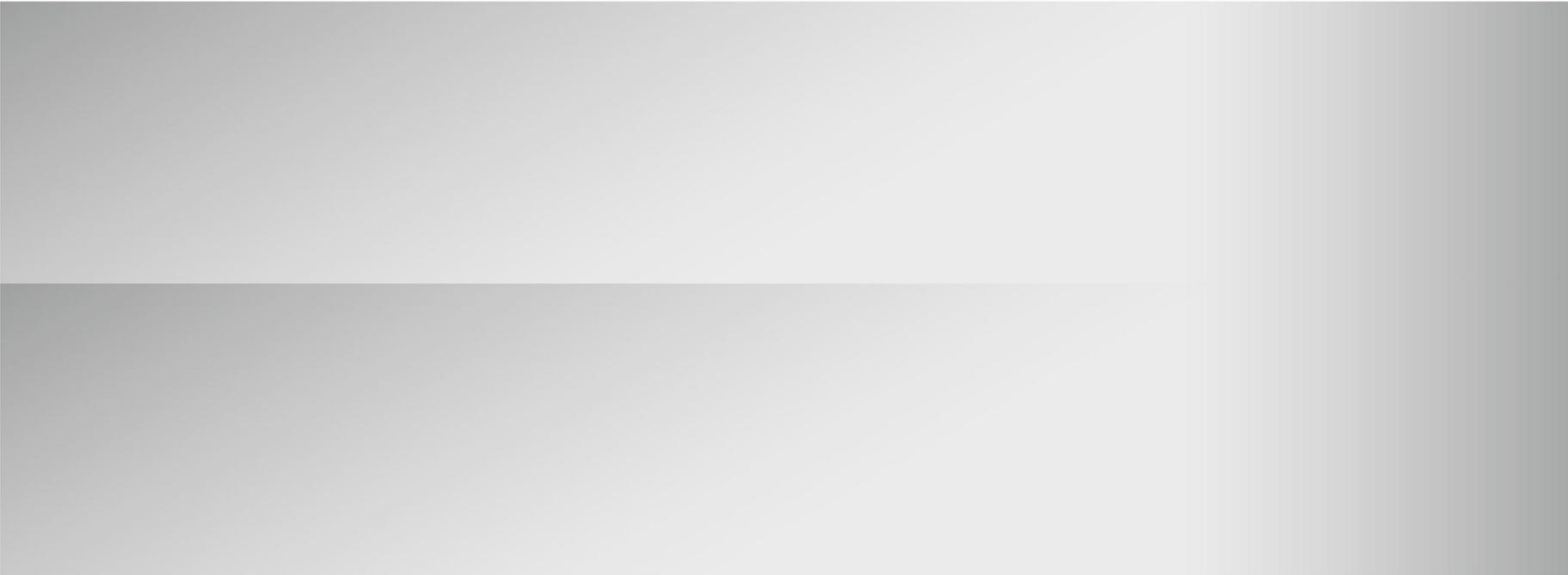


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花样年控股集团有限公司
FANTASIA HOLDINGS GROUP CO., LTD.



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2015 Interim Results Presentation

—— Aug 2015

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From “Internet +” to “Community +”: New Ecosystem of Mobile Internet Business

Community +



4 Major Communities + 4 Key Aspects; Implementation of “Community +” strategy of Fantasia

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Community Builder- Real Estate Business

- Community building business successfully spun off into 4 major segments: real estate fund, construction agency, industrial real estate and housing industrialization
- The Company recorded an accumulated contract sales of approximately RMB4.047 billion and GFA of 548,011 sq.m. as of June 2015

Residential Community

- Colour Life Services Group Co., Ltd (SEHK: 1778) was listed on Hong Kong Stock Exchange in Jun 2014
- As at 30 Jun 2015, Colour Life had developed and managed a total area of over 270 million sq.m., becoming world's largest property community service provider in terms of area under management
- Commenced cooperation with Mengniu, S.F. Express, yhd.com and JD.COM in first half of 2015

Commercial Community

- International property sector of Fantasia was renamed as Home E & E Group in first half of 2015
- Home E & E expanded various large scale projects in Guiyang, Tianjin and Hefei in the first half of 2015, with newly managed area of over 1,000,000 sq.m.
- Launched “Go Freely” (走就走) business model to boost sales of Grand Valley Project
- Expanded to business hotel apartments and resorts

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 four main business models comprising micro-credit, P2P internet finance platform, finance lease and insurance brokerage
- Micro-credit business now operates 20 branches and granted micro-credit loans with an accumulated value of over RMB70 million
- Newly registered platform members reached nearly 100,000, raised funds of approximately RMB150 million

Centering on Community Service

Community Cultural Tourism

- Successfully completed acquisition of Hotel 373 at 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
- Awarded 2014 “China Most Innovative Hotel Management Group” and “Top Ten Resort Hotels in China”

Business Community

- Guilin Huashengtang, the first shopping mall in Guilin, opened in June
- As of late June, business community sector of Fantasia managed around 10 projects, covering 400,000 sq.m.
- Developed integrated ability to provide “one-stop” services that covered from design, planning, business solicitation to operation, as well as the “modularised” marketing planning services

Elderly Service Community

- Finished expanding several dozens of projects including homecare and day care centers and nursing homes in first half of 2015
- Ziyue University, homecare services and rehabilitation therapy served more than 2 times the service recipients in 2014
- Launched two new services: sales of senior products and buying agency for necessities designed for senior citizens

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
- Finished development of curriculum for community education and building up lecturer team in first half of 2015
- Launched summer study tour project and finished serving the first batch of customers

Colour Life:

Benchmark of Transition to Light Assets



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World's largest community service provider for residential properties

- Acquired Shenzhen Kaiyuan International at RMB330 million in February 2015. Shenzhen Kaiyuan International managed over 130 properties in a dozen of cities in Beijing and Shanghai
- First entered international market of property management services through acquisition of Steadlink Asset at HK\$6.62 million in October 2014
- As of 30 June 2015, area and projects under management by Colour Life reached 270 million sq.m. and 1,700 respectively, representing a YoY growth of 67% and 64%. Subsequently, it has become the world's largest community service provider for residential properties

Seamless integration of offline and online services

- Colour Life continued to explore and construct entry points to and settings in communities to seamlessly integrate online and offline businesses
- Adopted open platform strategy to cooperate with vertical application of various third parties including Jingdong, Hehenian, E master and Shunfeng Heike; expanded business based on diverse community settings
- Introduced financial institutions with great strength into ecosystem; explored new model for community finance service with Anbang Insurance and Ping An Bank, Shenzhen branch
- As of 30 June 2015, registered users of APP reached 1.5853 million and order per day for E master exceeded 2000; order per day for E Wealth Management was over 4000 with accumulated total investment amounted to RMB231 million

Use of modern technology to reshape old communities

- Continued to reshape and operate communities with Internet technology and implemented a higher degree of automation on operating plans, budgeting system, intelligent devices, construction inspection and acceptance, registration of APP and vertical application of ecosystem
- Colour Life completed hardware modifications for 345 communities in first half of 2015 to strengthen centralised management and safeguard the quality of fundamental property services

Contract Sales Overview

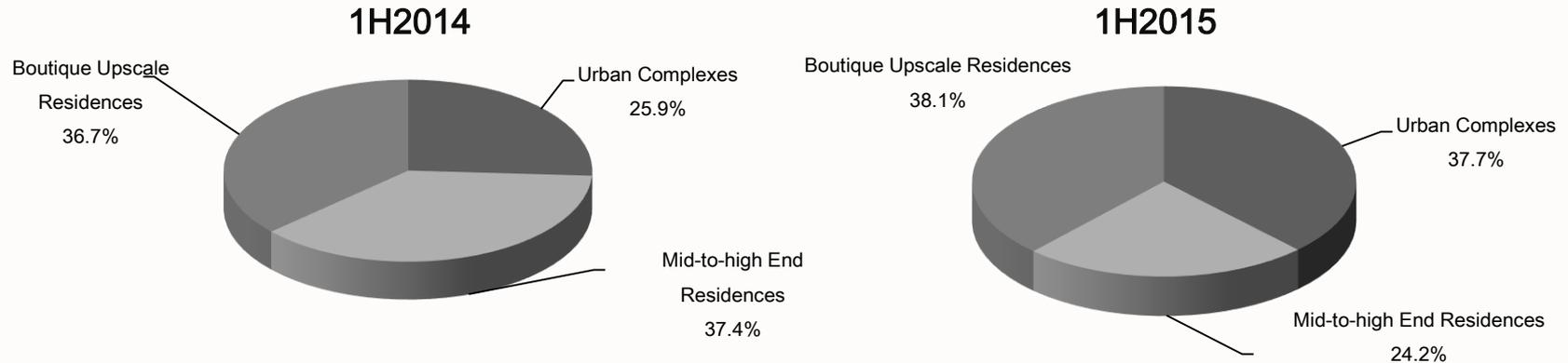
- ✓ **Contract sales for 1H2015 reached RMB4.047 billion (YoY +124.8%);**
- ✓ **Contract sales GFA for 1H2015 reached 548,011 sq.m. (YoY +93.0%);**

	Amount		Area	
	(RMB mn)	%	(sq.m.)	%
Chengdu-Chongqing Economic Zone	648	16.0	124,268	22.7
The Pearl River Delta	1,196	29.6	192,061	35.0
The Yangtze River Delta	1,139	28.1	102,063	18.6
Beijing-Tianjin Metropolitan Area	363	9.0	43,474	7.9
Central China	614	15.2	85,302	15.6
Overseas	87	2.1	843	0.2
Total	4,047	100	548,011	100

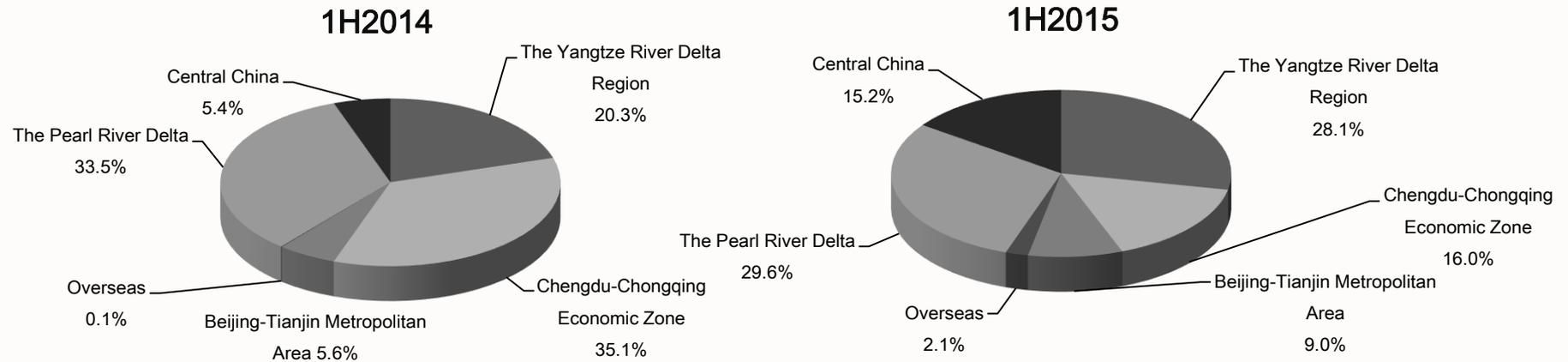
More Diverse Revenue



Contract Sales Revenue Breakdown (by Product)



Contract Sales Revenue Breakdown (by Region)



High Quality Land Bank

- As of 30 June 2015, planned GFA of the Group's land bank amounted to approximately 14.71 mn sq.m., and planned GFA of properties with framework agreements signed amounted to 6.42 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	140,000	1.0%
Tianjin	718,327	4.9%
Subtotal	858,327	5.8%

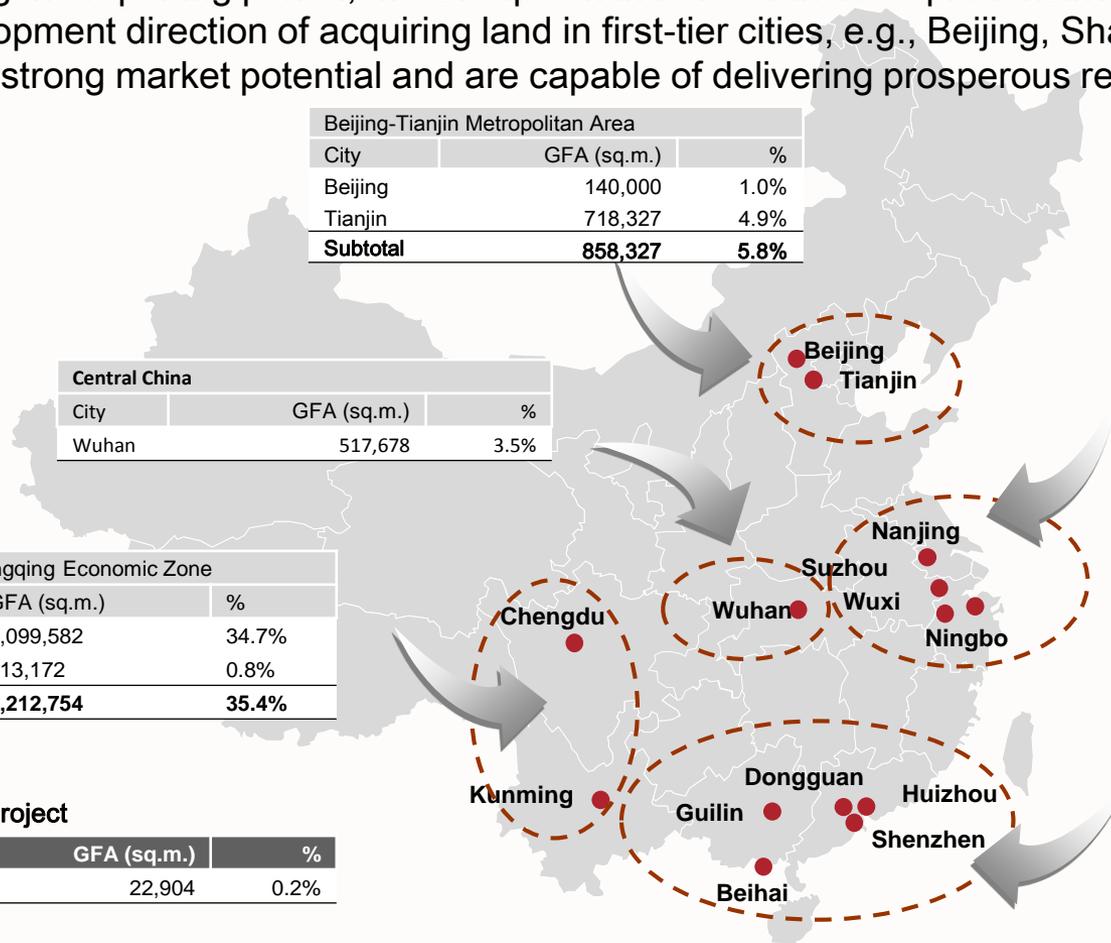
Central China		
City	GFA (sq.m.)	%
Wuhan	517,678	3.5%

Chengdu-Chongqing Economic Zone		
City	GFA (sq.m.)	%
Chengdu	5,099,582	34.7%
Kunming	113,172	0.8%
Subtotal	5,212,754	35.4%

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

The Yangtze River Delta		
City	GFA (sq.m.)	%
Suzhou	576,182	3.9%
Wuxi	84,581	0.6%
Nanjing	729,804	5.0%
Ningbo	105,210	0.7%
Subtotal	1,495,776	10.2%

The Pearl River Delta		
City	GFA (sq.m.)	%
Shenzhen	2,393,120	17.3%
Huizhou	2,240,719	15.2%
Dongguan	39,947	0.3%
Guilin	1,928,029	14.0%
Subtotal	6,601,814	44.9%



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Key Financial Highlights



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Profitability

Gross profit margin
32.0%

Net profit
**RMB279 mn,
net profit margin 7.7%**

Financial position

Cash on hand
RMB4.48 bn

Net gearing ⁽¹⁾
79.0%

Financing activities in 2015

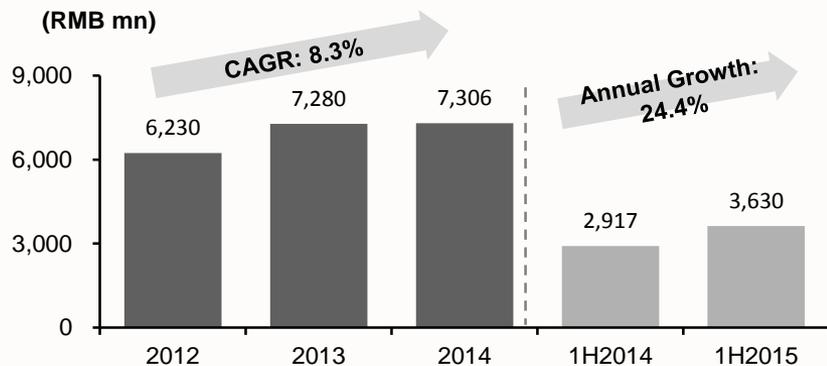
-In May 2015, issued **USD\$200 million 11.500%** senior note due 2018

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

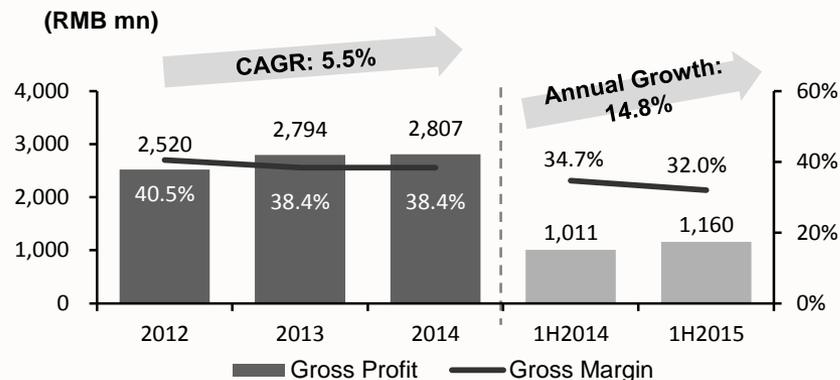
Stable Historical Financial Performance



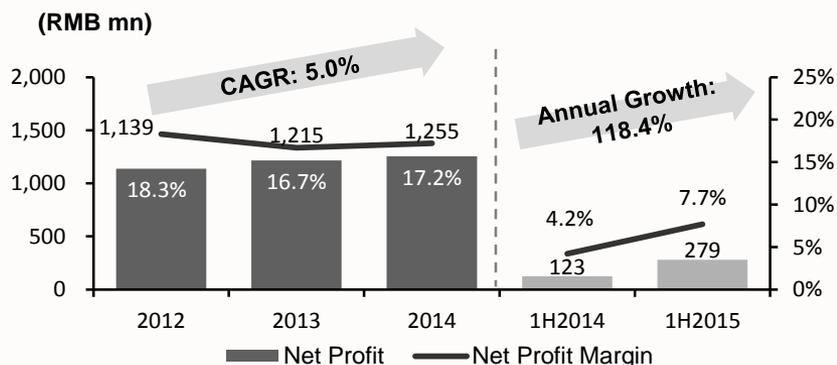
Revenue



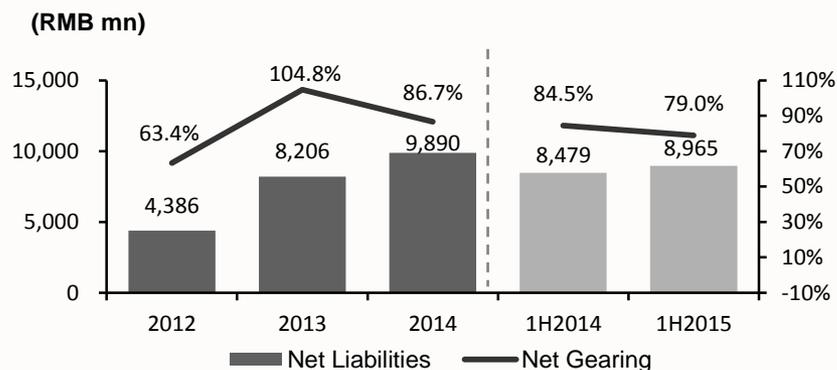
Gross Profit and Gross Margin



Net Profit and Net Profit Margin(2)



Net Liabilities and Net Gearing

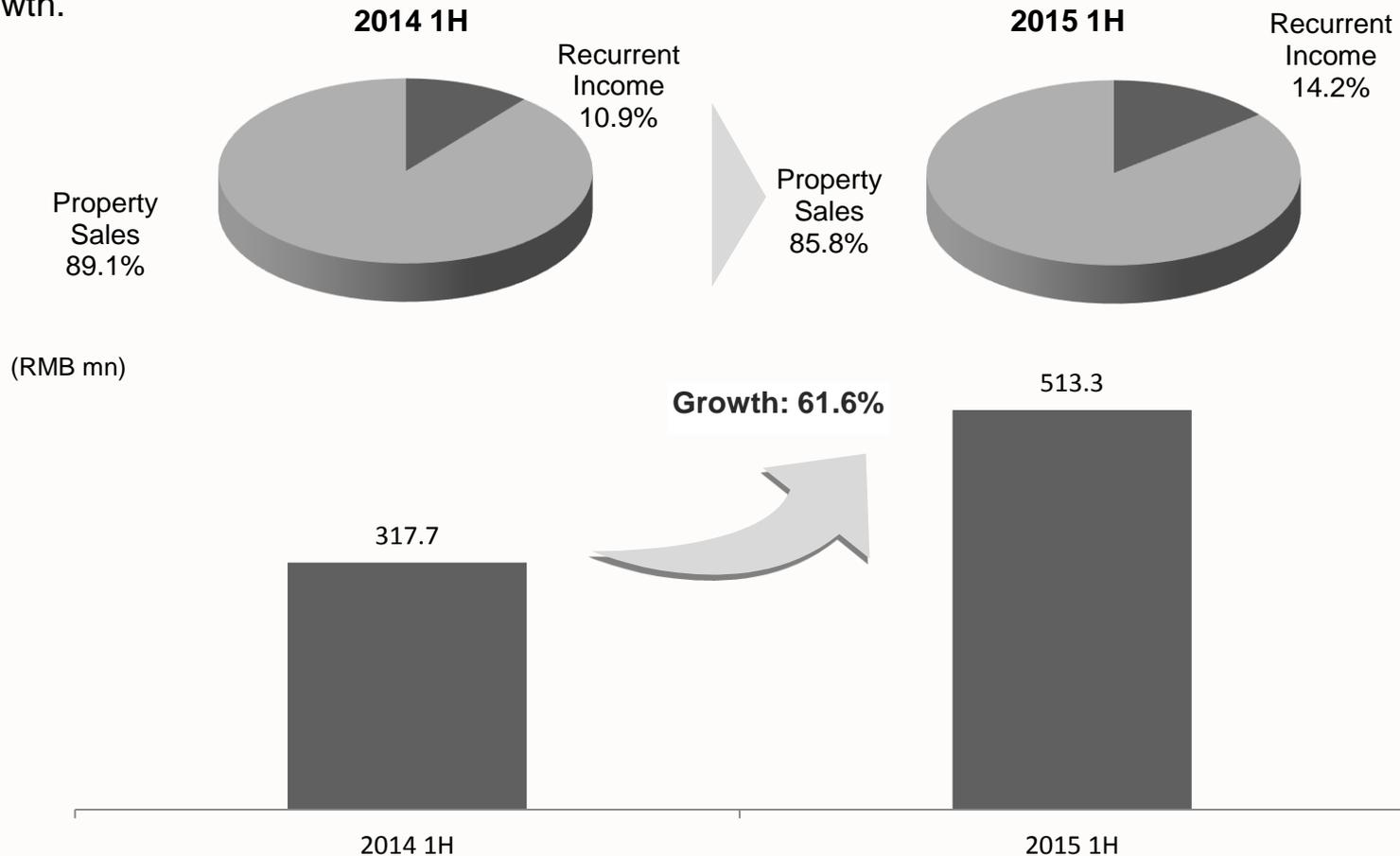


Continuous Enhancement of Property Services and Business Operating Capacity



Recurrent Revenue from Rental Income, Hotels and Community Services

In 2015, our other businesses such as property operation and hotel services achieved sustainable growth.



Capital Structure and Debt Position

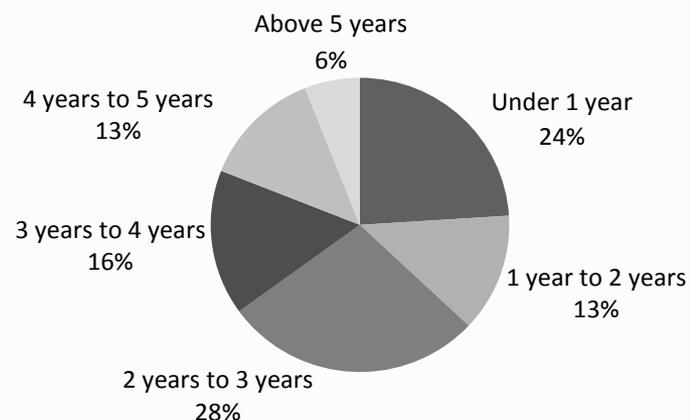


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Capital Structure as of 30 June 2015

RMB mn	Actual amount	% of total capital
Cash and cash equivalent ⁽¹⁾	4,484	
Borrowings due within 1 year	2,210	
Borrowings with maturity beyond 1 year	4,009	
Senior notes ⁽²⁾	7,230	
Total long-term debts	10,239	47.4%
Total debts	13,450	62.3%
Total equity	11,350	52.6%
Total capital⁽³⁾	21,589	

Debts by Maturity



We maintained a good capital position in the balance sheet.
Our diversified debt profile allowed diversification of risks.

- (1) Cash and cash equivalents included restricted bank deposits of RMB2.417 billion
 (2) Senior notes refer to 2012 senior notes, 2013-January senior notes, 2013-May senior notes, 2014 senior notes and 2015 senior notes
 (3) Total capital include total long-term borrowings and total equity

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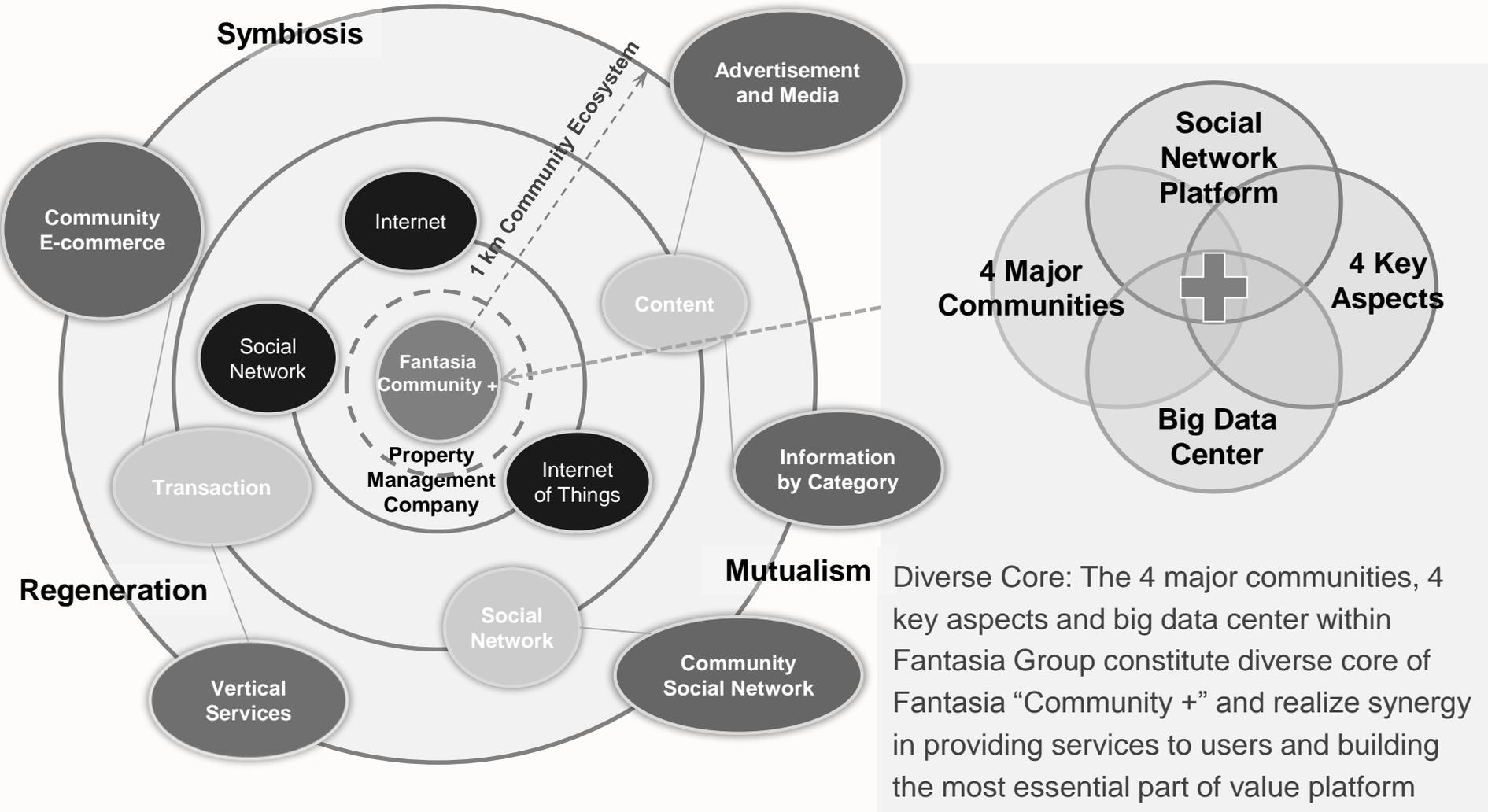
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Outlook for 2015:

Symbiosis, mutualism, regeneration: building of a systematic business ecosystem



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Introduction of key businesses:

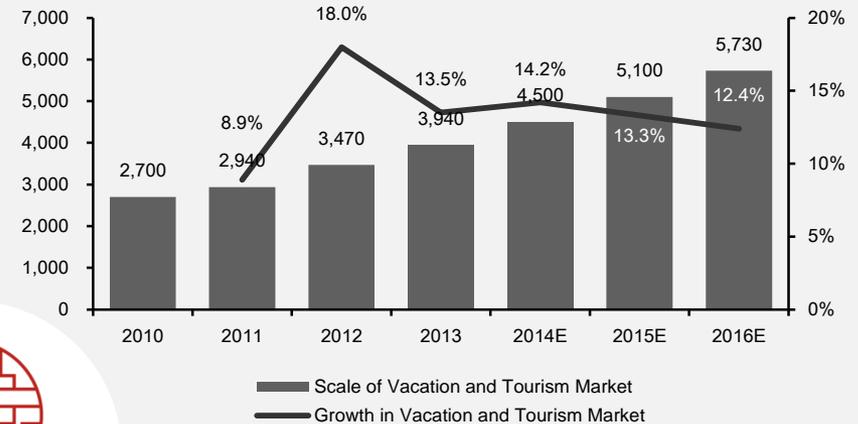
From HomeAway and Airbnb to Home E&E— the rebuilding of operating platform for vacation properties

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1 Ample supply of vacant flats

- Overall vacancy rate in urban residential market in China reached 22.4%
- 48.98 million sets of vacant flats in urban area
- Supply of commodity housing for sale amounted to 3.5 million sets
- 52.48 million sets in total

2 Great potential in vacation and tourism market

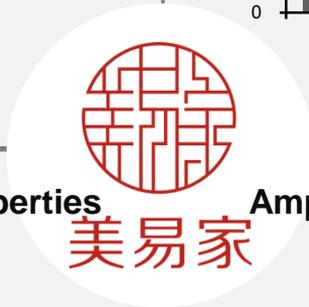
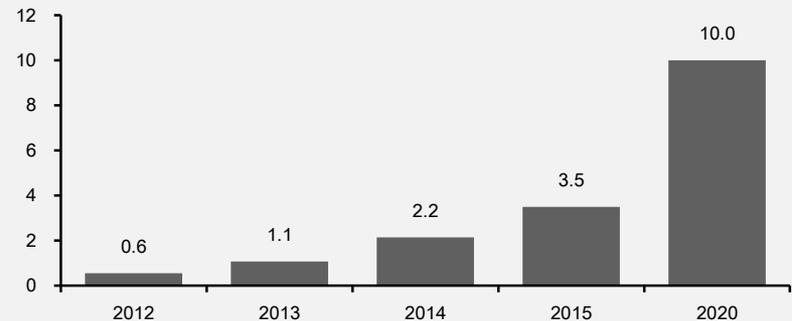


3 Low utilization rate of existing vacation properties

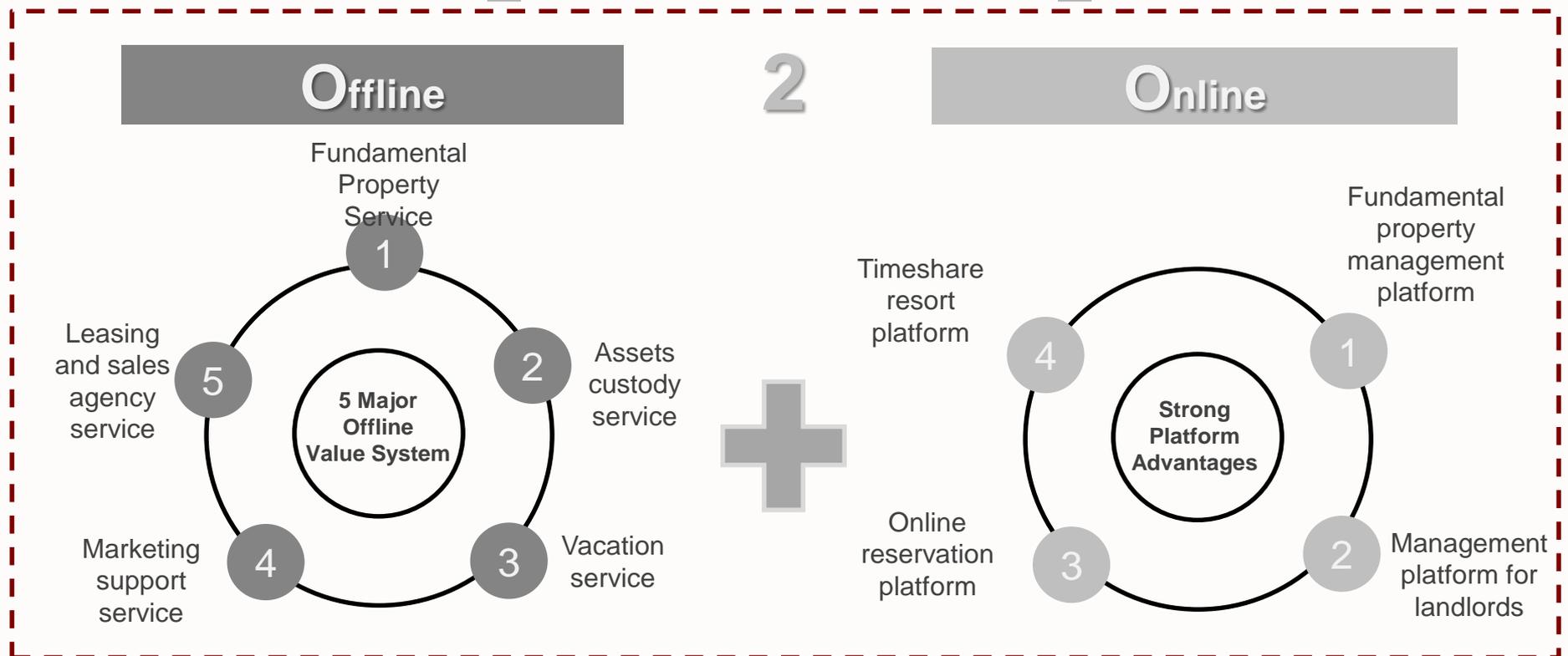
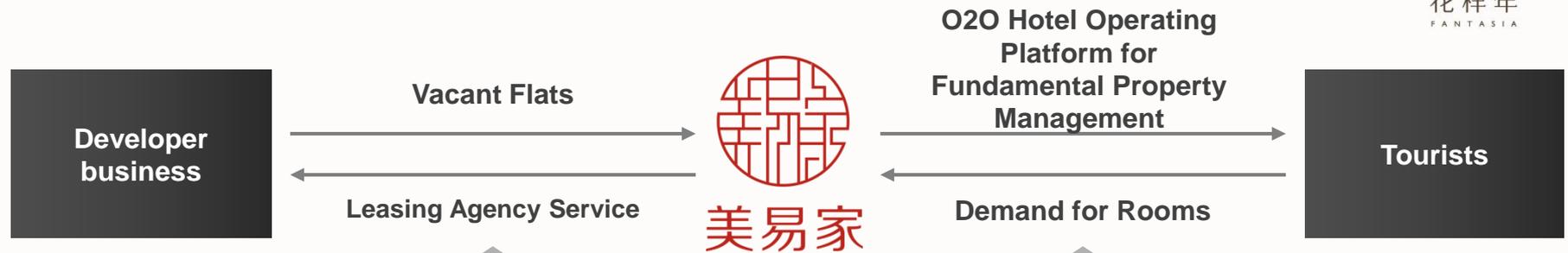
- Mismatch in location
 - As vacation properties are not primary residence, the domicile of landlords or tourists are usually far away from properties, making them difficult to manage and operate such properties effectively
- Mismatch in time
 - Occupancy rate of vacation properties varies greatly with seasons, working days and holidays, leading to low utilisation rate.

4 Ample offline resources of Home E&E

Area of communities managed by Fantasia and Colour Life (mmn sq.m.)



Home E&E's unique O2O Business Model



Business model of Home E&E provides better customer experience than traditional Internet companies



	Traditional Internet Companies	Home E&E
Customer acquisition	<ul style="list-style-type: none"> ■ Lack of integrity system, giving rise to concern from landlords and tenants ■ Mainly rely on online customer acquisition (majority being walk in customers) 	<ul style="list-style-type: none"> ■ 100% real rooms ■ Customers can make confirmation offline ■ Loyal offline community customers ■ Customers from Internet platform
Management	<ul style="list-style-type: none"> ■ Solely online management leading to difficulties in offline verification and maintenance ■ No hardware modification in general ■ Mostly without public facilities ■ Style varied ■ Relies solely on online customer service 	<ul style="list-style-type: none"> ■ Management systems for guests rooms and assets ■ Uniform modification on hardware provided by developers ■ Public space and infrastructure ■ Standardized style and characteristics ■ Centralized management on servicing staff via service evaluation system and well-established IT system
Customer service	<ul style="list-style-type: none"> ■ Unable to respond instantly ■ No provision of offline service ■ Cheap in price, but lack of user experience 	<ul style="list-style-type: none"> ■ Hotel-like management style allows instant response ■ Service experience and quality compare favourably with hotels ■ Higher competitiveness than Tujia in terms of price and experience
Profitability	<ul style="list-style-type: none"> ■ Custodian fees/ commission on room rate 	<ul style="list-style-type: none"> ■ Property management fee/ custodian fee/ commission on room rate/ commission from cooperation...

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Appendix 1: High Quality Land Bank



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Land Bank Under Development

City	Project Name	GFA (sq.m.)	Nature of Land
Shenzhen	Longnian Building	38,482	Commercial and financial land use
	Phase 2 of Able	85,428	Industrial land use
	Lenian Plaza	127,123	Industrial plant and carpark
	Nanshan District Project	39,587	Industrial plant and carpark
Huizhou	Phase 4 of Fantasia Special Town	156,155	Residential and commercial
	Phase 1 of Kangchengsiji Land Plot No. 8	33,254	Residential and commercial
	Phase 2 of Kangchengsiji	82,330	Residential and commercial
	Building 1-2# of Phase 1 of Huizhou TCL Kangchengsiji	31,505	Residential and commercial
Dongguan	Wonderland (Commercial) Land Plot No. 1	1,387	Residential and commercial
	Dongguan Wonderland	34,289	Residential and commercial
Guilin	Phase 3 of Guilin Fantasia Town	298,619	Residential and commercial
	B District, North Coast of Guilin Lakeside Eden	243,210	Residential and commercial
	Block C2 of Guilin Lakeside Eden Community	149,670	Residential and commercial
	Block D of Guilin Lakeside Spring Dawn	123,000	Residential and commercial
	Block E of Guilin Lakeside Spring Dawn	119,709	Residential and commercial
Chengdu	Phase 2.2 of Grande Valley	26,006	Residential land use
	Phase 2 of Meinian International Plaza	482,759	Residential, commercial and education
	Phase 1.2, 1.3 and 2.1 of Longnian International Center	236,457	Residential and commercial
	Phase 2.2 of Longnian International Center	171,234	Residential and commercial
	Four Points by Sheraton of Grande Valley	33,700	Hotel
	Grande Valley 12-1	3,497	Residential and commercial
Chengdu Pi County Project		129,814	Residential and commercial
Tianjin	Ancillary facilities of Phase 1.3 of Love Forever	2,679	Residential land use
	Phase 4.1 of Love Forever	72,177	Residential land use
	Phase 1 of Huaxiang	16,479	Residential land use
	Meinian International Plaza	99,803	Office
Suzhou	Phase 2 of Fantasia Special Town	143,521	Residence
	Lago Paradise Land Plot No. 4	28,842	Residence
	Suzhou Hailrun Plaza	330,589	Residential and commercial
Nanjing	Phase 1 of Fantasia Town	112,444	Residential and commercial
	Phase 1 of Hailrun Plaza	199,395	Commercial land use
Wuxi	Phase 4 of Love Forever	65,161	Residential and commercial
Wuhan	Phase 2 of Love Forever	100,450	Residential and commercial
	Phase 3 of Love Forever	68,458	Residential and commercial
	Phase 1 of Fantasia Town	155,034	Residential land use
	Phase 2 of Wuhan Fantasia Town	78,852	Residence
Ningbo	Phase 2 of Love Forever	105,210	Residential and commercial
Singapore			
	6 Derbyshire	22,904	Residential and commercial
Total		4,249,212	

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 Kangchengsiji	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	82,630	Residential and commercial
Beijing			
	Qingnian Road Project	140,000	Commercial, office and carpark
Tianjin			
	Remaining phases of Love Forever	98,150	Residential
	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
	Hailun Plaza	120,113	Commercial land use
Wuhan			
	Fantasia Town Project	114,883	Residential
Total		4,043,787	

Strategic Project Planning and Execution



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1H2015 Newly Commenced Projects

Region	Project Name	GFA (sq.m.)	Nature of Land
Chengdu-Chongqing Economic Zone	Phase 2.2 of Chengdu Longnian International Center	171,234	Residential and commercial
Central China	Phase 3 of Wuhan Love Forever Land Plot A	68,458	Residential
	Phase 2 of Wuhan Fantasia Town	78,852	Residential
Total		318,544	

Strategic Project Planning and Execution (Cont'd)



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1H2015 Completed Projects

Region	Project Name	GFA (sq.m.)
Yangtze River Delta	Phase 1 of Ningbo Love Forever	112,297
	Phase 3 of Wuxi Love Forever	73,783
Chengdu-Chongqing Economic Zone	Phase 2.1 of Chengdu Longnian International Center Land Plot No. 17 and 18	78,839
	Phase 2.1 of Chengdu Meinian International Plaza	64,077
	Chengdu Fantasia Town	367,298
	Phase 2.2 of Grande Valley	59,272
Central China	Phase 1 of Love Forever	89,259
Total		844,825

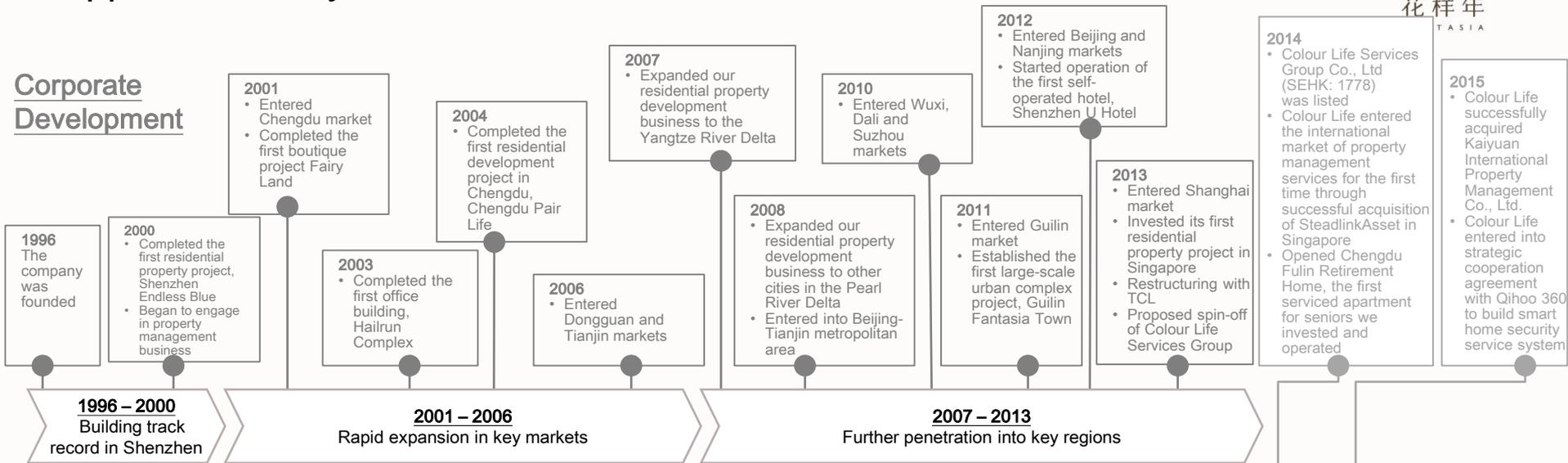
Appendix 2: Key Milestones



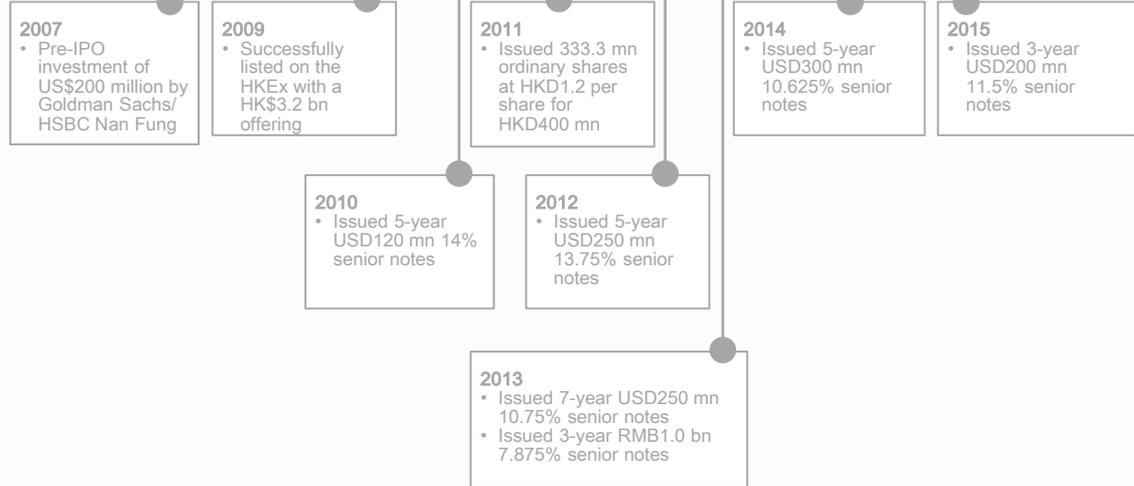
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Corporate Development



Capital Market Development



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zhengjy@cnfantasia.com) for further information or visit
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