

2014 October 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, the Yangtze River Delta Economic Zone and the Pearl River Delta Economic Zone.



Scan this QR Code or search "SCE1966HK" in WeChat for the latest Company information

Latest News

Sales Overview

In October 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB790 million and a contracted sales area of 81,252 sq.m., representing a year-on-year decrease of 15% and 32%, respectively. The average selling price for October 2014 was RMB9,719 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB8.732 billion and an accumulated contracted sales area of 946,313 sq.m. for the ten months ended 31 October 2014, representing a year-on-year decrease of 5% and increase of 11%, respectively. The average selling price for the ten months ended 31 October 2014 was RMB9,227 per sq.m..

Land Bank

As at 31 October 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.80 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.98 million sq.m.).

Subsidiary Designated as a "Headquarter Key Customer" by the Bank of China

Recently, a wholly-owned subsidiary of China SCE Property, Affluent Way International Limited ("Affluent Way"), has been designated as a "Headquarter Key Customer" by the Bank of China. China SCE Property has been closely collaborating with the Bank of China for a long time and this designation of Affluent Way marks a new stage of cooperation between both parties, which is believed to facilitate the Company's overall strategic development in the future.

Residential Units of Sunshine City Phase 1 in Shenzhen Enjoyed Enthusiastic Market Response Again

Following the official launch in May and further launch in August, Sunshine City Phase 1 in Shenzhen once again offered another 318 units to the market in October 2014, which mainly included two-bedroom and three-bedroom units, with unit sizes ranging from 66 sq.m. to 108 sq.m.. The latest offer has attracted a keen response from customers. Up to 31 October 2014, a total subscription amount of approximately RMB900 million was achieved from this project.

Sunshine City is located in Longgang District of Shenzhen, northwest of the cross of Shenzhen-Shantou Highway and Shenzhen-Shantou Expressway. The whole project occupies a site area of approximately 95,000 sq.m. and will be developed into a large-scale residential community in Longgang District. Phase 1 of Sunshine City covers a site area of approximately 55,000 sq.m., with a planned GFA of approximately 270,000 sq.m..

Shopping Mall of Fortune Plaza • World City Awarded as the "Fine Works of Curtain Wall of Architectures in China 2013-2014"

The China Building Decoration Association (中國建築裝飾協會) has organized an event for the evaluation of architecture projects with fine curtain walls recently. After careful evaluation by experts within the industry and authoritative organizations, 15 outstanding works including the shopping mall of Fortune Plaza • World City were chosen from 480 participating projects and awarded as "Fine Works of Curtain Wall of Architectures in China 2013-2014".

Fortune Plaza • World City is the commercial portion of Fortune Plaza, a large scale urban complex in Quanzhou. The shopping mall was opened in May 2014 with a total planned GFA of approximately 170,000 sq.m.. The shopping mall has attracted a massive flow of consumers since its opening, which not only demonstrates how the shopping mall has enhanced the image and shopping environment of the eastern part of Quanzhou, but also fulfills the increasing consumption needs of the surrounding regions.

Disclaimer:

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

Project Development Information

Projects Under Development (As at 31 October 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268,331
Sapphire Boomtown	Nanchang	High-rise residential, villas and retail shops	100	301,225
Fortune Plaza • Marina Bay	Quanzhou	High-rise residential and retail shops	58	233,151
The Regent	Quanzhou	High-rise residential, office and retail shops	34	256,196
Sunshine City	Quanzhou	High-rise residential, SOHO apartments and retail shops	100	137,902
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	251,290
Gold Coast (Phase 1)	Shishi	High-rise residential and SOHO apartments	45	287,744
Gold Coast (Phase 2)	Shishi	SOHO apartments and retail shops	45	77,045
The Prestige	Shishi	High-rise residential and retail shops	100	111,972
SCE Mall	Shishi	High-rise residential, SOHO apartments, office and retail shops	60	297,529
Sunshine Park (Phase 1)	Jinjiang	High-rise residential and retail shops	51	232,643
Sapphire Residences	Jinjiang	High-rise residential and retail shops	100	163,885
Sunshine Town (Phase 2)	Nan'an	High-rise residential and retail shops	100	220,229
Parkview Bay	Nan'an	High-rise residential and retail shops	80	215,332
Sapphire Boomtown (Phase 2)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	163,033
Sapphire Boomtown (Phase 3)	Zhangzhou	High-rise residential, SOHO apartments, office and retail shops	100	206,938
Sunshine City (Phase 1)	Zhangzhou	High-rise residential and retail shops	70	242,820
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	70	180,239
Sapphire Boomtown	Longyan	High-rise residential	100	267,240
Sunshine City (Phase 1)	Langfang	High-rise residential and retail shops	55	241,346
Royal Spring City • Spring Villa (Except Zone A)	Anshan	Villas and retail shops	70	135,534
SCE International Community (Phase 2)	Linfen	High-rise residential and retail shops	100	55,674
SCE International Community (Phase 3)	Linfen	High-rise residential and retail shops	100	81,822
Total				4,629,120

Disclaimer:

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

Projects Held For Future Development (As at 31 October 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
SCE Building	Beijing	Office	100	38,195
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	77,628
Pudong Project	Shanghai	High-rise residential and villas	100	130,781
Fortune Plaza • Imperial Terrace	Quanzhou	High-rise residential, SOHO apartments, office, hotel and retail shops	58	267,634
International Finance Center	Quanzhou	High-rise residential, office and retail shops	34	148,804
SCE Plaza	Quanzhou	High-rise residential and retail shops	100	253,926
Gold Coast (Except Phases 1 & 2)	Shishi	Residential, commercial and tourism related integrated development	45	814,647
Sunshine Park (Phase 2)	Jinjiang	High-rise residential and retail shops	51	134,264
World City	Nan'an	SOHO apartments, office, shopping mall and retail shops	80	444,668
Sunshine City (Phase 2)	Langfang	High-rise residential and retail shops	55	183,431
Royal Spring City (Except Phase 1)	Anshan	High-rise residential, SOHO apartments, hotel and retail shops	70	1,645,139
SCE International Community (Except Phases 1-3)	Linfen	High-rise residential and retail shops	100	347,337
Total				4,486,454

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.

Completed Investment Properties (As at 31 October 2014)

Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Retail shops	31,337
Green Lake Mansion	Xiamen	Retail shops	937
SCE Building	Xiamen	Office	38,277
Fortune Plaza • World City	Quanzhou	Shopping Mall	166,612
Sapphire Peninsula	Jinjiang	Retail shops	7,440
Total			244,603

Disclaimer:

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

Stock Information (As at 31 October 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.53	HK\$1.43-HK\$1.85	HK\$5.238 billion	3.42384 billion shares



Investor Relations Contact

Strategic Financial Relations Limited

Ms. Brenda Chan- Account Director
Tel: 852-2864 4833
Fax: 852-2804 2789
Email: brenda.chan@sprg.com.hk

China SCE Property Holdings Limited

Mr. Paul Li-Financial Controller
& Company Secretary
Tel: 852-2191 3960
Mobile: 852-9869 9237
Fax: 852-2342 6643
Email: paulli@sce-re.com

Ms. Sophie Huang-Investor
Relations Manager
Tel: 86-592-572 1879
Mobile: 86-136 9699 8195
Fax: 86-592-572 1855
Email: huangsf@sce-re.com
ir@sce-re.com

Disclaimer:

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