

# 2015 November Newsletter

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## 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

### ***2015 Contracted Sales Target Achieved Ahead of Schedule***

In November 2015, the Group and its joint ventures achieved a contracted sales amount of approximately RMB2.497 billion and a contracted sales area of 155,217 sq.m., representing a year-on-year increase of 72% and a year-on-year decrease of 6%, respectively. The average selling price for November 2015 was RMB16,088 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB13.459 billion and an accumulated contracted sales area of 1,170,038 sq.m. for the 11 months ended 30 November 2015, representing a year-on-year increase of 32% and 5%, respectively. The average selling price for the 11 months ended 30 November 2015 was RMB11,503 per sq.m.. Thus far, the Group and its joint ventures have achieved the 2015 contracted sales target ahead of schedule.

### ***Land Bank***

As at 30 November 2015, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 9.58 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.57 million sq.m.).

### ***Phase 2 of Sunshine City in Langfang Commenced for Sale and Received Positive Market Response***

On 1 November 2015, Phase 2 of Sunshine City in Langfang was officially launched for sale. A total of 687 high-rise residential units with sizes ranging from 67 sq.m. to 105 sq.m. were available for sale that day. Market response was positive as nearly all of the offered units were subscribed.

Sunshine City is located in Yanjiao Development Zone in Langfang, Hebei Province, which is adjacent to Beijing to the west. The project occupies a site area covering approximately 130,000 sq.m. with aggregate planned GFA exceeding 400,000 sq.m., and will be developed into a large residential community. Phase 2 occupies an aggregate planned GFA of approximately 180,000 sq.m. and comprises 12 blocks of high-rise residential apartments and ancillary commercial facilities.

### ***China SCE Property Recorded Solid Sales During the "Double 11 Home Purchase Festival"***

China SCE Property boosted its contracted sales in 2015 by bringing the concept of "Double 11 Shopping Day" to property sales by launching the "Double 11 Home Purchase Festival" which covered over 20 projects in eight major cities. With the concerted efforts of the entire sales team, the Group achieved a contracted sales amount of approximately RMB2.5 billion in November 2015, establishing a single month sales record. The remarkable success of this large-scale home purchase campaign is the evidence of the effectiveness of the Group's flexible marketing strategy and also demonstrates market-wide recognition for China SCE Property's quality products.

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### ***China SCE Property Established the Second Headquarter in Shanghai Hongqiao CBD***

On 18 November 2015, China SCE Property held a ceremony at Shanghai SCE Plaza to celebrate the establishment of its second headquarter in Shanghai Hongqiao CBD. Government officials from the Shanghai Hongqiao CBD Administrative Committee and Minhang District Authority, the senior management of China SCE Property, and representatives of major media have attended this grand event. Mr. Wong Chiu Yeung, Chairman of the Board delivered a speech at the ceremony, he said that "China SCE Property will utilize Shanghai as its base to develop business in the Yangtze River Delta region. Hongqiao is chosen as the location for the Group's second headquarter due to its importance as a transportation hub. The Group will operate with two headquarters from now on."

Shanghai SCE Plaza has an aggregate planned GFA of approximately 450,000 sq.m. It is situated in Shanghai Hongqiao CBD and will become the largest commercial complex in the area. Phase 1 comprises seven 5A Class A office buildings, 16 headquarter office buildings and high-end commercial facilities.



**Disclaimer:**

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## Project Development Information

### Projects Under Development (As at 30 November 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
Sunshine City (Phase 2)	Shenzhen	High-rise residential and retail shops	82	72,754
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 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 3)	Zhangzhou	High-rise residential and retail shops	75	160,137
Sunshine City (Phase 1)	Langfang	High-rise residential and retail shops	55	241,346
Sunshine City (Phase 2)	Langfang	High-rise residential	55	181,957
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
<b>Total</b>				<b>4,113,929</b>

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### Stock Information (As at 30 November 2015)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.70	HK\$1.30-HK\$1.86	HK\$5.821 billion	3.42384 billion shares



### Investor Relations Contact

#### China SCE Property Holdings Limited

Mr. Paul Li-Financial Controller  
& Company Secretary

Tel: 852-2191 3960  
Mobile: 852-9869 9237  
Fax: 852-2342 6643  
Email: paulli@sce-re.com

Ms. Sophie Huang-Investor  
Relations Manager

Tel: 86-592-572 1879  
Mobile: 86-136 9699 8195  
Fax: 86-592-572 1855  
Email: huangsf@sce-re.com  
ir@sce-re.com

Ms. Sienna Liu-Assistant Investor  
Relations Manager

Tel: 852-2191 3960  
Mobile: 852-6925 7388  
Fax: 852-2342 6643  
Email: siennaliu@sce-re.com

#### Strategic Financial Relations Limited

Ms. Brenda Chan- Account Director

Tel: 852-2864 4833  
Fax: 852-2804 2789  
Email: brenda.chan@sprg.com.hk

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