

2013

2013 **September** 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 September 2013, the Group and its jointly-controlled entities realized a contracted sales amount of approximately RMB1.291 billion and a contracted sales area of 143,797 sq.m., representing a year-on-year sharp increase of 316% and 383%, respectively. The Group realized a contracted sales amount of approximately RMB8.259 billion and a contracted sales area of 732,425 sq.m. for the nine months ended 30 September 2013, representing a sharp increase of 112% and 68% over the same period of last year, respectively. As at 30 September 2013, the Group has achieved the annual sales target of RMB7.5 billion ahead of schedule.

Land Bank

As at 30 September 2013, the Group owned a land bank with an aggregate planned GFA of approximately 9.58 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.68 million sq.m.).

Extraordinary General Meeting Held

On 9 September 2013, China SCE Property held an Extraordinary General Meeting at which a resolution for approving a bonus issue on the basis of two bonus shares for every 10 existing ordinary shares held was passed by way of poll. As at 30 September 2013, the enlarged issued share capital of the Company is 3,423,840,000 shares.

Phase 4 of Fortune Plaza in Quanzhou Launched with Overwhelming Response

Marina Bay, Phase 4 of Fortune Plaza in Quanzhou, was officially launched to the market on 15 September 2013, offering 952 residential units in the first batch. All the available units were sold out on the debut day, generating a total subscription amount of approximately RMB910 million. The strong sales performance has led the Company to achieve its annual sales target a quarter earlier of schedule.



Latest News

Sapphire Boomtown in Longyan Launched for Sale

Sapphire Boomtown in Longyan was launched to the market on 28 September 2013. All the 254 residential units available were fully subscribed on the debut day, generating a total subscription amount of approximately RMB180 million.

Sapphire Boomtown is located in Xinluo District of Longyan. It has a total planned GFA of approximately 270,000 sq.m. and comprises 18 high-rise residential buildings.



Commencement of Construction of The Prestige in Shishi

The Prestige in Shishi has obtained its construction permit on 1 September 2013, marking the official commencement of its construction.

The Prestige is located at south of Baodao Road, a core area in downtown of Shishi. It has a total planned GFA of approximately 110,000 sq.m. and will comprise 6 high-rise residential buildings and ancillary commercial facilities. It is expected to be launched for sale in the fourth quarter of 2013.

Commencement of Construction of SCE Mall in Shishi

SCE Mall in Shishi has obtained its construction permit on 4 September 2013, marking the official commencement of its construction.

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 is to be developed into an urban complex integrating residential buildings, commercial facilities and office spaces and is expected to be launched for sale in October 2013.

Commencement of Construction of Sunshine City in Quanzhou

Sunshine City in Quanzhou has obtained its construction permit on 25 September 2013, marking the official commencement of its construction.

Located north of Sunjiang Road in Jiangnan New District, the project is surrounded by extensive commercial facilities and 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. It is expected to be launched for sale in the fourth quarter of 2013.

Project Development Information

Projects Under Development (As at 30 September 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 Part A)	Quanzhou	Residential	45	83,828
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
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	Anshan	Residential and commercial	70	168,729
SCE International Community (Phase 2)	Linfen	Residential and commercial	100	55,674
Total				2,529,187

Investment Properties (As at 30 September 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 September 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 (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1,095,608
International Finance Center	Quanzhou	Commercial	34	148,804
Nan'an World City	Quanzhou	Residential and commercial	80	660,000
Sunshine Park	Quanzhou	Residential and commercial	51	232,643
Licheng Project	Quanzhou	Residential and commercial	60	290,000
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				6,449,339

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 30 September 2013)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.71	HK\$1.32-HK\$1.86	HK\$5.855 billion	3.42384 billion shares



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