

2012

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

Latest News

2011 Annual Results Announcement

On 28 March 2012, China SCE Property announced its annual results for the year ended 31 December 2011. For the year ended 2011, the Group reached a revenue of approximately RMB3,770 million, while profit for the year and profit attributable to owners of the parent amounted to RMB877 million and RMB716 million respectively. Basic earnings per share were RMB25.1 cents, and the Board proposes the distribution of a final dividend of HK4 cents per ordinary share to shareholders for the year ended 2011.

Grand Opening of Gold Coast

On 17 March 2012, a grand opening ceremony was held for the Gold Coast, with many local government officials and guests from various sectors attending the event. Villa showrooms were also opened to the public on the same day. As the leading bay area complex in Quanzhou metropolitan area, the debut of Gold Coast attracted an enthusiastic attendance of nearly 3,000 prospective customers.

Situated on the seashore of Yongning Town, Shishi City, Gold Coast is adjacent to the Coastal Thoroughfare along the beautiful 3.8-km stretch of coastline in Quanzhou. The project enjoys a 1.5-km natural sandy beach, mountain scene and forest landscape, and is planned to be developed into an integrated complex featuring leisure, commercial and high-end residential.



Awarded the Honor of "Top 100 Real Estate Enterprises in China" and "Stars of Top 100" for the Fifth Consecutive Year

The research report on the "Top 100 Real Estate Enterprises in China", which was collaboratively compiled by the Enterprise Research Institute of the Development Center of the State Council, the Real Estate Institute of Tsinghua University and the China Index Academy, was released on 23 March 2012. China SCE Property has been honored as one of the "Top 100 Real Estate Enterprises in China" and "Stars of Top 100" for the fifth consecutive year since 2008.

Latest News

Two Additional Residential Buildings of Provence Town Launched

Two additional residential buildings of Provence Town were launched in March 2012, offering 113 residential units to the market, mainly three-bedroom suites with unit sizes ranging from 110 sq.m. to 129 sq.m. Situated at west of Fangshan North Road and north of Xiang'an North Road in Maxiang Town, Xiamen City, Provence Town covers a site area of approximately 60,000 sq.m., with a total planned GFA of approximately 140,000 sq.m. It is scheduled to be completed this year.

Three Additional Residential Buildings of Fortune Plaza • Royal Terrace Launched

Three additional residential buildings of Fortune Plaza • Royal Terrace were launched in March 2012, providing 282 residential units to the market. Most of the units available were two-bedroom and three-bedroom suites with unit sizes ranging from 89 sq.m. to 145 sq.m.

Located in eastern part of Quanzhou, Royal Terrace is the phase 2 of Fortune Plaza—a large scale urban complex. It covers a land area of approximately 100,000 sq.m., with a total planned GFA of approximately 250,000 sq.m.

Construction Permit of Fortune Plaza • World City Obtained

World City, Phase 3 of Fortune Plaza, successfully obtained the construction permit for its Part A in March 2012, which indicates that the construction work of the commercial part of Fortune Plaza will be commenced in the short term.

Fortune Plaza • World City covers a land area of approximately 100,000 sq.m., with a total planned GFA of approximately 320,000 sq.m. This project comprises a shopping mall, themed pedestrian-only walkway and SOHO apartments.

Latest News

Sales Update

In March 2012, the Group realized a contract sales amount of approximately RMB311 million, while the contract sales area was 41,190 sq.m., representing an increase of 53% and 73% m-o-m, respectively. The Group realized a contract sales amount of approximately RMB600 million and a contract sales area of 76,478 sq.m. for the three months ended 31 March 2012.

Land bank

As at 31 March 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 March 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
Fortune Plaza World City (Part A)	Quanzhou	Commercial	58	133, 900
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267, 676
Purple Lake International Golf Villa (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	100	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				1,590,904

Project Development Information

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

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phase 3 Part B, Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	683,921
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				5,809,673

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.

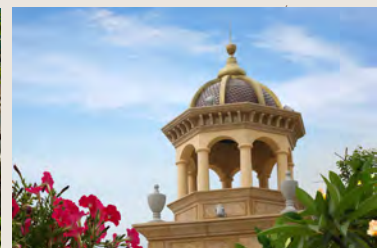
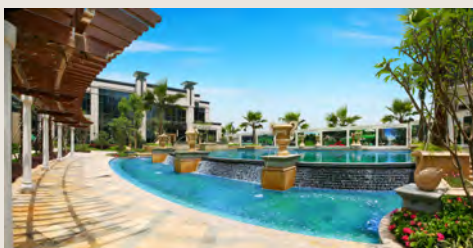
Investment Properties (As at 31 March 2012)

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

Stock Information

Stock Information (As at 30 March 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.75	HK\$1.40-HK\$2.10	HK\$4.993 billion	2.8532 billion shares



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