

2023 November Newsletter

China SCE Group Holdings Limited

Stock Code: 1966

Best 50 of China Real Estate Developers



China SCE Group Holdings Limited ("China SCE" or the "Company", together with its subsidiaries, the "Group") 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 key focused strategies in the Yangtze River Delta Economic Zone, the Guangdong-Hong Kong-Macao Greater Bay Area, the Bohai Rim Economic Zone, the West Taiwan Strait Economic Zone and Central Western Region.

Latest News

Sales Overview

In November 2023, the Group together with its joint ventures and associates achieved a contracted sales amount of approximately RMB1.022 billion and a contracted sales area of 92,945 sq.m. The average selling price for November 2023 was RMB10,997 per sq.m.

For the eleven months ended 30 November 2023, the Group together with its joint ventures and associates achieved an accumulated contracted sales amount of approximately RMB26.728 billion and an accumulated contracted sales area of 2,189,672 sq.m. The average selling price for the eleven months ended 30 November 2023 was RMB12,207 per sq.m.

Land Bank

As of 30 November 2023, the Group together with its joint ventures and associates owned a land bank with an aggregate planned GFA of approximately 31.47 million sq.m.



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China SCE Project Showcase

Gaomi SCE FUNWORLD



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The first commercial complex in Gaomi city, Gaomi SCE FUNWORLD was SCE Commercial Management's first commercial venture in Shandong. Spanning a total commercial area of 120,000 sq.m., Gaomi SCE FUNWORLD had its grand opening on 31 December 2022, boasting an impressive 98% occupancy rate and over 40 top-performing brands in terms of sales performance.

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Gaomi SCE FUNWORLD caters to teenagers and young families, showcasing a diverse range of brands with distinct characteristics. On one hand, it meets the individualistic consumption demands of teenagers, thereby contributing to the increase of regional consumption. On the other hand, it offers a wide selection of established brands to satisfy young families' demands for spending on lifestyle improvements by introducing several leading brands and six major stores.



The project has put carefully consideration into differentiating target customer groups based on business formats, implementing a focused differentiation strategy to highlight boutique retail, sports trends, influencer-driven dining, tea and coffee lifestyle, and children's experiences, among other comprehensive brand combinations across sectors.

Going forward, Gaomi SCE FUNWORLD will spare no efforts in its bid to reach new heights in the commercial development of Gaomi City by streamlining the urban commercial structure and development, pursuing innovation and seizing opportunities.

China SCE Project Showcase

Project Background



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Location:

Intersection of Yi'an Avenue and Kangcheng Avenue, Gaomi City, Shandong Province, China

Population:

As of the end of 2022, the registered population of Gaomi City was 894,000 people. Within a 5-kilometer radius of the project, there are 344 communities and 96 educational institutions, covering a population of over 600,000 residents.

Characteristics of the district:

As of the end of 2022, Gaomi City had a GDP of RMB64.68 billion. Located in the heartland of the Jiaolai Plain, it borders Qingdao City to the east. Gaomi city is renowned for its Puhui New Year paintings, clay sculptures, and papercutting, which are considered as the "Three Treasures" of Chinese folk art. Additionally, Gaomi is the hometown of the Nobel Laureate in Literature, Mo Yan.

Transportation:

The high-speed railway station and bus station can be reached within 10 minutes, the expressway within 20 minutes, and the Jiaodong International Airport within 30 minutes. There are 5 main bus routes that encircle the city, and the surrounding area is equipped with a six-lane dual carriageway in both directions, allowing for convenient travel throughout the city.



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