chongqing West Railway Station, was launched in June 2019 with 100% sell-through rate and was a top-selling high-rise project in Jiulongpo District during the period July to October. Meridian Avenue, a project located in the core of Xiyong, a government planned large-scale commercial zone in Shapingba District, was another top-selling apartment project between April and September 2019.

The rapid growth of the Chongqing Company sets an excellent example for the proactive and prudent development strategy of China SCE. As of end November, China SCE has covered more than 40 cities. In the future, the Group will leverage the Chongqing experience to deepen in major cities and achieve above RMB100 billion strategic sales target.



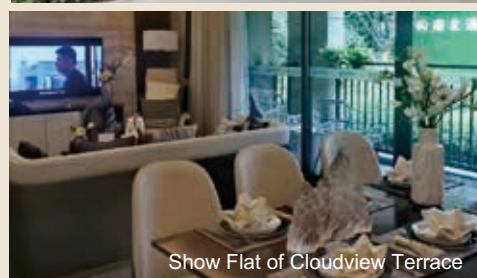
Project Model of Royal Bay



Liberty Mountain Project



Sales Center of Utopia



Show Flat of Cloudview Terrace

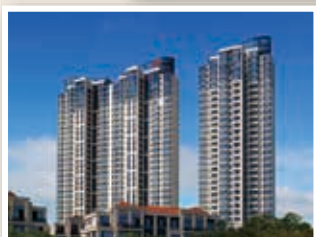
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