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花 樣 年 控

FANTASIA

Fantasia Holdings Group Co., Limited

花樣年控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 01777)

**VOLUNTARY ANNOUNCEMENT
SALES AND OPERATIONAL PERFORMANCE
FOR THE SEVEN MONTHS ENDED 31 JULY 2011**

This is a voluntary announcement made by the Company.

The Company announced its sales performance in July 2011. Fantasia recorded contract sales of approximately RMB555 million and GFA of 48,726 square meters sold, posting a year-on-year growth of approximately 246% and 266% respectively. As of 31 July 2011, the Company recorded cumulative contract sales of approximately RMB3.96 billion and GFA of 399,929 square meters sold, representing a year-on-year growth of approximately 160% and 211% respectively. It is worth noting that the cumulative contract sales in the first 7 months of 2011 have already exceeded the amount of recorded full year contract sales in 2010. It has also amounted to fulfil 66% of 2011's full year sales target of RMB6 billion.

Fantasia Holdings Group Co., Limited ("Fantasia" or the "Company") announced its sales performance in July 2011. Fantasia recorded contract sales of approximately RMB555 million and gross floor area ("GFA") of 48,726 square meters sold, posting a year-on-year growth of approximately 246% and 266% respectively. As of 31 July 2011, the Company recorded cumulative contract sales of approximately RMB3.96 billion and GFA of 399,929 square meters sold, representing a year-on-year growth of approximately 160% and 211% respectively. It is worth noting that the cumulative contract sales in the first 7 months of 2011 have already exceeded the amount of recorded full year contract sales in 2010. It has also amounted to fulfil 66% of 2011's full year sales target of RMB6 billion.

With the government's strengthening of its property sales policy, Fantasia continued to expand the development and sales of its urban complexes, resulting in market-wide recognition and a stronger market position. Seven projects of Fantasia, including Shenzhen Meinian International Complex, Chengdu Funian Plaza, Chengdu Meinian International Plaza, Chengdu Future Plaza, Tianjin Hailun Plaza, Tianjin Future Plaza and Guilin Fantasia Town, accounted for approximately 69% of the total sales in July. Shenzhen Meinian International Complex recorded continuous strong sales since its launch at the end of April, attracting customers with its premium location and its low density urban complex features. The sales rate was close to 80%, exceeding the Company's expectation. Chengdu Funian Plaza was launched at end of June and its LOFT office units were well received by the market. In addition, Chengdu Future Plaza even attracted customers from the Pearl River Delta region, further demonstrating the strong recognition of the project's investment value and quality.

Fantasia's high-quality, boutique upscale residence projects, namely Dongguan Wonderland and Chengdu Fantasia Town, also recorded good sales performance. Since the launch of the low density residential units of Dongguan Wonderland at the end of June, the subscription rate almost reached 80% in the first month, even attracting customers from Shenzhen. Phase Three of Chengdu Fantasia Town continued its good sales performance and is expected to launch Phase Four by the end of this year to meet customer's demands.

In August, Fantasia is expected to launch more units among its six existing projects, including the retail shops and SOHO office products in Guilin Fantasia Town; apartments in Huizhou Fantasia Special Town; mid-rise residential units of Dongguan Wonderland; apartment units and high-rise units in Wuxi Love Forever; detached townhouse units of Suzhou Lago Paradise; and LOFT office units in Chengdu Funian Plaza.

In July, Fantasia was awarded the "2011 China Real Estate Corporate Citizen Award" by 21st Century's Boao Real Estate Forum. Fantasia's Chengdu Future Plaza was also awarded the "2011 Commercial Real Estate Award" by the Boao Forum. Suzhou Lago Paradise was awarded by National Business Daily to be the "Masterpiece of 2011 China Value Real Estate". Fantasia's Shenzhen Investment and Development Co., Ltd was awarded the "2011 Shenzhen Top 100 Real Estate Enterprises" by Shenzhen Real Estate Association.

By order of the Board
Fantasia Holdings Group Co., Limited
Pan Jun
Chairman

Hong Kong, 4 August 2011

As at the date of this announcement, the executive Directors are Mr. Pan Jun, Ms. Zeng Jie, Baby, Mr. Feng Hui Ming and Mr. Chan Sze Hon; the independent non-executive Directors are Mr. Ho Man, Mr. Liao Martin Cheung Kong, JP, Mr. Huang Ming and Mr. Xu Quan.