



2011 October 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 China SCE Group's diversified capacity and with the implementation of the headquarter-driven centralised 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

Launch of Golden Avenue at Sapphire Boomtown in Zhangzhou

Golden Avenue, the commercial section of Sapphire Boomtown was launched on 1 October 2011. The launch offers 86 retail shops with unit sizes ranging from 45 to 220 sq.m. More than 50% of the units launched were subscribed on the first day of sale, maintaining the strong sales momentum of Sapphire Boomtown.



Sales Commence for High-rise Units at Royal Terrace in Quanzhou



Sales have commenced for Royal Terrace in Quanzhou on 15 October 2011, comprising 362 two-bedroom and three-bedroom units, with unit sizes ranging from 89 to 143 sq.m. The total saleable area of the units launched was 43,875 sq.m.

Sales and Marketing Center of Royal Spring City in Anshan Officially Opens

The sales and marketing center of Royal Spring City opened on 22 October 2011. The design concept of Royal Spring City perfectly combines the comfort of a natural hot spring with luxurious living environment which has received high praise from visitors. With a total planned GFA of approximately 174,122 sq.m., Spring Villa, Phase 1 of Royal Spring City, provides 297 units of hot spring low-density residential units together with retail shopping area of 15,000 sq.m.



Disclaimer:

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Latest News

Sales Update

In October 2011, the Group realized a contract sales amount of approximately RMB 370 million, a decrease of 17% y-o-y; while the contract sales area was approximately 37,680 sq.m., down 39% over the corresponding period of last year. The Group realized a contract sales amount of approximately RMB 4.29 billion and a contract sales area of 486,221 sq.m. for the ten months ended 31 October 2011, representing an increase of 70% and 31% over the corresponding period of last year, respectively.

Landbank

As at 31 October 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.5 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.06 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.

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Project Development Information

Projects Under Development ((As at 31 October 2011))

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza · Parkview Bay	Quanzhou	Residential and commercial	58	300,398
Fortune Plaza · Royal Terrace	Quanzhou	High-rise and low-density residential	58	249,436
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 Golf Villa (Phase 1)	Quanzhou	Residential (Low-density)	49	62,217
Sunshine Mansion	Quanzhou	Residential and commercial	80	300,641
The Regent	Xiamen	High-rise and low-density residential	60	85,192
SCE Building (Phase 2)	Xiamen	Office	100	36,333
Provence Town	Xiamen	Residential and commercial	90	142,930
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	100	148,578
Sapphire Villa (Phase 1)	Tangshan	Residential (Low-density)	100	64,911
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160,792
Total				1,971,738

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Project Development Information

Projects Held for Future Development (As at 31 October 2011)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 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 Golf Villa (Phase 2)	Quanzhou	Residential (Low-density)	49	60, 982
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 095, 608
Sapphire Boomtown (Phases 2, 3 & 4)	Zhangzhou	Residential and commercial	100	371, 721
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485, 878
Royal Spring City	Anshan	Residential and commercial	70	1, 813, 868
Beijing Project	Beijing	Residential and commercial	100	38, 195
Quanzhou Puxi No.3 Project	Quanzhou	Residential and commercial	34	405, 000
Jimei Project	Xiamen	Residential and commercial	100	143, 000
Quanzhou Nan'an Project	Quanzhou	Residential and commercial	100	660, 000
Total				6,112,302

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

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Project Development Information

Investment Properties (As at 31 October 2011)

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

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Stock Information

Stock Information (As at 31 October 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 1.60	HK\$ 1.45-HK\$ 2.35	HK\$ 4.565 billion	2.8532 billion shares



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