



2011 JANUARY 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

RMB 2 Billion Senior Notes Issued

On 7 January 2011, the Company successfully issued five-year RMB 2 billion senior notes, which are denominated in RMB and settled in USD, with interest rate fixed at 10.5%. The Company became the first Mainland real estate developer to successfully issue the synthetic notes.

The senior notes issued by the Company were eight times over-subscription, indicating the strong confidence of the investment community in our ability to achieve sustainable growth.

Annual Meeting Concluded

The Company successfully organised its annual meeting during 23-26 January 2011 chaired by the President of the Board, with senior management and general managers of subsidiaries participating. Mr. Wong Chiu Yeung reviewed the major achievements of the Company in the year 2010, especially after its listing on the Hong Kong Stock Exchange. He also mentioned the opportunities and challenges that the Company will face in the year 2011. The pride of the staff received a great lift when the Company successfully issued RMB 2 billion senior notes on 7 January 2011. It is expected that the Company would achieve even greater successes in 2011, through the concerted efforts of the staff.

Grand Opening of Phase 1 of Sapphire Boomtown



The eagerly awaited Phase 1 of Sapphire Boomtown was launched to the market on 8 January 2011. Townhouses (246 sq.m.-253 sq.m.) and low-rise residential buildings (140 sq.m.-221 sq.m.) were made available, and most of them were subscribed on the debut day.

Sapphire Boomtown is located at the south of Shuixian Avenue in Zhangzhou City. The project occupies a site

area of approximately 230,000 sq.m. with a planned GFA exceeding 500,000 sq.m., which will be developed into a large-scale residential community. Its five-star clubhouse, marketing center and the 20,000 sq.m. virtual garden have been opened to the public since October 2010. This project was acknowledged as the "Most Anticipated Project in 2011" during the Third China Real Estate New Trends Forum.



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Latest News

Block 9-17 of Phase 1 of Sunshine Town Topped Off

Block 9-17 of Phase 1 of Sunshine Town was topped off during January 2011. This project is located at the junction of Nanhuan Road and Jianzhong Road, a 10-minute drive from the main city area of Quanzhou. Phase 1 (Block 9-17) of the project has a total saleable area of approximately 150,000 sq.m., and contracted sales amount reached to RMB 497 million by the end of January 2011.

Sunshine Home (四季家園) Opened

Located in Nan'an City, Sunshine Home and its clubhouse opened on 15 January 2011, attracting the attention of hundreds of prospective customers.

With a land area covering 64,632 sq.m., and a planned GFA of approximately 300,000 sq.m., Sunshine Home is another large-scale project in Nan'an, following on the heels of Sunshine Town, and is to be developed into a residential-cum-retail project by the Company.

Two Additional Residential Buildings of Yujingwan (裕景灣) Launched

During January 2011, two additional residential buildings of Yujingwan within Phase 1 of Fortune Plaza in eastern Quanzhou were launched to the market. The new structures provide a saleable GFA of 27,560 sq.m. with unit sizes ranging from 89 sq.m. (2-bedrooms) to 126 sq.m. (3-bedrooms).

The 2010 Carnival of China SCE Group Held



On the evening of 21 January 2011, the 2010 Carnival of China SCE Group was held at Xiamen International Conference & Exhibition Center. Mr. James Tien Pei Chun, Chairman of Hong Kong Tourism Board; Mr. Luo Guoqing, Secretary of Quanzhou Municipal Committee; Mr. Jin Sheng, President of Industrial and Commercial Bank of China, Xiamen Branch; Mr. Chen Wanming, President of China Construction Bank, Xiamen Branch; and Mr. Wang Yanan, Chairman of Tongda Group were invited to attend the event, together with all the staff of China SCE Group. Mr. Wong Chiu Yeung, President of the Board of China SCE Group, delivered his speech during the Carnival. He cited the impressive progress of China SCE Group during

2010, and encouraged all parties to make joint efforts to create a brilliant and prosperous future.

“China SCE · Sapphire Boomtown Cup” Children Talent Show in Zhangzhou City Drew to a Close

A collaborative event of the Company, the “China SCE · Sapphire Boomtown Cup” Children Talent Show in Zhangzhou City drew to a close with its award ceremony held at the Broadcasting Hall of Zhangzhou TV Building on 4 January 2011.

This large-scale event ran for three months and enjoyed strong support, attracting hundreds of children from different counties to participate. It provided a show stage for the children in Zhangzhou, and presented an opportunity for the Company to contribute to the promotion of Zhangzhou’s cultural-art undertakings and to fulfill its social responsibility of good corporate citizenship.



Awarded the “Potential Growth Real Estate Enterprise”



After four months of assessment, the 2010 South Fujian Real Estate Annual Forum finally drew to a close in December 2010. Leveraging on the strength of its high quality, reputable brand and speedy growth, the Company stood out among the field and was recognised as the “Potential Growth Real Estate Enterprise”. At the same time, The Regent won the “Excellent Quality Benchmarking in 2010”.

Sales Update

In January 2011, the Group realized a contracted sales amount of approximately RMB 650 million and contracted sales area of approximately 66,223 sq.m., representing an increase of 962% and 799% over the same period of last year respectively.

Landbank

As at 31 January 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.

Project Development Information

Projects Under Development (As at 31 January 2011)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza · Yujingwan (裕景湾)	Quanzhou	Residential and commercial	58	300, 398
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
Fortune Plaza · Yongjingtai (雍景台)	Quanzhou	Residential (Low density)	58	249, 436
Sunshine Home(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 (Phase 1)	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 31 January 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
Minnan Golden 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
Tangshan Project (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 31 January 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 31 January 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 2.14	HK\$ 1.90-HK\$ 2.99	HK\$ 6.106 billion	2.8532 billion shares



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