

2015 March Newsletter

China SCE Property Holdings Limited

HKEx Stock Code:1966.HK Top 50 Real Estate Developers of China



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 Stock Exchange of Hong Kong Limited. 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, the Yangtze River Delta Economic Zone, the Bohai Rim Economic Zone and the Pearl River Delta Economic Zone.

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Latest News

Sales Update

In March 2015, the Group and its joint ventures achieved a contracted sales amount of approximately RMB972 million and a contracted sales area of 116,257 sq.m., representing a year-on-year decrease of 11% and 12%, respectively. The average selling price for March 2015 was RMB8,359 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB2.104 billion and an accumulated contracted sales area of 253,154 sq.m. for the three months ended 31 March 2015, representing a year-on-year decrease of 31% and 28%, respectively. The average selling price for the three months ended 31 March 2015 was RMB8,312 per sq.m..

Land Bank

As at 31 March 2015, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 10.30 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.85 million sq.m.).

2014 Annual Results Announcement

On 17 March 2015, China SCE Property announced its annual results for the year ended 31 December 2014. For the year ended 2014, the Group's revenue increased to approximately RMB6.887 billion. Gross profit margin reached up to 34.9%. Profit for the year increased by 33.4% to approximately RMB1.567 billion. Profit attributable to owners of the parent increased to approximately RMB901 million. Basic earnings per share increased to approximately RMB26.3 cents. The board of directors of the Company resolved not to declare any final dividend for the year ended 31 December 2014.

Repurchase of Certain Portion of RMB2 Billion US\$ Settled 10.5% Senior Notes Due 2016

On March 25 and 26, 2015, the Company has repurchased an aggregate principal amount of RMB30 million of RMB2 billion US\$ settled 10.5% Senior Notes due 2016 (the "Notes"), representing 1.5% of the principal amount of the Notes. The repurchased Notes will be cancelled according to the provisions of the indenture dated 14 January 2011.

Awarded as One of the "2015 Top 50 Real Estate Developers of China"

Jointly organized by the China Real Estate Research Association, the China Real Estate Association and China Real Estate Appraisal Centre, the "2015 Appraisal Results Conference of China Top 500 Real Estate Developers and Top 500 Summit" (2015中國房地產開發企業500強測評成果發佈會暨500強峰會) was held in Beijing on 24 March 2015.

During the event, China SCE Property was awarded as one of the "2015 Top 50 Real Estate Developers of China" (2015中國房地產開發企業500強) and ranked second in the "Top 10 Regional Operators" (區域運營10強). This is the first time for the Company to be included in the top 50 list, marking a new start for the future development of the Group.



Disclaimer:

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Project Development Information

Projects Under Development (As at 31 March 2015)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	78,402
SCE Plaza (Phase 1)	Shanghai	Office and retail shops	50	219,650
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268,331
Haicang Vanke Dream Town (Phases 2-5)	Xiamen	High-rise residential and retail shops	12	379,098
Sapphire Boomtown	Nanchang	High-rise residential, villas and retail shops	100	301,225
Sunshine City	Quanzhou	High-rise residential, SOHO apartments and retail shops	100	137,902
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	251,290
Gold Coast (Phase 1) (Partial)	Quanzhou	High-rise residential and retail shops	45	124,276
Gold Coast (Phase 2)	Quanzhou	SOHO apartments and retail shops	45	77,045
The Prestige	Quanzhou	High-rise residential and retail shops	100	111,972
SCE Mall (Shishi)	Quanzhou	High-rise residential, SOHO apartments, office and retail shops	60	297,529
Sunshine Park (Phase 1)	Quanzhou	High-rise residential and retail shops	51	232,643
Sunshine Park (Phase 2)	Quanzhou	High-rise residential and retail shops	51	129,613
Sapphire Residences	Quanzhou	High-rise residential and retail shops	100	163,885
Sunshine Town (Phase 2)	Quanzhou	High-rise residential and retail shops	100	220,229
Parkview Bay	Quanzhou	High-rise residential and retail shops	80	215,332
Purple Lake International Golf Villa (Partial)	Quanzhou	Low-rise residential and villas	49	56,081
Sapphire Boomtown (Phase 3)	Zhangzhou	High-rise residential, SOHO apartments, office and retail shops	100	206,938
Sunshine City (Phase 1)	Zhangzhou	High-rise residential and retail shops	70	242,820
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	70	180,239
Sapphire Boomtown	Longyan	High-rise residential	100	267,240
Sunshine City (Phase 1)	Langfang	High-rise residential and retail shops	55	241,346
Royal Spring City • Spring Villa (Except Zone A)	Anshan	Villas and retail shops	70	135,534
SCE International Community (Phase 2)	Linfen	High-rise residential and retail shops	70	55,674
SCE International Community (Phase 3)	Linfen	High-rise residential and retail shops	70	81,822
Total				4,676,116

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Stock Information (As at 31 March 2015)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.40	HK\$1.33-HK\$1.75	HK\$4.793 billion	3.42384 billion shares



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