

2015 December 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 Overview

In December 2015, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.053 billion and a contracted sales area of 77,526 sq.m.. The average selling price for December 2015 was RMB13,582 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB14.511 billion and an accumulated contracted sales area of 1,247,563 sq.m. for the year ended 31 December 2015, representing a year-on-year increase of 22% and a year-on-year decrease of 4%, respectively. The average selling price for 2015 was RMB11,632 per sq.m.. The achieved contracted sales amount of the year exceeds the annual sales target (RMB13.5 billion) of approximately 8%.

Land Bank

As at 31 December 2015, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 9.17 million sq.m.. (the aggregate planned GFA attributable to the Group was approximately 6.34 million sq.m..)

Secures a Quality Commercial and Residential Land Parcel in Beijing

On 15 December 2015, the Company made a successful bid for a parcel of quality commercial and residential land in Changping, Beijing through its wholly-owned subsidiary at a total consideration of approximately RMB505 million, equivalent to a land cost of RMB6,010 per sq.m.. The newly acquired land parcel is the second project acquired by the Company this year in the Beijing-Tianjin-Hebei Metropolitan Region after Marina Bay in Tianjin and will further enhance the Company's brand image in this region.

The parcel of land is located in Baishan Town in Changping District, Beijing. It occupies a site area of 52,140 sq.m. with an aggregate planned above-ground GFA of approximately 83,940 sq.m. and will be developed into a commercial and residential community.

Jointly Secures a Quality Residential Land Parcel in Tianjin

On 31 December 2015, the Company has entered into a cooperation agreement through its wholly-owned subsidiary with subsidiaries of China Vanke Company Limited, CIFI Holdings (Group) Company Limited and Gemdale Corporation. Pursuant to the agreement, each joint venture partner mentioned above hold 25% of the equity interest of a newly established joint venture named Tianjin Meijianguishi Property Limited (天津梅江秋實置業有限公司). A quality residential land parcel in Dongli District, Tianjin was secured by the joint venture with a total consideration of RMB760 million.

The parcel of land is located in the southwest of the interchange of Dieshan Road and Chengzhou Road, Dongli District, Tianjin. It occupies a site area of 72,359 sq.m. with an aggregate planned above-ground GFA of approximately 144,718 sq.m.. Its average land cost is RMB5,252 per sq.m. and will be developed into a quality residential community.



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Latest News

Phase 1 of SCE Plaza in Shanghai Achieves Remarkable Sales

Phase 1 of SCE Plaza in Shanghai achieved outstanding sales in December. As of 31 December, four headquarter office buildings which encompass an aggregate area of 21,855 sq.m. have been subscribed for approximately RMB700 million.

Shanghai SCE Plaza is located in the CBD of Hongqiao, a transportation hub located in the north of Hongqiao Railway Station and Shanghai Hongqiao International Airport. It is situated in a prime location and has access to comprehensive support facilities. The project occupies a total GFA of over 400,000 sq.m. and will be developed into one of the largest commercial and office complexes in the district.

Phase 4 of SCE International Community in Linfen Launches for Sale

On 7 December 2015, Phase 4 of SCE International Community in Linfen was officially launched and received encouraging market response. A total of 204 high-rise residential units with sizes ranging from 79 sq.m. to 114 sq.m. were offered for sale that day. Nearly 70% of all offered units were subscribed in December.

Located in the southeastern region of the Linfen Economic and Technological Development Zone, Phase 4 of SCE International Community is near the southern old city core of Linfen and enjoys superior geographical advantages. With an aggregate planned GFA of approximately 570,000 sq.m., the project will be developed into one of the largest residential communities in Linfen. With a total GFA of 170,000 sq.m., Phase 4 will comprise 10 high-rise residential buildings and four villas.

Phase 3 of Sunshine City in Zhangzhou Launches for Sale, Receiving Overwhelmingly Positive Response

On 26 December 2015, Phase 3 of Sunshine City in Zhangzhou was officially launched for sale. A total of 285 high-rise residential units with sizes ranging from 66 sq.m. to 98 sq.m. were available for purchase that day. Market response was overwhelmingly positive, 80% of the offered units were subscribed in December.

Phase 3 of Sunshine City is located in the Zhangzhou Taiwanese Investment Zone in Fujian, which is adjacent to Xiamen to the east and is supported by convenient transportation networks. The project occupies a land area of approximately 40,000 sq.m. with an aggregate planned GFA of approximately 160,000 sq.m.. It will comprise 10 high-rise residential buildings.

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 December 2015)

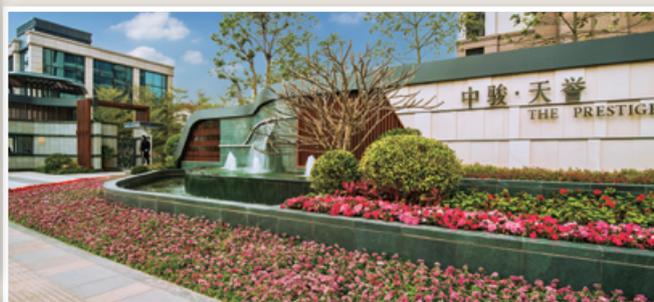
Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	78,402
SCE Plaza (Phase 1)	Shanghai	Office and retail shops	50	219,650
Marina Bay	Shanghai	High-rise residential and villas	100	130,781
Sunshine City (Phase 2)	Shenzhen	High-rise residential and retail shops	82	72,754
Haicang Vanke Dream Town (Phases 3-4)	Xiamen	High-rise residential and retail shops	12	253,175
Sapphire Boomtown	Nanchang	High-rise residential and retail shops	100	286,320
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office and retail shops	60	225,430
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
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 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
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				3,378,888

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Stock Information (As at 31 December 2015)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.75	HK\$1.30-HK\$1.86	HK\$5.992 billion	3.42384 billion shares



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