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CHINA SCE PROPERTY HOLDINGS LIMITED

中駿置業控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1966)

**POSITIVE PROFIT ALERT
FOR THE SIX MONTHS ENDING 30 JUNE 2015**

This announcement is made by China SCE Property Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a substantial increase in consolidated net profit (excluding changes in fair value of investment properties, net of tax) for the six months ending 30 June 2015 and such increase is expected to be not less than 150% as compared with the consolidated net profit (excluding changes in fair value of investment properties, net of tax) for the corresponding period last year. Such expected increase is primarily attributable to a substantial increase in the Group’s total gross floor area of properties delivered to buyers during the six months ending 30 June 2015 as compared with the corresponding period of 2014.

The information contained in this announcement is only based on the preliminary assessment by the Company according to the currently available information including without limitation the operating and financial data of the Group. Shareholders of the Company and potential investors should read the Group’s results announcement for the six months ending 30 June 2015 carefully, which is expected to be published before the end of August 2015.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
China SCE Property Holdings Limited
Wong Chiu Yeung
Chairman

Hong Kong, 18 June 2015

As at the date of this announcement, the executive Directors are Mr. Wong Chiu Yeung, Mr. Chen Yuanlai, Mr. Cheng Hiu Lok, Mr. Li Wei and Mr. Huang Youquan, and the independent non-executive Directors are Mr. Ting Leung Huel Stephen, Mr. Lu Hong Te and Mr. Dai Yiyi.