

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

### Projects Commenced

#### **Construction of Provence Town Commenced**

On 22 December 2010, Provence Town in Xiang'an District, Xiamen City, obtained its construction permit, marking the commencement of this project. With a planned GFA of 142,930 sq.m., Provence Town is to be developed as a residential and retail complex.

### Residential Market Development

#### **Two Additional Residential Buildings of Yujingwan(裕景湾) Launched**

Two additional residential buildings of Yujingwan(裕景湾) for Phase 1 of Fortune Plaza in eastern Quanzhou were launched to the market in December 2010, with a saleable GFA of 23,532 sq.m. and unit sizes ranging from 140 sq.m. to 165 sq.m..

Yujingwan(裕景湾), initially launched to the market in May this year, has a total saleable GFA of 264,200 sq.m. 202,302 sq.m. has been made available to the market, and totally 154,778 sq.m. has been sold, contributing approximately RMB 1.3 billion in contracted sales to the Company, as at the end of December 2010.

### Residential Market Development

#### **Two Additional Residential Buildings of Phase 1 of Sunshine Town Launched**

Two additional residential buildings of Phase 1 of Sunshine Town in Nan'an were launched in December 2010, meant that all 17 residential buildings are now on the market. The two residential buildings have 299 units, with a saleable GFA of 30,474 sq.m..

### Awards

#### **Winning the Seat of Vice-Council of China Commercial Real Estate Association (CCREA)**

The Company has won a seat as the "Vice-Council of China Commercial Real Estate Association" (CCREA) at the Boao Commercial Real Estate Forum on 25 December 2010. The Company has also been recognized as one of the "China Major Real Estate Developers in 2010" during August 2010.

### Awards

#### **SCE•Fortune Plaza Acknowledged as the "First-rank Project in Quanzhou in 2010" and the "Favorite Project in Quanzhou in 2010"**

The Company's outstanding quality and brand have been acknowledged when SCE•Fortune Plaza was named as one of the "First-rank Project in Quanzhou in 2010" during the Third Residential and Automobile Exhibition held in Quanzhou during December 2010. In the same month, it also garnered the title of the "Favorite Project in Quanzhou in 2010" in a public appraisal held by the Southeast Morning Post.

### Sales Update

In December 2010, the Group realized a contracted sales amount of approximately RMB 505 million and contracted sales area of approximately 59,526 sq.m., representing an increase of 13.0% and 5.3% over the same period of last year respectively. The Group realized a contracted sales amount of approximately RMB 3.606 billion and a contracted sales area of approximately 487,922 sq.m. for the whole year of 2010, representing an increase of 85.1% and 149.6% over the same period of last year respectively.



## Landbank

As at 31 December 2010, the Group together with its jointly-controlled entities and associates, owned a land bank with a planned GFA of approximately 8.42 million sq.m. (the planned GFA attributable to the Group was approximately 6.06 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 31 December 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
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
Provence Town (藍灣尚都)	Xiamen	Residential and commercial	90	142,930
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	80	148,578
SCE International Community (Phase 1)	Linfen	Residential and commercial	80	82,809
Total				1,828,844

## Project Development Information

### Projects Held for Future Development

*(As at 31 December 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
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				5,130,005

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

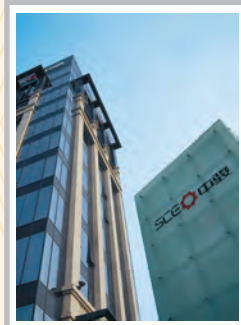
*(As at 31 December 2010)*

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 31 December 2010)*

Price per Share(Closing)	Highest During Period	Lowest During Period	Market Capitalization	Total Number of Shares
HK\$ 2.20	HK\$ 2.99	HK\$ 1.90	HK\$ 6.277 billion	2.8532 billion shares



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