



2011 FEBRUARY 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 Hong Kong Stock Exchange. Leveraging on China SCE 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 Western Taiwan Strait Economic Zone, Bohai Rim Economic Zone and Pearl River Delta Economic Zone.

Latest News

Additional Units of Sapphire Boomtown Phase I Launched

On 17 February 2011, the Chinese Lantern Festival, 62 more units of townhouses and low-rise residential buildings of Sapphire Boomtown Phase 1, which is located in Zhangzhou City, were launched to the market. This followed on the heels of the first batch of 93 units of townhouses and low-rise residential buildings presented last month. With a total saleable GFA of 12,519 sq.m., 80% of the total 62 units were sold on that day.



Show Houses of Sunshine Mansion Opened



Located in Nan'an of Quanzhou City, the show houses (two-bedroom and three-bedroom) of Sunshine Mansion opened, winning the admiration from the prospective visiting customers. With a planned GFA of approximately 300,000 sq.m., Sunshine Mansion is to be developed into a large-scale residential-cum-retail project. Its clubhouse was opened to the public last month, and the project is to be put on pre-sale soon.

Sales Update

In February 2011, the Group realised a contracted sales amount of approximately RMB370 million, an increase of 69% y-o-y; while the contracted sales area was approximately 41,396 sq.m., down 13% over the same period of last year. The Group realised a contracted sales amount of approximately RMB1.02 billion and a contracted sales area of approximately 107,619 sq.m. for the first two months of 2011, an increase of 265% and 96% over the same period of last year respectively.

Landbank Update

As at 28 February 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with a planned GFA of approximately 8.42 million sq.m. (the planned GFA attributable to the Group was approximately 6.12 million sq.m.), including a planned GFA of approximately 1.45 million sq.m. for which master agreements had been entered into but the public tender process had not been completed.

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 28 February 2011)

| Project Name | City | Type of Property | Company's Equity Interest (%) | Total Planned GFA (sq.m.) |
|--|-----------|----------------------------|-------------------------------|---------------------------|
| Fortune Plaza · Parkview Bay (裕景湾) | Quanzhou | Residential and commercial | 58 | 300,398 |
| Fortune Plaza · Royal Terrace (雅景台) | Quanzhou | Residential (Low density) | 58 | 249,436 |
| Sunshine Town (Phase 1) (Block 9-17) | Quanzhou | Residential and commercial | 100 | 152,634 |
| Sapphire Peninsula (Phase 1) | Quanzhou | Residential and commercial | 100 | 141,213 |
| Sapphire Peninsula (Phase 2) | Quanzhou | Residential and commercial | 100 | 126,463 |
| Purple Lake International (Phase 1) | Quanzhou | Residential (Low density) | 49 | 62,217 |
| Sunshine Mansion (四季家园) | Quanzhou | Residential and commercial | 80 | 300,641 |
| The Regent | Xiamen | Residential (Low density) | 60 | 85,192 |
| SCE Building (Phase 2) | Xiamen | Office | 100 | 36,333 |
| Provence Town | Xiamen | Residential and commercial | 90 | 142,930 |
| Sapphire Boomtown (Phase 1) | Zhangzhou | Residential and commercial | 80 | 148,578 |
| SCE International Community · Central Park | Linfen | Residential and commercial | 90 | 82,809 |
| Total | | | | 1,828,844 |

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Project Development Information

Projects Held for Future Development (As at 28 February 2011)

| Project Name | City | Type of Property | Company's Equity Interest (%) | Total Planned GFA (sq.m.) |
|---|-----------|--|-------------------------------|---------------------------|
| Fortune Plaza (Phase 3 & 4) | Quanzhou | Residential, commercial, office and hotel | 58 | 817, 821 |
| Sunshine Town (Phase 2) | Quanzhou | Residential and commercial | 100 | 220, 229 |
| Purple Lake International (Phase 2) | Quanzhou | Residential (Low density) | 49 | 60, 982 |
| Gold Coast | Quanzhou | Residential, commercial and tourism related integrated development | 45 | 1, 256, 400 |
| Sapphire Boomtown (Phase 2, 3 & 4) | Zhangzhou | Residential and commercial | 80 | 371, 721 |
| SCE International Community (Phase 2 & 3) | Linfen | Residential and commercial | 90 | 485, 878 |
| Anshan Project (天峰御泉) | Anshan | Residential and commercial | 70 | 1, 813, 868 |
| Beijing Project (德勝公館) | Beijing | Residential and commercial | 100 | 38, 195 |
| Sapphire Villa (南湖香郡) (Phase 1) | Tangshan | Residential and commercial | 100 | 64, 911 |
| Total | | | | 5,130,005 |

Note: Projects held for future development do not include those projects for which master agreements had been entered but had not gone through any public tender process.

Investment Properties (As at 28 February 2011)

| Project Name | City | Type of Property | Total GFA (sq.m.) |
|------------------------|---------|------------------|-------------------|
| World City | Beijing | Commercial | 31, 874 |
| Green Lake Mansion | Xiamen | Commercial | 937 |
| SCE Building (Phase 1) | Xiamen | Office | 6, 637 |
| Total | | | 39,448 |

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Stock Information

Stock Information (As at 28 February 2011)

| Price per Share (Closing) | 52-week Range | Market Capitalisation | Total Number of Shares |
|---------------------------|---------------------|-----------------------|------------------------|
| HK\$ 2.00 | HK\$ 1.90-HK\$ 2.99 | HK\$ 5.706 billion | 2.8532 billion shares |



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