



2011 November 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 centralised 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

One Residential Building of Phase 1 of Sapphire Boomtown in Zhangzhou Launched

On 20 November 2011, one more residential building of Phase 1 of Sapphire Boomtown in Zhangzhou was launched to the market. The new structure provides a saleable GFA of around 7,000 sq.m. (66 residential units) with unit sizes ranging from 89 sq.m. to 122 sq.m. To date, all units of Phase 1 of Sapphire Boomtown had been launched to the market, with a total saleable area of approximately 120,000 sq.m.

Sapphire Boomtown is located at the south of Shuixian Avenue in Zhangzhou City. It is expected to be developed into a large-scale residential community with a planned GFA exceeding 500,000 sq.m. This project was once acknowledged as the "Most Anticipated Project in 2011" during the third China Real Estate New Trends Forum.

Mr. Wong Chiu Yeung Attends "Commendation Ceremony to Honour Donations from Overseas Chinese in Quanzhou"

On 10 November 2011, the Quanzhou CPC Committee and Quanzhou Municipal Government jointly organised a Commendation Ceremony to honour donations from overseas Chinese in Quanzhou. The event has been held by the Quanzhou CPC Committee and Quanzhou Municipal Government to present gold medals in honour of any donation exceeding RMB20 million from overseas Chinese. Mr. Wong Chiu Yeung,



Chairman of South China Group, was also invited to join the event.

Under the leadership of Mr. Wong, South China Group has achieved new heights of business success while giving back to the society. His active participation in charity activities in Mainland China over the past years has gained highly appreciation from all sectors of society.

West Lake No. 1 Honoured as 2011 "Outstanding Green Landscape" Gold Award

Following the heels of the honours of "High-quality Provincial Project" and "Provincial Civilized Construction Site", West Lake No. 1 also garnered the 2011 "Outstanding Green Landscape" Gold Award presented by the Institute of China Landscape Architecture. This accolade is once again an acknowledgement from the government and society of the innovative concept and high quality of China SCE Property's landscape layout.



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Latest News

West Lake No. 1 and Seashore Suite No. 1 Named “Property Management Model of Residential Communities in Fujian Province”

On 17 November 2011, both West Lake No. 1 and Seashore Suite No. 1 have passed the assessment of the expert judging panel of the Housing Department and Urban-Rural Development Department of Fujian Province and were designated as the “Property Management Model of Residential Communities in Fujian Province”. This assessment is strong recognition of the high standard of property management practised by Cippon Tai Wo Property Management Co. Ltd., China SCE Property’ s subsidiary, encouraging Cippon Tai Wo Property Management Co. Ltd. to further optimize its service management systems and enhance the quality of its services provided to property owners.

Sales Update

In November 2011, the Group realized a contract sales amount of approximately RMB 170 million, a decrease of 70% y-o-y; while the contract sales area was 14,838 sq.m., down 75% over the corresponding period of last year. The Group realized a contract sales amount of approximately RMB 4.46 billion and a contract sales area of 501,059 sq.m. for the eleven months ended 30 November 2011, representing an increase of 44% and 17% over the corresponding period of last year respectively.

Landbank

As at 30 November 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.5 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.06 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 November 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	Quanzhou	Residential and commercial	100	267,676
Purple Lake International Golf Villa (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
Sapphire Villa (Phase 1)	Tangshan	Residential (Low-density)	100	64,911
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160,792
Total				1,971,738

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Project Development Information

Projects Held for Future Development (As at 30 November 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 Golf Villa (Phase 2)	Quanzhou	Residential (Low-density)	49	60, 982
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 095, 608
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
Quanzhou Nan'an Project	Quanzhou	Residential and commercial	100	660, 000
Total				6,112,302

Note: Projects held for future development do not include the project for which master agreement has been entered but had not gone through any public tender process.

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Project Development Information

Investment Properties (As at 30 November 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
Total			39,448

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Stock Information

Stock Information (As at 30 November 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 1.54	HK\$ 1.45-HK\$ 2.25	HK\$ 4.394 billion	2.8532 billion shares



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