

2014 September 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 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 Overview

In September 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB695 million and a contracted sales area of 74,537 sq.m., representing a year-on-year decrease of 46% and 48%, respectively. The average selling price for September 2014 was RMB9,328 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB7.942 billion and an accumulated contracted sales area of 865,061 sq.m. for the nine months ended 30 September 2014, representing a year-on-year decrease of 4% and increase of 18%, respectively. The average selling price for the nine months ended 30 September 2014 was RMB9,181 per sq.m..

Land Bank

As at 30 September 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.81 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.99 million sq.m.).

Successful Bid for a Residential Land Parcel in Pudong New District, Shanghai

On 17 September 2014, a wholly-owned subsidiary of the Company won a bid for a residential land parcel in Pudong New District, Shanghai, at a total consideration of RMB2.01 billion with an accommodation value of RMB19,000 per sq.m.. This is the third land parcel that it has secured in Shanghai after SCE Plaza and The Prestige.

The site enjoys transportation convenience as it is located at the southeastern intersection of Linhai Road and Shangnan Road, Pudong New District, Shanghai. It will target at market demand for housing improvement. The project occupies a site area of 58,767 sq.m. with a planned GFA of approximately 130,000 sq.m..

Mr. Wong Chiu Yeung Awarded the "Most Influential Person of the Year in the Chinese Real Estate Sector"

On 9 September 2014, the Fifth World Property Forum for Chinese Entrepreneurs was held in the Xiamen Conference and Exhibition Center. During the presentation ceremony of the "China Real Estate Gold Key Award", Mr. Wong Chiu Yeung, Chairman of the Board of South China Group, was awarded the "Most Influential Person of the Year in the Chinese Real Estate Sector."

The "China Real Estate Golden Key Award" is an official national award in the real estate sector and is jointly presented by the China International Fair for Investment & Trade and World Property Forum for Chinese Entrepreneurs, which is one of the most prestigious awards within China's real estate sector.

Project Development Information

Projects Under Development (As at 30 September 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	100	55,674
SCE International Community (Phase 3)	Linfen	High-rise residential and retail shop	100	81,822
Total				4,629,120

Disclaimer:

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

Projects Held For Future Development (As at 30 September 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Center	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 Commercial Center	Quanzhou	High-rise residential 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
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	100	347,337
Total				4,486,454

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 September 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
Total			244,603

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Stock Information (As at 30 September 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.50	HK\$1.44-HK\$1.88	HK\$5.136 billion	3.42384 billion shares



Investor Relations Contact

Strategic Financial Relations Limited

Ms. Brenda Chan- Account Director
Tel: 852-2864 4833
Fax: 852-2804 2789
Email: brenda.chan@sprg.com.hk

China SCE Property Holdings Limited

Mr. Paul Li-Financial Controller
& Company Secretary
Tel: 852-2191 3960
Mobile: 852-9869 9237
Fax: 852-2342 6643
Email: paulli@sce-re.com

Ms. Sophie Huang-Investor
Relations Manager
Tel: 86-592-572 1879
Mobile: 86-136 9699 8195
Fax: 86-592-572 1855
Email: huangsf@sce-re.com
ir@sce-re.com

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