

2015 October Newsletter

China SCE Property Holdings Limited

HKEx Stock Code:1966.HK Top 50 Real Estate Developers of China



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 Yangtze River Delta Economic Zone, the Bohai Rim Economic Zone and the Pearl River Delta Economic Zone.



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Latest News

Sales Update

In October 2015, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.972 billion and a contracted sales area of 123,881 sq.m., representing a year-on-year significant increase of 150% and 52%, respectively. The average selling price for October 2015 was RMB15,918 per sq.m.. The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB10.961 billion and an accumulated contracted sales area of 1,014,821 sq.m. for the 10 months ended 31 October 2015, representing a year-on-year increase of 26% and 7%, respectively. The average selling price for the 10 months ended 31 October 2015 was RMB10,801 per sq.m..

Land Bank

As at 31 October 2015, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 9.61 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.60 million sq.m.).

Successful Issue of RMB2 Billion Domestic Corporate Bonds

On 26 October 2015, China SCE Property announced that Xiamen Zhongjun Industrial Co., Ltd. ("Xiamen Zhongjun"), a wholly-owned subsidiary of the Company, would propose a public offer for domestic corporate bonds with a principal amount of up to RMB3.5 billion. On 30 October 2015, Xiamen Zhongjun had successfully completed issuing the first tranche of the domestic corporate bonds. The issue size of the first tranche bonds is RMB2 billion, with a coupon rate of 5.18% and a term of five years, and the issuer shall be entitled to raise the coupon rate and the investors shall be entitled to sell back the first tranche of the domestic corporate bonds at the end of the third year. Moody's, the internationally renowned rating agency has stated that the successful issue of RMB2 billion domestic corporate bonds by China SCE Property will have a positive impact on its credit, which will improve the Company's liquidity profile, extend its debt maturity and lower its borrowing cost.

Marina Bay in Shanghai Launched for Sale

Marina Bay, the second residential project of China SCE Property in Shanghai was officially launched to the market on 23 October 2015 and received positive response again. A total of 245 high-rise residential units with sizes ranging from 90 to 116 sq.m. were available on that day and the offered units were almost subscribed by the end of the month.

Marina Bay targeting first-time property upgraders is located on the southeast side of the intersection of Linhai Road and Shangnan Road in Pudong New District in Shanghai and enjoys convenient transportation access. The project occupies an aggregate planned GFA of approximately 130,000 sq.m., and comprises 16 blocks of high-rise residential apartments with exquisite decoration and 34 townhouses.

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Commencement of Construction of Sunshine City Phase 3 in Zhangzhou

On 21 October 2015, Sunshine City Phase 3 in Zhangzhou obtained its construction permit, marking the official commencement of its construction.

Sunshine City Phase 3 is located in the Taiwanese Investment Zone of Zhangzhou, Fujian Province, and enjoys a convenient transportation network with Xiamen to the east. The project occupies an aggregate planned GFA of approximately 160,000 sq.m., and will be developed into a quality community adjacent to the west of Xiamen to meet the property demand of young generation.

Commencement of Construction of Sunshine City Phase 2 in Shenzhen

On 28 October 2015, Sunshine City Phase 2 in Shenzhen obtained its construction permit, marking the official commencement of its construction.

Sunshine City is located in Longgang District of Shenzhen, Guangdong Province, northwest of the cross of Shenzhen-Shantou Highway and Shenzhen-Shantou Expressway. The entire 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 the project was launched in the second quarter of 2014 and sold extremely well. Phase 2, with an aggregate planned GFA of approximately 70,000 sq.m., will comprise 6 high-rise residential buildings.

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Project Development Information

Projects Under Development (As at 31 October 2015)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	78,402
SCE Plaza (Phase 1)	Shanghai	Office and retail shops	50	219,650
Marina Bay	Shanghai	High-rise residential and villas	100	130,781
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	82	212,973
Sunshine City (Phase 2)	Shenzhen	High-rise residential and retail shops	82	72,754
Haicang Vanke Dream Town (Phases 2-5)	Xiamen	High-rise residential and retail shops	12	379,098
Sapphire Boomtown	Nanchang	High-rise residential and retail shops	100	286,320
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	251,290
SCE Plaza	Quanzhou	High-rise residential, SOHO apartments and retail shops	100	253,926
Gold Coast (Phase 1) (Partial)	Quanzhou	High-rise residential and retail shops	45	124,276
Gold Coast (Phase 2)	Quanzhou	SOHO apartments and retail shops	45	77,045
SCE Mall (Phase 2) (Shishi)	Quanzhou	High-rise residential, SOHO apartments and retail shops	60	142,978
Sunshine Park (Phase 2)	Quanzhou	High-rise residential and retail shops	51	129,613
Sapphire Residences	Quanzhou	High-rise residential and retail shops	100	163,885
Purple Lake International Golf Villa (Partial)	Quanzhou	Low-rise residential and villas	49	72,256
Sapphire Boomtown (Phase 3)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	206,938
Sunshine City (Phase 1)	Zhangzhou	High-rise residential and retail shops	85	157,706
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	85	180,239
Sunshine City (Phase 3)	Zhangzhou	High-rise residential and retail shops	75	160,137
Sunshine City (Phase 1)	Langfang	High-rise residential and retail shops	55	241,346
Sunshine City (Phase 2)	Langfang	High-rise residential	55	181,957
Royal Spring City • Spring Villa (Except Zone A)	Anshan	Villas and retail shops	70	135,534
SCE International Community (Phase 3)	Linfen	High-rise residential and retail shops	70	81,822
SCE International Community (Phase 4)	Linfen	High-rise residential and retail shops	70	173,003
Total				4,113,929

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Stock Information (As at 30 October 2015)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.70	HK\$1.30-HK\$1.86	HK\$5.821 billion	3.42384 billion shares



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