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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)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that it is expected that the Group may record a consolidated net loss for the six months ended 30 June 2011 as compared to a consolidated net profit for the six months ended 30 June 2010.

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

This announcement is made by China SCE Property Holdings Limited (the “Company”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that it is expected that the Company and its subsidiaries (collectively, the “Group”) may record a consolidated net loss for the six months ended 30 June 2011 as compared to a consolidated net profit for the six months ended 30 June 2010. It is expected that such loss is mainly attributable to (i) no property development projects was completed during the six months ended 30 June 2011, which was in accordance with the Group’s development schedule; and (ii) the significant increase in finance costs during the six months ended 30 June 2011 as a result of the issue of the RMB2 billion United States dollars settled senior notes which was completed on 14 January 2011.

Despite the above, the financial position and operations of the Group remain sound and healthy. The Group's unaudited contracted sales for the six months ended 30 June 2011 has increased significantly as compared with the corresponding period in 2010. The development projects planned for completion in 2011 will be completed and delivered to purchasers in the second half of 2011 as scheduled.

As the Company is still in the process of finalizing the results of the Group for the six months ended 30 June 2011, the information contained in this announcement is only based on the preliminary assessment of the management accounts of the Group as at 30 June 2011 by the Board and the information currently available and is not based on any figures or information audited or reviewed by the Company's auditors.

The unaudited financial information of the Group for the six months ended 30 June 2011 will be announced in August 2011.

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

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

Hong Kong, 8 July 2011

As at the date of this announcement, the executive directors of the Company are Mr. Wong Chiu Yeung, Mr. Chen Yuanlai, Mr. Cheng Hiu Lok, Mr. Li Wei, Mr. Liu Zhijie and Mr. Huang Youquan, the non-executive director of the Company is Mr. Fung Ka Pun and the independent non-executive directors of the Company are Mr. Ting Leung Huel Stephen, Mr. Lu Hong Te and Mr. Dai Yiyi.