

# 2014 November Newsletter

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## 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 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 Bohai Rim Economic Zone, the Yangtze River Delta Economic Zone and the Pearl River Delta Economic Zone.



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## Latest News

### *Sales Update*

In November 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.450 billion and a contracted sales area of 165,688 sq.m., representing a year-on-year increase of 47% and 59%, respectively. The average selling price for November 2014 was RMB8,749 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB10.181 billion for the eleven months ended 30 November 2014, which remained in line with that of last year. The Group and its joint ventures achieved an accumulated contracted sales area of 1,112,001 sq.m. for the eleven months ended 30 November 2014, representing a year-on-year increase of 16%. The average selling price for the eleven months ended 30 November 2014 was RMB9,156 per sq.m..

### *Land Bank*

As at 30 November 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.95 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.99 million sq.m.).

### *Successful Bid for Residential-cum-Commercial Land Parcel in Zhangzhou*

On 19 November 2014, a wholly-owned subsidiary of the Company won a bid for a residential-cum-commercial land parcel in Zhangzhou at a total consideration of RMB611 million with an accommodation value of RMB4,792 per sq.m..

Located in the Taiwanese Investment Zone of Zhangzhou, Fujian Province, the project enjoys a convenient transportation network with Xiamen in the east. The project occupies a site area of approximately 40,000 sq.m. with a total planned GFA of approximately 160,000 sq.m.. It will be developed into a quality community adjacent to the west of Xiamen to meet the property demand of young generation.

### *Phase 1 of Sunshine City in Langfang Launched with Enthusiastic Market Response*

Phase 1 of Sunshine City in Langfang was officially launched to the market on 15 November 2014. A total of 775 residential units were made available on that day, which includes two-bedroom and three-bedroom units with sizes ranging from 65 sq.m. to 110 sq.m.. Nearly all of the offered units were subscribed with a total subscription amount of approximately RMB500 million.

Located in Yanjiao Development Zone of Sanhe in Langfang, Hebei Province, which is adjacent to the east of Beijing, Sunshine City occupies a site area of approximately 130,000 sq.m. with a total planned GFA exceeding 400,000 sq.m. and is to be developed into a large residential community. Phase 1 occupies a site area of approximately 75,000 sq.m. with a total planned GFA of approximately 240,000 sq.m. and will comprise 16 high-rise residential buildings and ancillary commercial facilities.



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## Latest News

### ***Phase 2 of Sunshine City in Zhangzhou Launched to the Market***

Phase 2 of Sunshine City in Zhangzhou was officially launched to the market on 2 November 2014. A total of 300 residential units were offered on that day, which includes two-bedroom and three-bedroom units with sizes ranging from 66 sq.m. to 109 sq.m.. More than 70% of them were subscribed on the debut day with a total subscription amount of approximately RMB150 million.

Located in the Taiwanese Investment Zone in Zhangzhou, Fujian Province, which is connected to the west of Xiamen, Sunshine City occupies a site area of approximately 120,000 sq.m. with a total planned GFA of approximately 420,000 sq.m., and will be developed into two phases. Phase 1 of the project has been receiving enthusiastic market response since its launching. Nearly all of the 2,037 residential units offered to the market were subscribed in less than a year, generating a total subscription amount of approximately RMB1.4 billion.

### ***SCE Plaza in Shanghai Awarded the "Office Building with Best Architectural Design in Shanghai"***

China SCE Property was invited to participate in the 10th China Real Estate & Finance Annual Forum organized by Real Estate magazine (「地產」), which was held in Beijing on 4 November 2014. Due to its leading international design concepts, SCE Plaza located in Shanghai Hongqiao Business District won the award of "Office Building with Best Architectural Design in Shanghai" (上海最佳寫字樓建築設計獎) during the event. Real Estate is an authoritative and integrated real estate magazine which contains the latest trends in the real estate industry in China, specific research results, important industry news, analysis of macroeconomic policies, etc. The magazine has been highly recognized and recommended by practitioners in the real estate industry in China.

### ***SCE • Gold Coast Cup, the 18th Asian Xiangqi Championship Held in Gold Coast in Shishi, Quanzhou***

SCE • Gold Coast Cup, the 18th Asian Xiangqi Championship was held in Shishi, Quanzhou, Fujian Province, during 24 to 29 November 2014. Totally 16 teams from 14 countries and regions including China, Malaysia, Singapore, the Philippines, Brunei, Myanmar and Australia have participated in the competition. Mr. Timothy Fok, a member of the Chinese People's Political Consultative Conference, the President of the Olympic Committee of Hong Kong and the President of Asian Xiangqi Federation, delivered a speech at the opening ceremony held on the evening of 24 November.

With the largest scale, highest standard and largest number of participants within the discipline in Asia, the chess competition was held in Gold Coast, Shishi, the top bayside resort region in the West Taiwan Strait Economic Zone. Participants from different countries and regions have enjoyed a pleasant experience during the event and shared the joy and friendship with their fellow competitors.

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## Project Development Information

### Projects Under Development (As at 30 November 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268,331
Sapphire Boomtown	Nanchang	High-rise residential, villas and retail shops	100	301,225
Fortune Plaza • Marina Bay	Quanzhou	High-rise residential and retail shops	58	233,151
The Regent	Quanzhou	High-rise residential, office and retail shops	34	256,196
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)	Shishi	High-rise residential and SOHO apartments	45	287,744
Gold Coast (Phase 2)	Shishi	SOHO apartments and retail shops	45	77,045
The Prestige	Shishi	High-rise residential and retail shops	100	111,972
SCE Mall	Shishi	High-rise residential, SOHO apartments, office and retail shops	60	297,529
Sunshine Park (Phase 1)	Jinjiang	High-rise residential and retail shops	51	232,643
Sapphire Residences	Jinjiang	High-rise residential and retail shops	100	163,885
Sunshine Town (Phase 2)	Nan'an	High-rise residential and retail shops	100	220,229
Parkview Bay	Nan'an	High-rise residential and retail shops	80	215,332
Sapphire Boomtown (Phase 2)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	163,033
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
<b>Total</b>				<b>4,629,120</b>

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## Projects Held For Future Development (As at 30 November 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
SCE Building	Beijing	Office	100	38,195
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	77,628
Pudong Project	Shanghai	High-rise residential and villas	100	130,781
Fortune Plaza • Imperial Terrace	Quanzhou	High-rise residential, SOHO apartments, office, hotel and retail shops	58	267,634
International Finance Center	Quanzhou	High-rise residential, office and retail shops	34	148,804
SCE Plaza	Quanzhou	High-rise residential, SOHO apartments, office and retail shops	100	253,926
Gold Coast (Except Phases 1 & 2)	Shishi	Residential, commercial and tourism related integrated development	45	814,647
Sunshine Park (Phase 2)	Jinjiang	High-rise residential and retail shops	51	134,264
World City	Nan'an	SOHO apartments, office, shopping mall and retail shops	80	444,668
Zhangzhou Project	Zhangzhou	High-rise residential and retail shops	100	157,304
Sunshine City (Phase 2)	Langfang	High-rise residential and retail shops	55	183,431
Royal Spring City (Except Phase 1)	Anshan	High-rise residential, SOHO apartments, hotel and retail shops	70	1,645,139
SCE International Community (Except Phases 1-3)	Linfen	High-rise residential and retail shops	70	347,337
<b>Total</b>				<b>4,643,758</b>

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.

## Completed Investment Properties (As at 30 November 2014)

Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Retail shops	31,337
Green Lake Mansion	Xiamen	Retail shops	937
SCE Building	Xiamen	Office	38,277
Fortune Plaza • World City	Quanzhou	Shopping Mall	166,612
Sapphire Peninsula	Jinjiang	Retail shops	7,440
<b>Total</b>			<b>244,603</b>

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### Stock Information (As at 28 November 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.45	HK\$1.43-HK\$1.85	HK\$4.965 billion	3.42384 billion shares



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