

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

New Project Launched

Grand Opening of The Regent

The Regent in Xiamen was launched to the market on 7 November 2010. On the debut day, 75% of the total 130 units placed on the market were subscribed with an average selling price of RMB 22,000 per sq.m., hitting the new price record in Haicang District and bringing in subscribed amount of approximately RMB 380 million.

The Regent is located at the northwest of the junction of Haicang Avenue and Jiaosong Road. This project comprises five blocks of high-rise buildings (288 units) and 39 villas with a planned GFA of approximately 85,000 sq.m.. It enjoys pleasant sea-and-lake views and will be developed as a high-end fine-furnished residential project.

Projects Commenced

Construction of Phase 2 of Sapphire Peninsula in Quanzhou Commenced

The construction work of Phase 2 of Sapphire Peninsula in Quanzhou City commenced in November 2010.

Located in the southern zone of Quanzhou Bridge, Sapphire Peninsula covers a site area of approximately 81,000 sq.m., with a planned GFA of 267,676 sq.m.. This large scale residential project will comprise 21 blocks of high-rise residential buildings.

Projects Commenced

Construction of Phase 1 of Sapphire Boomtown in Zhangzhou Commenced

The construction work of Phase 1 of Sapphire Boomtown in Zhangzhou City commenced in November 2010.

Located at the southern side of Shuixian Avenue in Zhangzhou City, Sapphire Boomtown is to be developed as a large-scale residential project, covering a site area of approximately 240,000 sq.m., with a planned GFA of 520,299 sq.m. The planned GFA of Phase 1 is expected to be 148,578 sq.m..

Residential Market Development

Two Additional Residential Buildings of Yujingwan(裕景湾) Launched

Two additional residential buildings of Yujingwan(裕景湾) of Phase 1 of Fortune Plaza in eastern Quanzhou were launched in November 2010. A total of 163 units with a saleable GFA of 18,734 sq.m. were placed on the market, with unit sizes ranging from 89 sq.m.(2-bedroom) to 142 sq.m.(3-bedroom).

Yujingwan(裕景湾) has been launched to the market in May this year. Among the total saleable GFA of 264,200 sq.m., 178,770 sq.m. has been made available to the market. 131,709 sq.m. has been sold, which contributed approximately RMB 1.1 billion of contracted sales to the Company by the end of November 2010.

Clubhouse Opened

Clubhouse of Yujingwan(裕景湾) Opened to the Public

The Clubhouse of Phase 1 of SCE•Fortune Plaza—Yujingwan(裕景湾) opened on 20 November 2010. Many customers, prospective owners and friends from the media were invited to attend the event.

The elegant decoration of the clubhouse of Yujingwan(裕景湾) demonstrated once again China SCE Property's pursuit of excellent quality and received high recognition from the public in Quanzhou City.



Sales Update

➤➤ In November 2010, the Group realized a contracted sales amount of approximately RMB 573 million and contracted sales area of approximately 58,300 sq.m., representing a sharp increase of 344.3% and 527.1% over the same period of last year respectively. The Group realized a contracted sales amount of approximately RMB 3.103 billion and a contracted sales area of approximately 428,409 sq. m. for the eleven months ended 30 November 2010, representing an increase of 106.7% and 208.3% over the same period of last year respectively.

Landbank

➤➤ As at 30 November 2010, the Group together with its jointly-controlled entities and associates, owned a land bank with a planned GFA of approximately 8.77 million sq.m. (the planned GFA attributable to the Group was approximately 6.36 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 30 November 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
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 (雍景臺)	Quanzhou	Residential (Low density)	58	249,436
Sunshine Home (四季家園)	Quanzhou	Residential and commercial	80	300,641
The Regent	Xiamen	Residential (Fine-furnished)	60	85,192
SCE Building (Phase 2)	Xiamen	Office	100	36,333
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	80	148,578
SCE International Community (Phase 1)	Linfen	Residential and commercial	80	82,809
Total				2,050,382

Project Development Information

Projects Held for Future Development (As at 30 November 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
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
Provence Town(藍灣尚都)	Xiamen	Residential and commercial	90	142,930
SCE International Community (Phase 2 & 3)	Linfen	Residential and commercial	80	485,878
Anshan Project (天峰禦泉)	Anshan	Residential and commercial	70	1,813,868
Beijing Project (北京德勝公館)	Beijing	Residential and commercial	100	38,195
Tangshan Project (Phase 1)	Tangshan	Residential and commercial	100	64,911
Total				5,272,935

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.

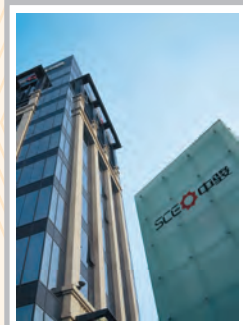
Investment Properties (As at 30 November 2010)

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 November 2010)

Price per Share(Closing)	Highest During Period	Lowest During Period	Market Capitalization	Total Number of Shares
HK\$ 2.10	HK\$ 2.99	HK\$ 1.90	HK\$ 5.992 billion	2.8532 billion shares



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