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花样年控股集团有限公司  
FANTASIA HOLDINGS GROUP CO., LTD.



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# 2014 Results Presentation —— Mar 2015

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# Agenda



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1. Business Review
2. Financial Review
3. Outlook for 2015
4. Appendix

# Strategic Transformation: Commitment to become an integrated community service operator specializing in “Four Major Communities + Four Key Aspects”

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## Community Builder-Real Estate Business

- Recorded accumulated contract sales of approximately RMB10.214 billion and GFA of 1,380,125 sq.m. for 2014
- Exceeded annual sales target of RMB10 billion, became once again one of the companies among the “National 10 Billion Club of Real Estate Enterprises” (全國房地產企業百億俱樂部)

## Community Cultural Tourism

- Completed acquisition of Hotel 373 Fifth Avenue, NYC, the USA, and invested into Taiwan U Hotel and a hotel at Tsim Sha Tsui, Hong Kong respectively
- Tianjin U Hotel and Chengdu U Hotel opened and Arcadia Resort Hotel in Yixing reopened. Construction of Guilin Lingui Fantasia Four Points by Sheraton also completed on 16 Dec 2014

## Residential Community

- Colour Life Services Group Co., Ltd (SEHK: 1778) was listed on Hong Kong Stock Exchange in Jun 2014
- As at 31 Dec 2014, Colour Life had contracted management area of over 200,000,000 sq.m.

## Business Community

- As of Dec 31 2014, the Group has secured 5 light assets management projects in Chengdu, Hefei, Changsha and Yangzhou
- Developed integrated ability to provide “one-stop” services covering design, planning, investment invitation and operation, and the “modularised” marketing planning services

## Commercial Community

- For high-end commercial properties, our international property sector strived to do well in commercial property management through continuous development of innovative fundamental services
- Took on over 10 sizable contracting projects and developed approximately 3,000,000 sq.m to gradually establish preliminary commercial community platform

## Elderly Service Community

- Chengdu Fulin Retirement Home, the first serviced apartment for seniors we invested and operated, opened on 28 Dec 2014
- Operated six homecare centres at Chengdu Love Forever, Chengdu Guojielou, Chengdu Jiangjun Jie and Shenzhen Yueliangwan, along with two day-care centres at Shuangqiaozi in Chengdu and Gulou District in Nanjing

## Community Finance

- Penetrated community by adopting internet finance model. Established financial value chain between various sectors and realized integration across industrial and financial sectors
- Developed into three main business models: micro-credit, P2P internet finance platform and finance lease business models. Micro credit business now operates 20 branches

## Community Education

- Education sector officially commenced operation in 2014
- Education sector will integrate resources along two main directions: training work for modern service industry and community education

# Listing of Colour Life: Milestone for Our Transformation Story



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- ✓ In Jun 2014, Colour Life Services Group Co., Ltd (SEHK: 1778) was listed on Hong Kong Stock Exchange
- ✓ The Offering Price was HK\$3.78 /share (closing price at Mar 2: HK\$6.78 /share, with 78.3% growth), with net proceeds of approximately RMB710 million
- ✓ Well received by investors and highly sought after by leading internet companies, such as Qihoo 360, and public investor, with over 4 times oversubscription for Hong Kong public offer tranche

1

China's Largest Residential Community Services Operator

- ✓ Over 1,000 residential communities <sup>(1)</sup>
- ✓ Contracted management area of over 200,000,000 sq.m. <sup>(2)</sup>
- ✓ A community services operator focusing on “people” services



2

Offline and Online Service Platform

- ✓ Focused on developing offline and online service platform
- ✓ First entered international market of property management services through acquisition of SteadlinkAsset in Singapore, which expanded operation of online service platform
- ✓ Caizhiyun APP has/has over 1,000,000 registered users



(1) As of Jun 30 2014  
(2) As of Dec 31 2014



## Contract Sales Overview

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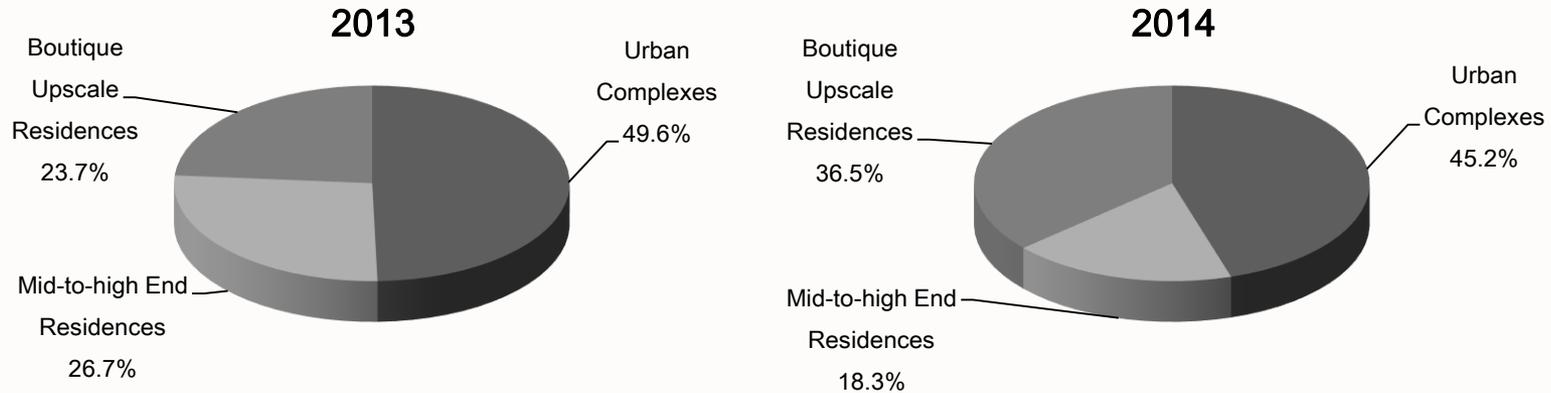
- ✓ Contract sales for 2014 reached RMB10.2 billion (YoY +6.8%);
- ✓ Contract sales GFA for 2014 reached 1,380,125 sq.m. (YoY +0.4%);

	Amount		Area	
	(RMB mn)	%	(sq.m.)	%
Chengdu-Chongqing Economic Zone	2,225	21.8	341,802	24.8
The Pearl River Delta	3,188	31.2	415,057	30.1
The Yangtze River Delta	3,090	30.3	437,247	31.7
Beijing-Tianjin Metropolitan Area	580	5.7	55,376	4.0
Central China	1,076	10.5	130,116	9.4
Overseas	55	0.5	527	0.04
Total	10,214	100	1,380,125	100

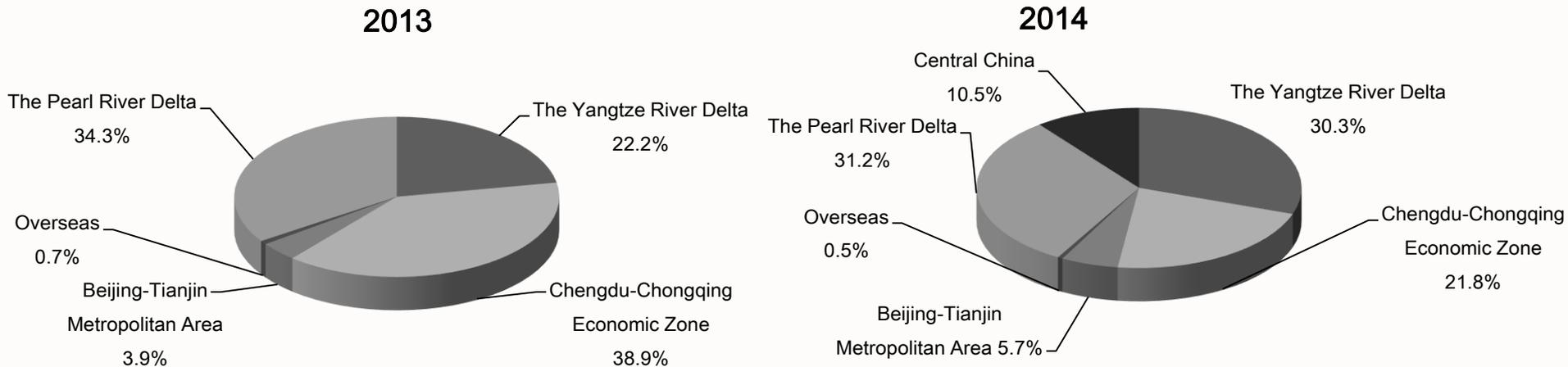
# Increasingly Diversified Revenue



## Contract Sales Revenue Breakdown (by Product)



## Contract Sales Revenue Breakdown (by Region)



# High Quality Land Bank

- As of Dec 31 2014, the planned GFA of the Group's land bank amounted to approximately 14.55 mn sq.m., and the planned GFA of properties with framework agreements signed amounted to 5.63 mn sq.m.
- During the reporting period, the Group continued to adhere to prudent investment strategy and development direction of acquiring land in first-tier cities, e.g., Beijing, Shanghai and Shenzhen, which enjoy strong market potential and are capable of delivering prosperous return

Beijing-Tianjin Metropolitan Area		
City	GFA (sq.m.)	%
Beijing	215,000	1.5%
Tianjin	718,327	4.9%
<b>Subtotal</b>	<b>933,327</b>	<b>6.49%</b>

Central China		
City	GFA (sq.m.)	%
Wuhan	606,936	4.2%

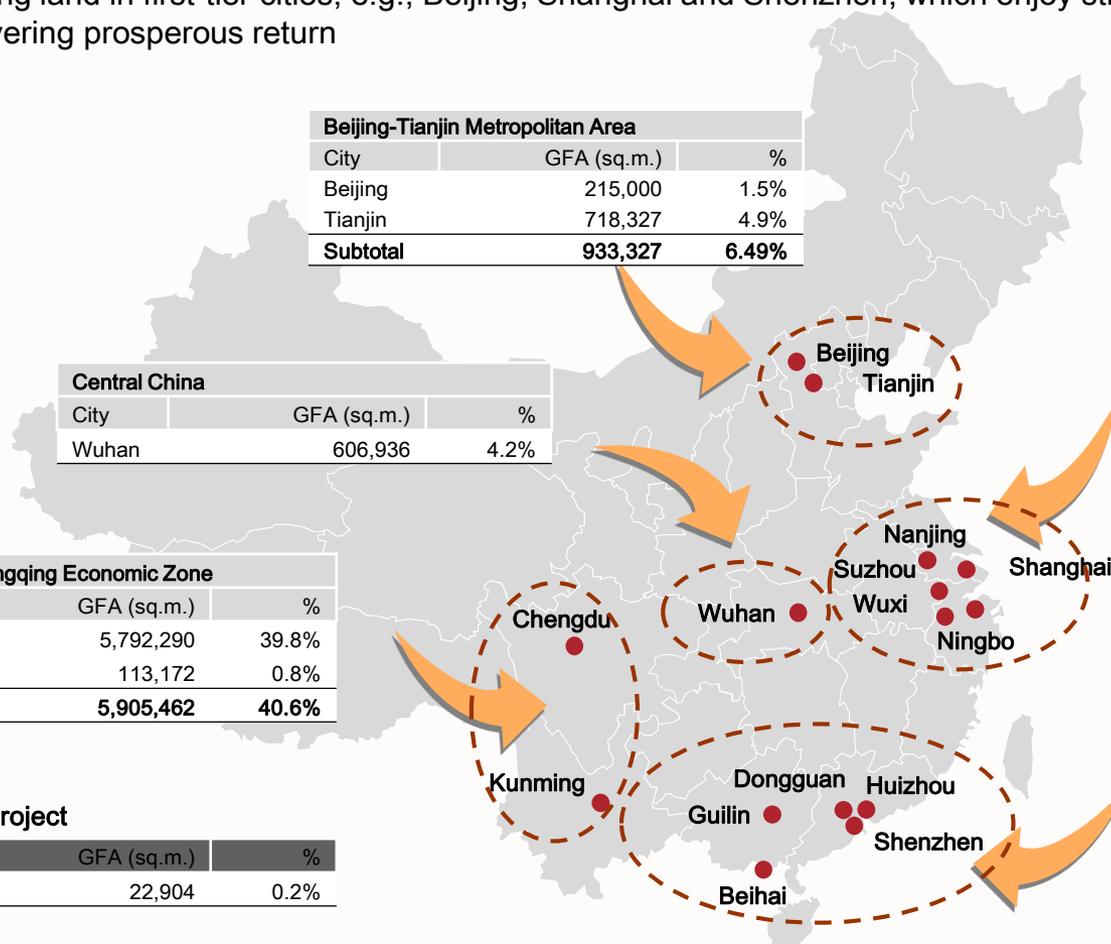
Chengdu-Chongqing Economic Zone		
City	GFA (sq.m.)	%
Chengdu	5,792,290	39.8%
Kunming	113,172	0.8%
<b>Subtotal</b>	<b>5,905,462</b>	<b>40.6%</b>

## Overseas Project

City	GFA (sq.m.)	%
Singapore	22,904	0.2%

The Yangtze River Delta		
City	GFA (sq.m.)	%
Suzhou	576,181	4%
Wuxi	108,453	0.7%
Shanghai	38,800	0.3%
Nanjing	729,804	5%
Ningbo	217,507	1.5%
<b>Subtotal</b>	<b>1,670,745</b>	<b>11.5%</b>

The Pearl River Delta		
City	GFA (sq.m.)	%
Shenzhen	2,393,120	16.4%
Huizhou	1,078,706	6.4%
Dongguan	39,947	0.3%
Guilin	1,725,752	11.9%
Beihai	176,899	1.2%
<b>Subtotal</b>	<b>5,414,424</b>	<b>37.2%</b>



# High Quality Land Bank (Cont'd)

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## Land Bank Under Development

City	Project Name	GFA (sq.m.)	Product Category
Shenzhen	Longnian Building of Nanshan District Project (南山區項目龍年大廈)	38,482	Urban complex
	Phase 2 of Able	85,428	Industrial plant
	Lenian Plaza (樂年廣場(華創))	127,123	Industrial plant
	Nanshan District Project (南山區項目)	39,587	Industrial plant
Huizhou	Phase 4 of Fantasia Special Town	156,155	Mid-to-high end residence
	Phase 1 of Kangchengsiji Land Plot No. 8	33,254	Mid-to-high end residence
	Phase 2 of Kangchengsiji	82,330	Mid-to-high end residence
	Building 1-2# of Phase 1 of Huizhou TCL Kangchengsiji	31,505	Mid-to-high end residence
Dongguan	Wonderland (Commercial) Land Plot No. 1	1,387	Boutique upscale residence
	Dongguan Wonderland	34,289	Urban complex
Guilin	Guilin Fantasia Town	96,342	Urban complex
	B District, North Coast of Guilin Lakeside Eden (桂林麓湖國際北岸B區)	243,210	Boutique upscale residence
	Block C2 of Guilin Lakeside Eden Community	149,670	Boutique upscale residence
	Block D of Guilin Lakeside Spring Dawn	123,000	Boutique upscale residence
	Block E of Guilin Lakeside Spring Dawn	119,709	Boutique upscale residence
Chengdu	Phase 2.2 of Grande Valley	26,006	Boutique upscale residence
	Phase 5 of Fantasia Town	367,297	Mid-to-high end residence
	Phase 2 of Meinian International Plaza	546,836	Urban complex
	Phase 1.2, 1.3 and 2.1 of Longnian International Center	236,457	Urban complex
	Four Points by Sheraton of Grande Valley	33,700	Hotel
	Grande Valley 12-1	3,497	Boutique upscale residence
	Chengdu Pi County Project (成都郫目)	129,814	Boutique upscale residence
Tianjin	Ancillary facilities of Phase 1.3 of Love Forever	2,679	Mid-to-high end residence
	Phase 4.1 of Love Forever	72,177	Boutique upscale residence
	Phase 1 of Huaxiang(花鄉)	16,479	Boutique upscale residence
	Meinian International Plaza	99,803	Urban complex
Suzhou	Phase 2 of Fantasia Special Town	143,521	Mid-to-high end residence
	Lago Paradise Land Plot No. 4	28,842	Boutique upscale residence
	Suzhou Hailrun Plaza	330,589	Urban complex
Nanjing	Phase 1 of Fantasia Town	112,444	Mid-to-high end residence
	Phase 1 of Hailrun Plaza	199,395	Urban complex
Wuxi	Phase 3, 4 of Love Forever	177,360	Boutique upscale residence
Wuhan	Phase 1, 2 of Love Forever	189,709	Boutique upscale residence
	Phase 1 of Fantasia Town	155,034	Mid-to-high end residence
Beihai	Mangrove	176,899	High end residence
Ningbo	Love Forever	217,507	Boutique upscale residence
Singapore	6 Derbyshire	22,904	Boutique upscale residence

# High Quality Land Bank (Cont'd)

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## Land Bank Held for Future Development

City	Project Name	GFA (sq.m.)	Nature of Land
Shenzhen	Xinghua Industrial Project	37,500	Commercial and financial land use
Huizhou	Remaining phases of Kangchensiji	456,689	Residential and commercial
	Qiuchang Project (秋長項目)	159,387	Residential
Suzhou	Remaining phases of Lago Paradise	73,229	Residential and commercial
Wuxi	Remaining phases of Wuxi Love Forever	19,420	Residential and commercial
Dongguan	Wonderland Kindergarten (江山幼兒園)	4,271	Residential and commercial
Guilin	Remaining phases of Lakeside Eden	993,821	Residential and commercial
Chengdu	Remaining phases of Belle Epoque	265,812	Residential, commercial and ancillary
	Remaining phases of Grande Valley	727,088	Residential and commercial
	Remaining phases of Meinian International Plaza	23,903	Educational land use
	Remaining phases of Chengdu Longnian International Center	253,864	Residential and commercial
Beijing	Qingnian Road Project	140,000	Commercial, office and carpark
	Remaining phases of Love Forever	98,150	Residential
Tianjin	Remaining phases of Huaxiang (花鄉)	260,700	Residential
	Yingcheng Lake Project	168,339	Residential, commercial and tourism
Nanjing	Fantasia Town	297,852	Residential and commercial
	Hailrun Plaza	120,113	Commercial land use
Wuhan	Remaining phases of Love Forever	68,458	Residential
	Fantasia Town Project	193,735	Residential
<b>Total</b>		<b>4,362,331</b>	

# Strategic Project Planning and Execution

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## 2014 Newly Commenced Projects

Region	Project Name	GFA (sq.m.)	Nature of Land
Pearl River Delta	Phase 2 of Shenzhen Able	85,428	Plant and ancillary office
	Shenzhen Lenian Plaza (深圳樂年廣場)	127,123	Industrial plant and carpark
	Nanshan District Project (南山區項目)	39,587	Industrial plant and carpark
	Dongguan Wonderland	34,289	Residential and commercial
	Building 1-2# of Phase 1 of Huizhou TCL Kangchongsiji	31,505	Residential and commercial
	Phase 1 of Huizhou TCL Kangchongsiji Land Plot No. 8	33,254	Residential and commercial
	Phase 2 of Huizhou TCL Kangchongsiji	82,330	Residential and commercial
Chengdu-Chongqing Economic Zone	B District, North Coast of Guilin Lakeside Eden (桂林麓湖國際北岸B區)	243,210	Residential and commercial
	Phase 2.2 of Chengdu Grande Valley	14,980	Residential and commercial
	Phase 2.3 of Chengdu Meinian International Plaza	48,992	Educational land use
	Grande Valley 12-1	3,497	Residential and commercial
Yangtze River Delta	Chengdu Pi County Project (成都郫縣項目)	129,814	Residential and commercial
	Phase 2 of Suzhou Fantasia Special Town	143,521	Residential
	Suzhou Lago Paradise Land Plot No. 4	9,166	Residential, commercial and ancillary
	Phase 1 of Nanjing Fantasia Town (南京花樣城1期)	112,444	Residential and commercial
Central China	Phase 1 of Nanjing Hailun Plaza (南京喜年廣場1期)	199,395	Commercial land use
	Phase 2 of Wuhan Love Forever (武漢花郡2期)	100,450	Residential, commercial and ancillary
	Phase 1 of Wuhan Fantasia Town (武漢花樣城一期)	155,034	Residential land use
Beijing-Tianjin Metropolitan Area	Phase 4.1 of Tianjin Love Forever	72,177	Residential land use
	Phase 1 of Tianjin Huaxiang (天津花鄉1期)	16,479	Residential land use
	Tianjin Meinian International Plaza(天津美年廣場)	99,803	Office
Singapore	6 Derbyshire	22,904	Residential and commercial
<b>Total</b>		<b>1,805,381</b>	

# Strategic Project Planning and Execution (Cont'd)

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## 2014 Completed Projects

Region	Project Name	GFA (sq.m.)
Pearl River Delta	Shenzhen Xingnian Plaza	52,340
	Shenzhen Longqi Bay (深圳龍岐灣)	38,139
	Phase 3.2 of Dongguan Wonderland	86,965
	Phase 3 of Huizhou Fantasia Special Town	159,918
	Phase 5 of Huizhou Fantasia Special Town	149,970
	Phase 2 of Huizhou Love Forever (惠州花郡2期)	41,390
	Guilin Fantasia Town	324,453
	A1 District, North Coast of Guilin Lakeside Eden (桂林麓湖國際北岸A1區)	37,058
	C1 District, North Coast of Lakeside Eden (麓湖國際北岸C1區)	57,118
Yangtze River Delta	Four Points by Sheraton at Guilin Fantasia Town (桂林花樣城福朋酒店)	28,647
	Phase 1 of Suzhou Fantasia Special Town (Land Plot No. 8)	134,482
	Wuxi Love Forever (無錫花郡)	88,327
Chengdu-Chongqing Economic Zone	Phase 2.2.1 of Chengdu Grande Valley	6,998
	Phase 2.2.2 of Chengdu Grande Valley	26,000
	Phase 1.1 of Chengdu Longnian International Center (Land Plot No. 1-7) (成都龍年中心1.1期 ( 1-7# ))	241,050
	Phase 4.2 of Chengdu Fantasia Town	129,615
Beijing-Tianjin Metropolitan Area	Phase 1.2 of Tianjin Love Forever	32,026
	Phase 1.3 of Tianjin Love Forever	58,731
<b>Total</b>		<b>1,693,227</b>

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1. Business Review
- 2. Financial Review**
3. Outlook for 2015
4. Appendix

## Key Financial Highlights

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### Profitability

Gross profit margin

**38.4%**

Net profit

**RMB1.372 bn,  
net profit margin 18.8%**

### Financial position

Cash on hand

**RMB4.65 billion**

Net gearing<sup>(1)</sup>

**86.7%**

### Financing activities in 2014

-On Jun 30 2014, Colour Life was successfully listed on Hong Kong Stock Exchange with net proceeds of approximately **RMB710 million**

-On Jan 6 2014, directly issued 864 million new Shares to TCL with net proceeds of approximately **RMB940 million**

-In Jan 2014, issued **US\$300 million 10.625%** senior notes due 2019

(1) The calculation is (Total Interest Bearing Liabilities - Total cash and bank deposits including restricted deposits) / Total Equity

# Financial Performance



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RMB mn	2013	2014	<i>Change</i>
Revenue	7,280	7,306	0.4%
Core Net Profit (netting of appreciation in value of IP and exchange gains and losses)	1,027	1,076	4.8%
Net Profit	1,230	1,372	11.5%
Net Profit Attributable to the Company	1,215	1,255	3.3%
Gross Profit Margin	38.4%	38.4%	-
Net Profit Margin	16.9%	18.8%	1.9pts

# Healthy Financial Position



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RMB mn	Dec 31 2013	Dec 31 2014	Change
Cash <sup>(1)</sup>	3,632	4,653	28.1%
Total Assets	30,564	41,254	35.0%
Short-term Debt	2,053	4,869	137.2%
Long-term Debt	9,785	9,674	(1.1%)
Total Debt	11,839	14,543	22.8%
Owners' Equity	7,831	11,412	45.7%
Net Gearing <sup>(2)</sup>	104.8%	86.7%	(18.1pts)

(1) Including bank balance and cash and restricted bank deposit

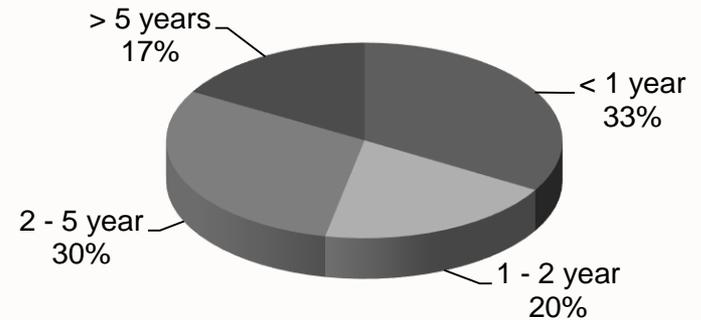
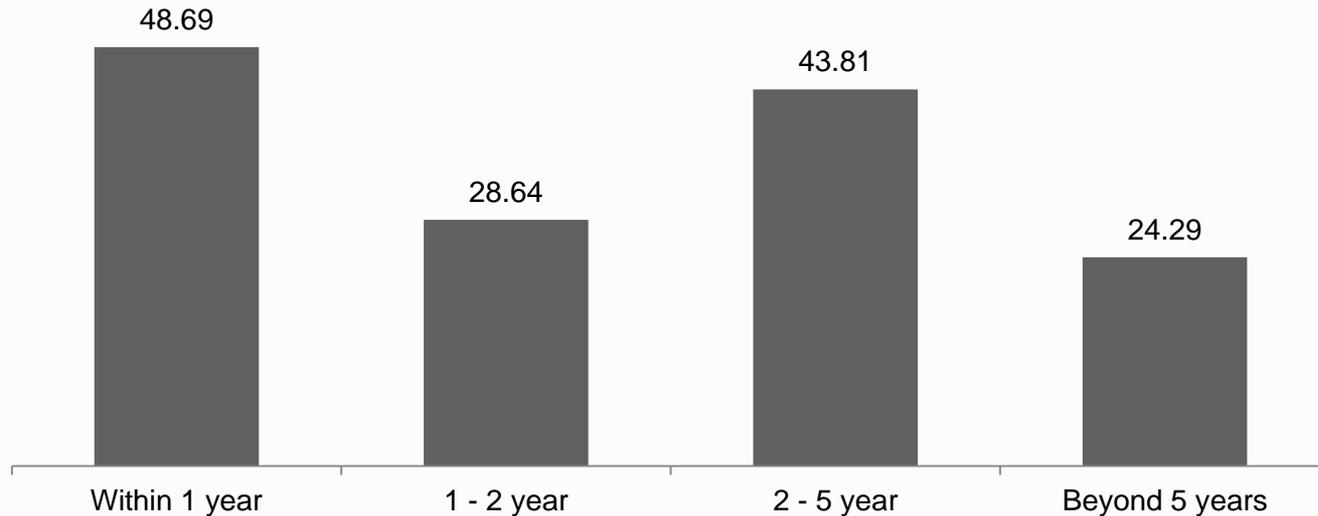
(2) The calculation is (Total Interest Bearing Liabilities - Total cash and bank deposits including restricted deposits) / Total Equity

## Debt Maturity Profile

*As of December 31 2014, the Company had a total debt of c. RMB14.543 bn.*

*The Company had debt due within one year amount to RMB 4.869 bn; those due within 1-2 year amount to RMB2.864 bn; those due within 2-5 year amount to 4.381 bn and those due after 5 years amount to RMB2.429 bn.*

(RMB 100 mn)

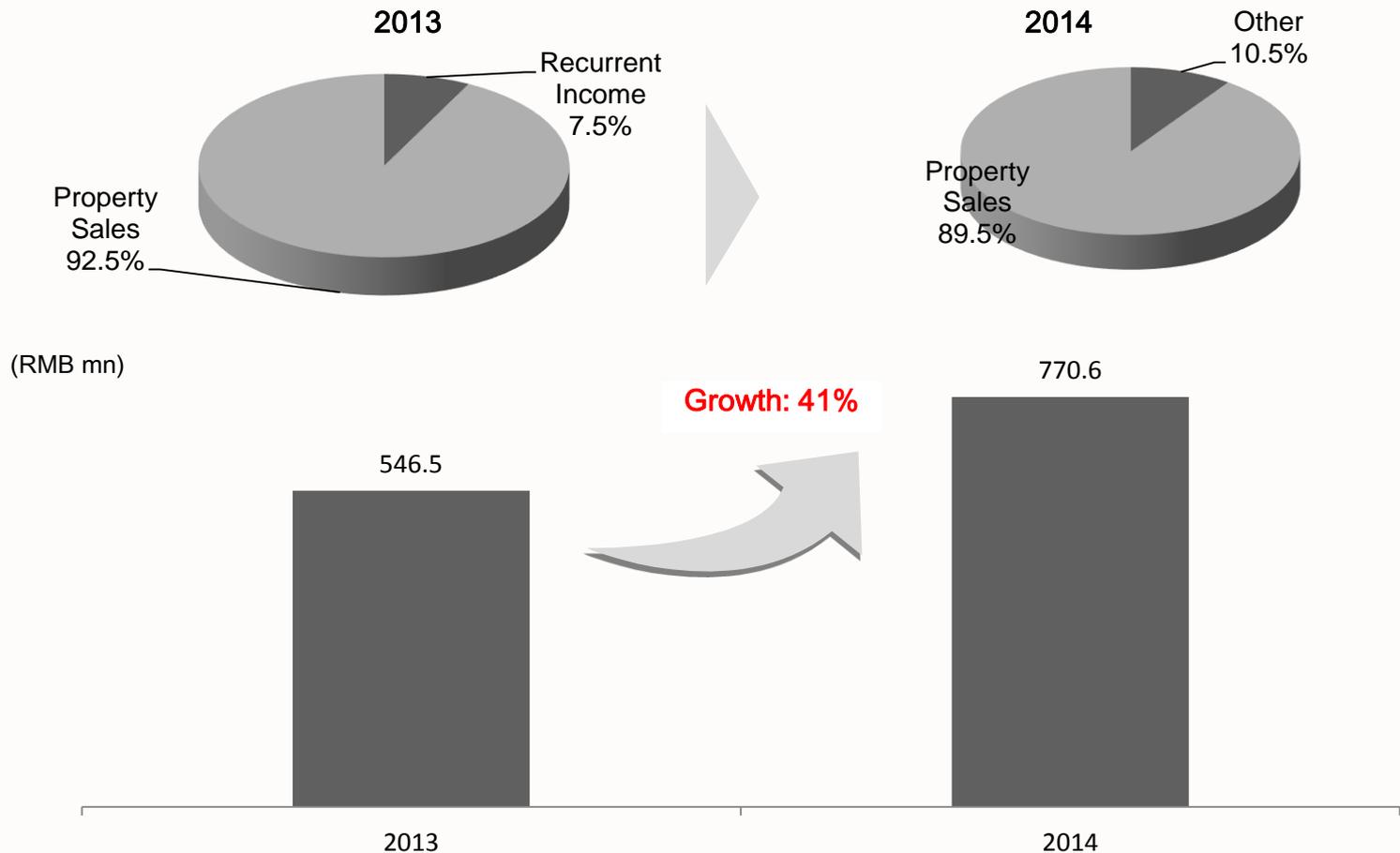


# Continuous Expansion of Property Services and Business Operating Capacity



*In 2014, our other business such as property operation and hotel services also achieved a sustainable growth.*

## Recurrent Revenue From Property Investment, Hotel and Community Services Businesses



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## Market Outlook - 2015

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### In-depth development of customer value

- ✓ China's real estate industry has passed its prime and entered the stage of in-depth development of customer value and integration of resources across different levels

### Building of four major communities

- ✓ We established Colour Life and operation service platforms for Jiefang District (解放區) residential community and further developed commercial communities for international properties, business communities with business management style and elderly service communities focussing on senior care industry

### Expanding four key aspects

- ✓ At the same time, we will develop a new business system from the perspective of finance under the growing importance of internet, and continue to promote its four key aspects, namely community finance, community cultural tourism, community building and community education

### Organic community business ecosphere

- ✓ We will gradually move towards the coordination and full integration of businesses of the eight main sectors, which will form an organic community business ecosphere through the integration of online and offline services via the Internet

# Strategic Transformation for the Future



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Dedicate to be the leading integrated community service operator



Provider of “joyful, colourful and meaningful” living space and experience



Cooperation and full integration of eight main business sectors

Relying on the integrated community service platform, Fantasia strives to become an industry-leading innovative financial holding group with the utilization of Internet

*All-round development*

Residential Community

Commercial Community

Business Community

Elderly Services Community

Community Builder-Real Estate Business

Community Finance

Community Education

Community Cultural Tourism

# Agenda



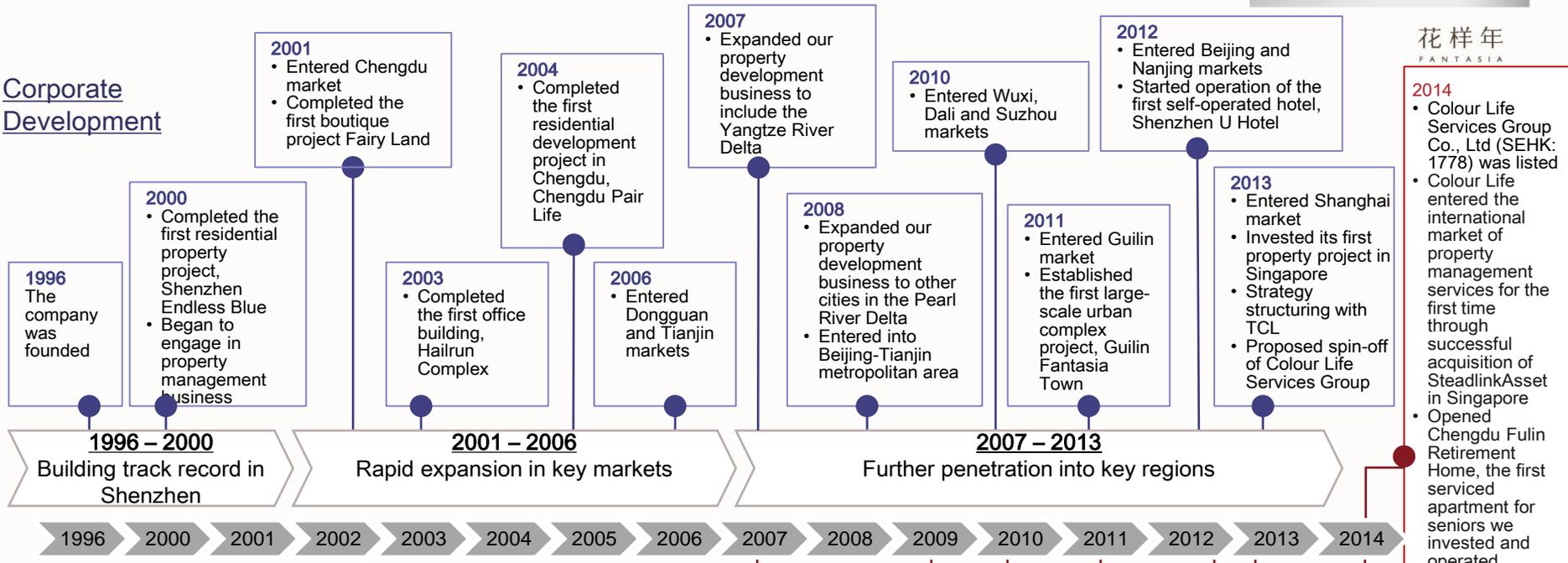
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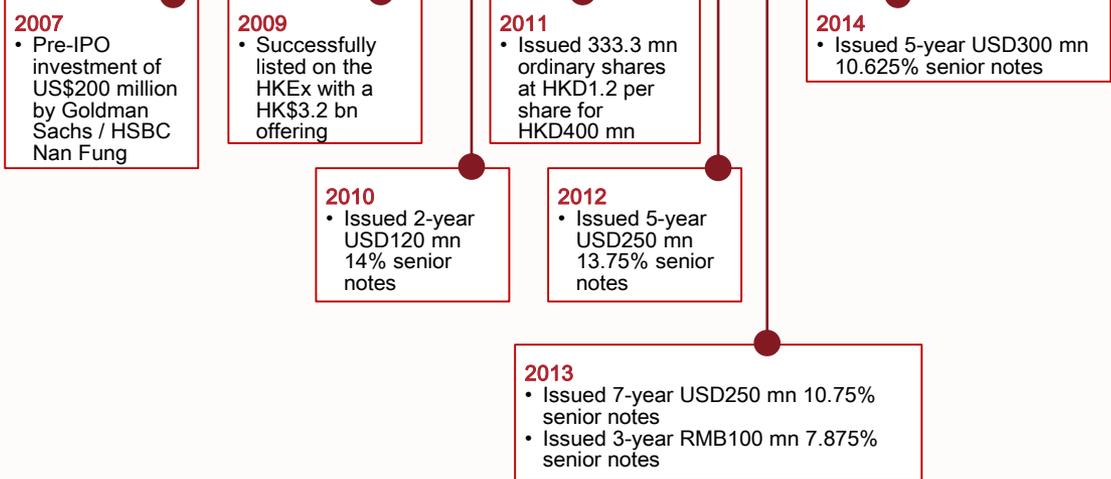
# Appendix: Key Milestones

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## Corporate Development



## Capital Market Development



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# Fantasia Creates Value

Please contact our IR team (Christy Zheng, [zhengjy@cnfantasia.com](mailto:zhengjy@cnfantasia.com)) for further information or visit [www.cnfantasia.com](http://www.cnfantasia.com)