

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

Project Commenced

Construction of Phase 2 of SCE•Fortune Plaza—Yongjingtai (雍景臺) Commenced

On 25 July 2010, construction work of Phase 2 of SCE•Fortune Plaza-Yongjingtai (雍景臺) commenced.

Situated in eastern Quanzhou, Yongjingtai (雍景臺) has a total GFA of approximately 250,000 sq.m., comprising 13 blocks of high-rise residential buildings ranging from 13 to 37 storeys, approximately 130 villas and a clubhouse.



New Projects Launched

Grand Opening of Phase 1 of SCE International Community –The Central Park

Phase 1 of SCE International Community-The Central Park, which is located in Linfen City of Shanxi Province, was officially launched to the market on 24 July 2010. A total of 268 units were placed on the market, with the majority consisting of 93 sq.m.(2-bedroom) and 144 sq.m.(3-bedroom) units. Approximately 60% of the units were subscribed within the first week, attesting to favorable market response.

Situated in the southeast of Linfen Economic & Technological Development Zone, and next to Linfen inner city, SCE International Community benefits from a good location. With a total planned GFA of up to 570,000 sq.m., the project will be one of the biggest communities in Linfen City. Phase 1 has a total GFA of 82,809 sq.m., comprising 4 blocks of 18-storey residential buildings.



New Projects Launched

Grand Opening of Commercial Part of Phase 1 of SCE•Fortune Plaza—Yujingwan (裕景灣)

Following the official opening of the residential section of Yujingwan (裕景灣)-Phase 1 of SCE•Fortune Plaza in May, the commercial section opened on 24 July 2010. All 86 retail shops were sold on opening day.

Keen demand for the commercial section of Yujingwan (裕景灣) highlighted the value of eastern Quanzhou City, and also the immense respect given to China SCE Property's products.





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New Project Opened

On 10 July 2010, the marketing centre of Sapphire Boomtown opened in the downtown of Zhangzhou City. Elaborately decorated to celebrate the occasion, the marketing center drew significant attention from the public.

Sapphire Boomtown is located on the south side of Shuixian Avenue in Zhangzhou City, and benefits from convenient transportation access. This project has a total planned GFA of more than 520,000 sq.m., of which Phase 1 covers approximately 150,000 sq.m. comprising 3 to 4 storeys low density housing, 5 blocks of 9-storey residential buildings and 2 blocks of 18-storey residential buildings.

Marketing Center of Sapphire Boomtown Opened



Positive Profit Alert Published

On 20 July 2010, the Company published its positive profit alert pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited. It is expected that the unaudited consolidated net profit of the Company and its subsidiaries (collectively, the "Group") for the six months ended 30 June 2010 may record an increase by not less than 100% as compared to that for the corresponding period in 2009.

Sales Update

In July 2010, the Group realized a contracted sales amount of approximately RMB 259 million and contracted sales area of approximately 27,163 sq.m., representing an increase of 54.4% and 94.4% over the same period of last year respectively. The Group realized a contracted sales amount of approximately RMB 1.487 billion and a contracted sales area of approximately 220,542 sq.m. for the seven months ended 31 July 2010, representing an increase of 51.9% and 114.6% over the same period of last year respectively.

Landbank

As at 31 July 2010, the Group together with its jointly-controlled entities and associates, had a land bank with an aggregate planned GFA of approximately 8.57 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.17 million sq.m.), including an aggregate 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 July 2010)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza•Yujingwan (裕景灣)	Quanzhou	Residential and commercial	58	300,398
West Lake No.1	Quanzhou	Residential and commercial	100	198,782
Sapphire Uptown	Quanzhou	Residential and commercial	51	105,623
Sunshine Town (Phase 1)(Block 1-8)	Quanzhou	Residential and commercial	100	60,063
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
Purple Lake International(Phase 1)	Quanzhou	Residential (Low density)	49	62,217
Fortune Plaza•Yongjingtai (雍景臺)	Quanzhou	Residential (Low density)	58	249,436
The Regent	Xiamen	Residential (Fine-furnished)	60	85,192
SCE International Community (Phase 1)	Linfen	Residential and commercial	80	82,809
Total				1,438,367

Projects Held for Future Development

(As at 31 July 2010)

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
Sapphire Peninsula (Phase 2)	Quanzhou	Residential and commercial	100	126,463
Sunshine Home (四季家園)	Quanzhou	Residential and commercial	80	300,641
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	Zhangzhou	Residential and commercial	80	520,299
SCE Building (Phase 2)	Xiamen	Office	95	30,084
SCE International Community (Phase 2 & 3)	Linfen	Residential and commercial	80	485,878
Anshan Project (天峰御泉)	Anshan	Residential and commercial	70	1,813,868
Beijing Project (北京德勝公館)	Beijing	Residential and commercial	100	38,195
Total				5,670,860


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



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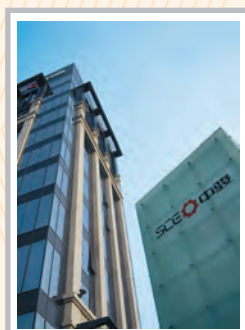
 **Investment Properties** (As at 31 July 2010)

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

Stock Information

(As at 30 July 2010)

Price per Share(Closing)	Highest During Period	Lowest During Period	Market Capitalization	Total Number of Shares
HK\$ 2.40	HK\$ 2.99	HK\$ 1.90	HK\$ 6.848 billion	2.8532 billion shares



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