



## 2011 July Newsletter

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# China SCE Property Holdings Limited

HKEx Stock Code:1966.HK

China Top 100 Real Estate Developers

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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

### ***Sapphire Peninsula in Quanzhou Commences Sales***

The Sapphire Peninsula in Quanzhou has commenced pre-sale on 23 July 2011. A total of 184 units were launched this time, mainly two-room and three-room units with areas ranging from 89 sq.m. to 128 sq.m. As at 31 July 2011, 54% of the property was sold.

Located in the southern end of Quanzhou Bridge within Binjiang Commercial District in Quanzhou, Sapphire Peninsula overlooks a panoramic river view. It occupies a total site area of approximately 80,000 sq.m., with a total planned GFA of approximately 270,000 sq.m.



### ***Show Flats of Sapphire Boomtown Phase 1 in Zhangzhou Opens to the Public***

Show flats featuring the actual view available to future owners of townhouses at Sapphire Boomtown Phase 1 in Zhangzhou were opened to the public on 2 July 2011. These show flats received enthusiastic responses from visitors, and the opening of these quality show flats has helped to maintain the strong sales momentum of the project.



The total saleable area of Sapphire Boomtown Phase 1 was approximately 116,000 sq.m. Since the project was unveiled in January this year, the total area launched was approximately 83,000 sq.m., and the total area sold was approximately 80,000 sq.m. The sell-through rate was approximately 96%.

### ***Phase 1 of Sapphire Villa in Tangshan Commences Construction***

Sapphire Villa Phase 1 in Tangshan has successfully secured the construction works commencement permit on 11 July 2011, which marked the commencement of construction work of the project.

Sapphire Villa Phase 1 occupies a site area of approximately 110,000 sq.m. With a total planned GFA of approximately 65,000 sq.m., the project will comprise high quality villas, semi-detached houses and townhouses around the lake. The project will be officially launched during August.



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## Latest News

### ***Phase 1 of Sapphire Villa in Tangshan Named “2011 CREIS Ten Best Villas—High-end Lake Houses”***

In July 2011, Sapphire Villa Phase 1 in Tangshan was named “2011 CREIS Ten Best Villas—High-end Lake Houses” at the 8th China Villa Fair. The honour was granted by China Index Academy after stringent examination, thus reflecting industry recognition of China SCE’s dedication to develop high quality properties.



### ***China SCE Completes its Strategic Move in Jimei New Town, Xiamen***

Xiamen Zhongjun Industrial Co., Ltd., a subsidiary of China SCE, has secured a parcel of land in Jimei, Xiamen on 20 July 2011 at a consideration of RMB 318 million. The land occupies a site area of approximately 43,000 sq.m., with a total planned GFA of approximately 143,000 sq.m. The accommodation value per sq.m. is RMB 2,877 and the land itself is to be developed into commercial and residential properties. With close proximity to major train station in Xiamen, the region is planned as an important transportation hub accessible by high-speed train and light rail transport, presenting huge potential for development. The construction of the project is expected to commence in the fourth quarter of this year.

### ***China SCE Acquires 69.4% Equity Interest in Foden Holdings Limited***

China SCE has acquired 69.4% equity interest in Foden Holdings Limited through its wholly owned subsidiary this month. Upon the completion of the acquisition, China SCE indirectly holds 34% interest in Quanzhou Puxi No.3 Project. Situated on the southern part of Baozhou Road East Section in Quanzhou, Quanzhou Puxi No.3 Project occupies a site area of 58,000 sq.m. designated for residential and commercial use. Its total planned GFA is approximately 405,000 sq.m., of which a commercial complex will cover a GFA of no less than 50,000 sq.m.

### ***Sales Update***

In July 2011, the Group realized a contracted sales amount of approximately RMB 370 million and a contracted sales area of 35,726 sq.m., representing an increase of 42% and 32% over the corresponding period of last year respectively. The Group realized a contracted sales amount of approximately RMB 3.22 billion and a contracted sales area of 371,782 sq.m. for the seven months ended 31 July 2011, representing an increase of 116% and 69% over the corresponding period of last year respectively.

### ***Landbank***

As at 31 July 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.97 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.50 million sq.m.), including a planned GFA of approximately 1.45 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 July 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 (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
SCE International Community · Central Park	Linfen	Residential and commercial	90	82,809
Sapphire Villa (Phase 1)	Tangshan	Residential and commercial	100	64,911
<b>Total</b>				<b>1,893,755</b>

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# Project Development Information

## Projects Held for Future Development (As at 31 July 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 (Phase 2)	Quanzhou	Residential (Low-density)	49	60,982
Gold Coast	Quanzhou	Residential, commercial and tourism related integrated development	45	1,256,400
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
<b>Total</b>				<b>5,613,094</b>

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

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# Project Development Information

## *Investment Properties (As at 31 July 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
<b>Total</b>			<b>39,448</b>

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# Stock Information

## Stock Information (As at 29 July 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 1.99	HK\$ 1.90-HK\$ 2.41	HK\$ 5.678 billion	2.8532 billion shares



### Investor Relations Contact

Strategic Financial Relations Limited

Ms. Brenda Chan-Assistant Director

Tel: 852-2864 4833

Fax: 852-2804 2789

Email: [brenda.chan@sprg.com.hk](mailto:brenda.chan@sprg.com.hk)

China SCE Property Holdings Limited

Mr. Paul Li-Financial Controller  
& Company Secretary

Tel: 852-2191 3960

Fax: 852-2342 6643

Email: [paulli@sce-re.com](mailto:paulli@sce-re.com)

Ms. Sophie Huang-Investor  
Relations Officer

Tel: 86-592-572 1879

Fax: 86-592-572 1855

Email: [huangsf@sce-re.com](mailto:huangsf@sce-re.com)