

2016 December Newsletter

China SCE Property Holdings Limited

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



China SCE Property 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 investment holding, property development, property investment and property management. The Company is headquartered in Shanghai for its business operations, while implementing regional development strategy focusing on the first- and second-tier cities in the Yangtze River Delta Economic Zone, the Bohai Rim Economic Zone, the Pearl River Delta Economic Zone and the West Taiwan Strait Economic Zone.



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Latest News

Sales Overview

In December 2016, the Group and its joint ventures achieved a contracted sales amount of approximately RMB3.691 billion and a contracted sales area of 271,801 sq.m., representing a year-on-year increase of 251% and 251% respectively. The average selling price for December 2016 was RMB13,581 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB23.524 billion and an accumulated contracted sales area of 1,659,929 sq.m. for the year ended 31 December 2016, representing a year-on-year increase of 62% and 33% respectively. The average selling price for 2016 was RMB14,172 per sq.m.. The Group has achieved approximately 152% of the annual sales target of RMB15.5 billion.

Land Bank

As at 31 December 2016, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 9.13 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.70 million sq.m.).

Sunshine Mansion in Beijing Launched to the Market

Sunshine Mansion in Beijing was launched for sale on 1 December 2016. First batch of 920 low-rise residential units were offered to the market on the debut day. A subscription amount of approximately RMB470 million were generated by the end of the month.

Sunshine Mansion is located in Baishan Town, Changping District, Beijing. The project occupies a site area of approximately 32,000 sq.m. with a total planned GFA of approximately 64,000 sq.m.. It comprises 5 low-rise residential buildings with ancillary commercial facilities.

SCE Plaza Phase 2 in Shanghai Opened for Sale

On 4 December 2016, SCE Plaza Phase 2 in Shanghai was formally launched for sale. A total of 206 SOHO apartments were offered to the market and nearly 90% of them were subscribed on the debut day, generating a subscription amount of approximately RMB500 million.

SCE Plaza is in the heart of the Hongqiao Central Business District neighbouring the Hongqiao transportation hub, and just north of the Shanghai Hongqiao Railway Station and Shanghai Hongqiao International Airport. It is at a superb location giving the convenient access to different amenities. The project covers a site area of approximately 100,000 sq.m. with a total planned GFA of more than 400,000 sq.m. and will be developed into a complex comprising office buildings, SOHO apartments and commercial facilities. Phase 2 of the project has a total planned GFA of approximately 180,000 sq.m. and comprises five office buildings, five blocks of SOHO apartments and commercial facilities.

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The Royal Bay in Shanghai Launched to the Market

The Royal Bay in Shanghai was launched to the market on 11 December 2016. The 197 townhouses offered that day were soon swept up, bringing in a total subscription amount of approximately RMB670 million. The Royal Bay is located in Zhu Jia Jiao Town, Qingpu District, Shanghai. The project occupies a site area of approximately 88,000 sq.m. with a total planned GFA of approximately 95,000 sq.m., and will be developed into a high-end low-density residential community.

The Polaris in Beijing Opened for Sale

The Polaris in Beijing was launched for sale on 17 December 2016. Limited quantities of 42 SOHO apartments were offered to the market on that day and nearly 80% of them were subscribed. A subscription amount of approximately RMB160 million were generated by the end of the month. The Polaris is located on the North Second Ring Road in Xicheng District, Beijing, neighbouring Desheng Gate and also at the political and economic centre of Beijing, with leading educational and ancillary facilities nearby. It is a premium luxury residential project comprising 120 extraordinary residences and 116 SOHO apartments.

The Royal Green in Hangzhou Launched to Market

The Royal Green in Hangzhou was launched for sale on 17 December 2016. 938 high-rise residential units were made available on that day. A subscription amount of approximately RMB810 million were generated by the end of the month. The Royal Green was located in Xiaoshan District, Hangzhou and boasts comprehensive educational and ancillary facilities in the vicinity, as well as transportation convenience. With a total planned GFA of approximately 182,000 sq.m., the project will comprise 11 high-rise residential buildings with ancillary commercial facilities.

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 2016)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Polaris	Beijing	High-rise residential and SOHO apartment	100	45,174
Sunshine Mansion	Beijing	Low-rise residential	100	63,600
SCE Plaza (Phase 2)	Shanghai	SOHO apartments	50	42,255
Marina Bay	Shanghai	High-rise residential and villas	100	130,781
Sky Horizon	Shanghai	High-rise residential, LOFT apartment and retail shops	100	47,325
The Royal Bay	Shanghai	Villas and retail shops	100	94,940
Sunshine City (Phase 2)	Shenzhen	High-rise residential and retail shops	82	72,754
Marina Bay	Tianjin	Low-rise residential and villas	100	153,504
The Royal Green	Hangzhou	High-rise residential and retail shops	100	181,525
Haicang Vanke Dream Town (Phases 4)	Xiamen	High-rise residential and retail shops	12	36,053
Uptown	Nanchang	High-rise residential, SOHO apartments, LOFT apartments and retail shops	100	214,680
SCE Plaza	Quanzhou	High-rise residential, SOHO apartments, office and retail shops	100	133,529
Gold Coast (Phase 1) (Partial)	Quanzhou	High-rise residential and retail shops	45	72,572
SCE Mall (Shishi) (Phase 2)	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	28,808
Sapphire Boomtown (Phase 3) (Partial)	Zhangzhou	High-rise residential	100	26,038
Sunshine City (Phase 3)	Zhangzhou	High-rise residential and retail shops	75	160,137
Sunshine City (Phase 2)	Yanjiao	High-rise residential and retail shops	55	181,957
SCE International Community (Phase 4)	Linfen	High-rise residential and retail shops	70	173,003
Total				2,295,111

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Stock Information (As at 30 December 2016)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$2.33	HK\$1.48-HK\$2.68	HK\$7.978 billion	3.42384 billion shares



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