

2012

2012 **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 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

SOHO Units of Fortune Plaza • World City Launched to the Market

A block of furnished SOHO units of Fortune Plaza • World City were launched for sale in October 2012. This batch comprises 252 apartments with unit sizes ranging from 48 to 77 sq.m. As at 31 October 2012, all units launched was sold out.

Fortune Plaza • World City is the Phase 3 of Fortune Plaza, a large-scale urban complex in eastern Quanzhou. It covers a land area of approximately 100,000 sq.m, with a total planned GFA of approximately 320,000 sq.m. This phase comprises a shopping mall, the Fortune Golden Avenue and furnished SOHO units. Among which, the Fortune Golden Avenue was already opened for sale in August 2012, while the shopping mall is held as investment properties.



All Residential Units of Sunshine City Sold out Perfectly

In October 2012, Sunshine City launched the last three residential blocks with 200 two-bedroom and three-bedroom units with unit sizes ranging from 89 to 110 sq.m. This project was launched in July this year and was followed by two more batches to the market, receiving a perfect conclusion to the sales of its residential section.

Sunshine City is conveniently accessible to public transportation. It is adjacent to High-speed Railway North Station in Jimei District, Xiamen City, and is soon to be the first station of Xiamen Metro Line 1. The project comprises 14 residential buildings with a total planned GFA of approximately 143,000 sq.m. Retail shops and car-parks of this project will soon be available to the market in November.

One Additional Residential Building of Sunshine Mansion Launched for Sale

In October 2012, another block of Sunshine Mansion has been introduced to market, offering a total of 124 two-bedroom and 3-bedroom units with unit sizes ranging from 89 to 128 sq.m. As at 31 October 2012, 70% of the units launched were already subscribed.

Sunshine Mansion, located at the junction of Liunan Road and Nanda Road of Nan'an City, Quanzhou, is well-connected by transportation networks and convenient access to extensive amenities. It is planned to be developed to a large-scale residential community, comprising of 18 residential blocks.

Latest News

Construction Permit of Phase 1 of International Finance Center Obtained

Phase 1 of International Finance Center in Quanzhou successfully obtained its construction permit on 24 October 2012.

Situated on the southern part of Baozhou Road east section in Quanzhou, the International Finance Center, which comprises two phases, occupies a total site area of approximately 58,000 sq.m., with a total planned GFA of approximately 405,000 sq.m. Phase 1, with a GFA of 256,196 sq.m., is mainly for residential use, while Phase 2 is designated for commercial use.

Latest News

Sales Update

In October 2012, the Group realized a contract sales amount of approximately RMB620 million, representing an increase of 66% y-o-y; while the contract sales area was 68,231 sq.m., representing an increase of 81% y-o-y. The Group realized a contract sales amount of approximately RMB4.508 billion and a contract sales area of 504,978 sq.m. for the ten months ended 31 October 2012, representing an increase of 5% and 4% over the same period of last year respectively. The accumulated contract sales exceeds 13% of the annual sales target (RMB4 billion).

Land Bank

As at 31 October 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.27 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.70 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 October 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	Quanzhou	Commercial	58	317, 036
International Finance Center (Phase 1)	Quanzhou	Residential	34	256, 196
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
Sunshine City	Xiamen	Residential and commercial	100	143, 000
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				2,030,306

Disclaimer:

This newsletter provides the investors with unaudited financial data. As a result, it is for reference only.

Project Development Information

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

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500, 785
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220, 229
Purple Lake International Golf Villa (Phase 2)	Quanzhou	High-rise and 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 (Phase 2)	Quanzhou	Commercial	34	148, 804
Nan'an World City	Quanzhou	Residential and commercial	80	660, 000
Shishi Project	Quanzhou	Residential and commercial	60	297, 529
The Prestige	Xiamen	Residential	65	89, 244
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				5,614,114

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 October 2012)

Project Name	City	Type of Property	Total GFA (sq.m.)
Beijing World City	Beijing	Commercial	32, 312
Green Lake Mansion	Xiamen	Commercial	937
SCE Building	Xiamen	Office	42, 970
Total			76,219

Stock Information (As at 31 October 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.78	HK\$1.40-HK\$1.85	HK\$5.079 billion	2.8532 billion shares



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