

2015 July Newsletter

China SCE Property Holdings Limited

HKEx Stock Code:1966.HK Top 50 Real Estate Developers of China



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 Yangtze River Delta Economic Zone, the Bohai Rim Economic Zone and the Pearl River Delta Economic Zone.

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Latest News

Sales Update

In July 2015, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.366 billion and a contracted sales area of 80,826 sq.m., representing a year-on-year sharp increase of 70% and a year-on-year decrease of 4%, respectively. The average selling price for July 2015 was RMB16,898 per sq.m.. The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB6.778 billion and an accumulated contracted sales area of 741,456 sq.m. for the seven months ended 31 July 2015, representing a year-on-year increase of 6% and 4%, respectively. The average selling price for the seven months ended 31 July 2015 was RMB9,142 per sq.m..

Land Bank

As at 31 July 2015, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 9.42 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.36 million sq.m.).

Successful Bid for a Quality Residential-cum-Commercial Land Parcel in Tianjin

On 1 July 2015, the Group has secured a bid for a residential-cum-commercial land parcel in Tianjin at a consideration of RMB602 million through its wholly-owned subsidiary. The project occupies a site area of 99,974 sq.m. and with an accommodation value of RMB5,123 per sq.m. The project represents the Group's first step to Tianjin following projects in many first- and second-tier cities including Beijing, Shanghai, Shenzhen, Xiamen and Nanchang. It also clearly demonstrates the Group's determination to tap into the Beijing-Tianjin-Hebei Metropolitan Region.

The land parcel is located in a prime location in Xiqing District, Tianjin with convenient transportation access. With an aggregate above-ground planned GFA of 117,516 sq.m., the project is to be developed into a high quality and low density community comprising low-rise residential apartments and townhouses.

The Prestige in Shanghai Launched for Sale

The Prestige, the first luxury residential project of China SCE in Shanghai was officially launched to the market on 25 July 2015 and sparked keen property purchase interest. A total of 118 residential units with sizes ranging from 110 to 208 sq.m. were available on that day and more than 70% of the offered units were subscribed.

The Prestige is located in the core section in Putuo District between the Inner Ring Road and Middle Ring Road of Shanghai. It is adjacent to the metro station which provides quick and convenient transport to various core commercial zones in Shanghai. The aggregate planned GFA of the project is approximately 78,000 sq.m., which will be developed into seven blocks of high-rise residential apartments and 31 townhouses.

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Latest News

Marina Bay in Shanghai Secures Construction Permit

On 9 July 2015, Marina Bay in Shanghai obtained its construction permit, marking the official commencement of its construction.

Marina Bay targeting first-time property upgraders is located on the southeast side of the intersection of Linhai Road and Shangnan Road in Pudong New District in Shanghai and enjoys convenient transportation access. The project occupies an aggregate planned GFA of approximately 130,000 sq.m., which will comprise 16 blocks of low-rise residential apartments and 34 townhouses.

SCE Plaza in Quanzhou Secures Construction Permit

On 22 July 2015, SCE Plaza in Quanzhou has secured its construction permit, marking the official start of its construction.

SCE Plaza is located at the east of Pingshan Road, Yunshan Area, Fengze District which is close to the local government of Fengze District with mature ancillary facilities and convenient transportation. The project occupies an aggregate planned GFA of approximately 250,000 sq.m., which will be built into a complex integrating high-rise residential apartments, SOHO apartments, offices and retail shops.

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Project Development Information

Projects Under Development (As at 31 July 2015)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	78,402
SCE Plaza (Phase 1)	Shanghai	Office and retail shops	50	219,650
Marina Bay	Shanghai	High-rise residential and villas	100	130,781
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	82	212,973
Haicang Vanke Dream Town (Phases 2-5)	Xiamen	High-rise residential and retail shops	12	379,098
Sapphire Boomtown	Nanchang	High-rise residential and retail shops	100	286,320
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	251,290
SCE Plaza	Quanzhou	High-rise residential, SOHO apartments and retail shops	100	253,926
Gold Coast (Phase 1) (Partial)	Quanzhou	High-rise residential and retail shops	45	124,276
Gold Coast (Phase 2)	Quanzhou	SOHO apartments and retail shops	45	77,045
SCE Mall (Phase 2) (Shishi)	Quanzhou	High-rise residential, SOHO apartments and retail shops	60	142,978
Sunshine Park (Phase 2)	Quanzhou	High-rise residential and retail shops	51	129,613
Sapphire Residences	Quanzhou	High-rise residential and retail shops	100	163,885
Purple Lake International Golf Villa (Partial)	Quanzhou	Low-rise residential and villas	49	72,256
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	85	157,706
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	85	180,239
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 3)	Linfen	High-rise residential and retail shops	70	81,822
SCE International Community (Phase 4)	Linfen	High-rise residential and retail shops	70	173,003
Total				3,699,081

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Stock Information (As at 31 July 2015)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.77	HK\$1.30-HK\$1.86	HK\$6.060 billion	3.42384 billion shares



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