

2012

2012 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 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 Western Taiwan Strait Economic Zone, Bohai Rim Economic Zone and Pearl River Delta Economic Zone.

Latest News

South China Group Enjoys 2011 Annual Dinner



With a theme of “Achieving Progress Together in Harmony” South China Group organized its 2011 annual dinner at the Xiamen Conference & Exhibition Center on 13 January 2012. Guests from the government and commercial sectors as well as the media, together with the entire staff of the Group, joined the dinner.

During the event, Mr Wong Chiu Yeung, Chairman of the Board of Directors of South China Group, delivered a speech reviewing the steady progress of the Group’s operations and expressed his gratitude to staff at all levels for their hard work and to friends of the Group from various sectors for their long-term support. He also encouraged staff to continue to work hard together with the Group in achieving outstanding performances in the future.

Chinese New Year Celebration Held at Fortune Plaza



To thank the new and long-standing property owners for their long-term support, we organized a special Chinese New Year celebration event at Fortune Plaza, which is located in Fengze District, eastern part of Quanzhou, on 7 January 2012. Attractive prizes were prepared for this exciting event which generated enthusiastic participation from the owners.

Sales Update

In January 2012, the Group realized a contract sales amount of approximately RMB 84 million, while the contract sales area was 11,477 sq.m., representing a decrease of 24% and 11% m-o-m, respectively.

Landbank

As at 31 January 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 7.99 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.54 million sq.m.), including a planned GFA of approximately 0.42 million sq.m. for which master agreement has been entered into but the public tender process had not been completed.

Project Development Information

Projects Under Development (As at 31 January 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza - Royal Terrace	Quanzhou	High-rise and low-density residential	58	202,129
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267,676
Purple Lake International (Phase 1)	Quanzhou	Low-density residential	49	62,217
Sunshine Mansion	Quanzhou	Residential and commercial	80	300,641
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160,792
The Regent	Xiamen	High-rise and low-density residential	60	66,084
Provence Town	Xiamen	Residential and commercial	90	142,930
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	100	20,895
Sapphire Villa (Phase 1)	Tangshan	Low-density residential	100	64,911
Royal Spring City - Spring Villa	Anshan	Residential and commercial	70	168,729
Total				1,457,004

Project Development Information

Projects Held for Future Development (As at 31 January 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 3,4 & 5)	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	Low-density residential	49	60,982
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1,095,608
International Finance Center	Quanzhou	Residential and commercial	34	405,000
World City	Quanzhou	Residential and commercial	80	660,000
Sunshine City	Xiamen	Residential and commercial	100	143,000
Sapphire Boomtown (Phases 2,3 & 4)	Zhangzhou	Residential and commercial	100	371,721
Beijing Project	Beijing	Residential and commercial	100	38,195
Royal Spring City (Except Phase 1)	Anshan	Residential and commercial	70	1,645,139
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485,878
Total				5,943,573

Note: Projects held for future development do not include the project for which master agreement had been entered but had not gone through any public tender process.

Investment Properties (As at 31 January 2012)

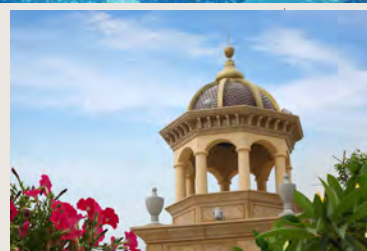
Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Commercial	31,874
World City	Beijing	Residential	438
Green Lake Mansion	Xiamen	Commercial	937
SCE Building (Phase 1)	Xiamen	Office	6,637
SCE Building (Phase 2)	Xiamen	Office	36,333
Total			76,219

Disclaimer:

This newsletter provides the investors with unaudited financial data. As a result, it is for reference only.

Stock Information (As at 31 January 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.55	HK\$1.40-HK\$2.20	HK\$4.422 billion	2.8532 billion shares



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