

# 2012

**2012 June** 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

### ***Garden Villas of Gold Coast Phase 1 Launched***



Totally 52 units of garden villa of Gold Coast Phase 1 were launched to the market in June 2012, with unit sizes ranging from 166 to 338 sq.m. It has proven popular with more than 90% of the units being subscribed as at 30 June 2012.

Scenically situated on the seashore in Shishi City, Quanzhou, Gold Coast is adjacent to the Coastal Thoroughfare along the beautiful 3.8-km stretch of coastline in Quanzhou and enjoys exclusive sea view. The project is planned to be developed into an integrated complex featuring vacation facilities as well as commercial and high-end residential.

### ***One Additional Residential Building of Fortune Plaza • Royal Terrace Launched***

One additional residential building of Fortune Plaza • Royal Terrace was launched in June 2012, providing 96 residential units to the market. The available units were two-bedroom and three-bedroom suites with unit sizes ranging from 88 sq.m. to 141 sq.m., and more than 40% of them were subscribed as at 30 June 2012.

Located in eastern part of Quanzhou, Royal Terrace is the phase 2 of Fortune Plaza—a large scale urban complex. It covers a land area of approximately 100,000 sq.m., with a total planned GFA of approximately 250,000 sq.m.

## Latest News

### *Launch of Royal Spring City • Spring Villa*

Located in Anshan, Liaoning Province, Royal Spring City • Spring Villa was officially launched to the market in June 2012, attracting a crowd of guests and media to join the event. The scenic display area and showrooms of villa were also opened to the public on the same day. The guests were particularly impressed by the Group's pursuit of excellent quality.

Located on Anhai Road west in Anshan, Royal Spring City is easily accessible to the renowned Tanggangzi Hot Spring. Spring Villa, Phase 1 of this project, occupies a total planned GFA of approximately 170,000 sq.m., and is to comprise 297 low-density residential units. The project is set to become one of the few high-end low-density residential communities in the vicinity of Anshan.



### *Grand Opening of Phase 1 of Xiamen Vanke City*

Phase 1 of Vanke City in Xiamen, Haicang District, in which the Group holds 20% equity interest, held its grand opening in June 2012. It launched more than 400 residential units for the first batch, and nearly all were subscribed on the debut day.

Xiamen Vanke City is located at the Maluan Bay Area in Haicang District, Xiamen. It is situated on the northwest side of the intersection between Wengjiao Road and Xinyang Bridge, its north side is next to the Maluan Bay and east side close to Xiamen Orient Golf Course. The project covers a site area of approximately 190,000 sq.m. and is expected to be developed into a large-scale community with a total GFA of more than 500,000 sq.m.

### *South China Group Ranked among the front of "Xiamen's Top 100 Enterprises" for 2012*

On 21 June 2012, "Xiamen's Top 100 Enterprises" for 2012 was revealed. South China Group was ranked 13th and was also included among "Xiamen's Top 10 Enterprises in the Service Industry".

This annual event is organized by the Xiamen Enterprises and Entrepreneurs Association (XEEA). The listing captures the attention of both local businesses and the community with its objective evaluation of the overall capabilities and development status of enterprises in Xiamen.

## Latest News

### *Sales Update*

In June 2012, the Group realized a contract sales amount of approximately RMB690 million, while the contract sales area was 76,148 sq.m., representing an increase of 67% and 50% m-o-m, respectively. The Group realized a contract sales amount of approximately RMB2.066 billion and a contract sales area of 242,688 sq.m. for the six months ended 30 June 2012.

### *Land Bank*

As at 30 June 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 7.98 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.52 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 30 June 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                  |
| 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                  |
| <b>Total</b>                                   |           |                                       |                               | <b>1,774,110</b>          |

# Project Development Information

## Projects Held for Future Development (As at 30 June 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                   | Quanzhou  | Residential and commercial   | 34                            | 405, 000                  |
| World City                                     | Quanzhou  | Residential and commercial   | 80                            | 660, 000                  |
| 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                  |
| <b>Total</b>                                   |           |  |                               | <b>5,572,781</b>          |

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 30 June 2012)

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

**Disclaimer:**

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



## Stock Information

### Stock Information (As at 29 June 2012)

| Price per Share (Closing) | 52-week Range     | Market Capitalisation | Total Number of Shares |
|---------------------------|-------------------|-----------------------|------------------------|
| HK\$1.76                  | HK\$1.40-HK\$2.04 | HK\$5.022 billion     | 2.8532 billion shares  |



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