

# 2019 September 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.



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

## Latest News

### Sales Overview

In September 2019, the Group together with its joint ventures and associates achieved a contracted sales amount of approximately RMB6.509 billion and a contracted sales area of 508,192 sq.m., representing a year-on-year increase of 48% and 21% respectively. The average selling price for September 2019 was RMB12,808 per sq.m.

For the nine months ended 30 September 2019, the Group together with its joint ventures and associates achieved an accumulated contracted sales amount of approximately RMB54.650 billion and an accumulated contracted sales area of 4,391,262 sq.m., representing a year-on-year increase of 63% and 66%, respectively. The average selling price for the nine months ended 30 September 2019 was RMB12,445 per sq.m.

### Land Bank

As at 30 September 2019, the Group together with its joint ventures and associates owned a land bank with an aggregate planned GFA of approximately 31.39 million sq.m.

*Details of newly acquired land parcels in September 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.)
Taizhou	100%	Residential and Commercial	84,089	193,405	4,597
Taizhou	100%	Commercial	71,021	149,144	3,225
Lishui	51%	Residential	119,409	216,165	8,660
Heyuan	100%	Residential and Commercial	214,249	492,135	2,052
Zhengzhou	100%	Residential	45,675	91,350	2,550
Shangqiu	22%	Residential	92,190	248,912	1,944
Meishan	32%	Residential and Commercial	136,848	342,121	2,441

## Latest News



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

### *Beijing • World City – Upgraded and Rejuvenated*

Beijing • World City is the first integrated commercial real estate project of China SCE. The property is located in the core area of CBD in Chaoyang District, Beijing, with a gross floor area of approximately 30,000 sq.m. It has become the Group's key business project since its opening in 2009.

China SCE set about repositioning and upgrading the Beijing • World City in 2018 in order to lead the new consumption pattern. With thorough market research and acute business sense, together with customer analysis and image transformation, the plan is to develop into "24-hour CBD" with high-end F&B. The introduction of various "Firstever shop", "new crossover idea" F&B brands as well as night economy exploration made Beijing • World City the only Beijing commercial project that runs until 2am, thus creating the "City never sleeps". The upgrade has achieved phased results, and the cumulative foot traffic in September increased by about 40% year-on-year, injecting new vitality into Beijing • World City. During the National Day Holiday, Beijing • World City sales increased by 248% year-on-year, foot traffic increased by 92%, and traffic flow increased by 31%.

Beijing • World City was recently awarded the "2019CCFA Golden Lily Shopping Center Best Innovation Award" ("2019CCFA金百合购物中心最佳创新奖") and "2019 City Top Ten Night Economy Landmarks" ("2019年度城市十大'夜经济'地标"). The upgrade of Beijing • World City has brought about a continuous increase in rental income for China SCE, established the "World City" benchmark and management team, and laid a solid foundation for the long-term strategic planning of China SCE Shopping Mall.



The new appearance of Beijing • World City, all facilities including trees and street lights are of new designs which better meet the consumers' needs.



Introducing the concept of "late night cafeteria", to create a unique evening dining experience.



Considering the weather in Beijing, insulated tents are set in the outdoor area, which can be switched open or shaded in a second.

2019

September

Newsletter



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



### ***Investor Relations Contact***

China SCE Group Holdings Limited

Ms. Doreen Chiu – Director of Investor Relations/  
Ms. Echo Zou – Investor Relations Manager

Tel (HK) : 852-2622 2049

Tel (SH) : 86-21-5263 6826

Fax : 852-2342 6643

Email : [ir@sce-re.com](mailto:ir@sce-re.com)

Mr. Paul Li – Financial Controller & Company Secretary

Tel : 852-2191 3960

Fax : 852-2342 6643

Email : [paulli@sce-re.com](mailto:paulli@sce-re.com)

LBS Communications Consulting Limited

Pauline Fu

Tel : 852-3752 2674

Email : [sceir@lbs-comm.com](mailto:sceir@lbs-comm.com)

**Disclaimer:**

This newsletter contains unaudited financial data and is intended solely for personal reference.