



花样年
FANTASIA

针对花样年商业模式创新的调性定位 **有趣**

针对花样年商业品牌独特的调性定位 **有味**

针对花样年商业模式内涵丰富的调性定位 **有料**

大海的眼睛 | 草间弥生 | 布面丙烯 | 约1970年代作 | 45.5x38cm | 真宝艺术基金会 BAO COLLECTION

有力 / 有戏 / 有价值

Disclaimer

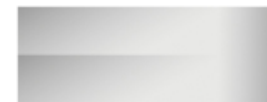


This document is prepared by Fantasia Holdings Group Co., Ltd. (the "Company") and is only used for presentation by the Company and its subsidiaries (collectively the "Group").

No representations or warranties regarding the impartiality, accuracy, completeness or correctness of the information or opinions contained in this document are made, whether expressly or impliedly, and no person shall rely on the information or opinions contained in this document. The Company, any member of the Group and their affiliates or any of their directors, managers, employees, advisers or representatives shall not be liable for any loss arising out of the use of the information contained in this document or any other matter relating to this document (whether negligence or misrepresentation under tort law, contract law or any other relevant law).

This publication is not a proposal to sell or solicit for the purchase of any securities in the United States or in any other jurisdiction. It is illegal to sell or solicit upon any such proposal without registration or approval under the Securities Law of any such jurisdiction. No securities may be sold or issued in the United States before going through the registration procedures or obtaining exemptions for registration. Any public sale of any securities in the United States shall be in the form of publishing the prospectus which shall contain details on the company raising related sales as well as details on its management and financial statements. The Company will not issue securities publicly in the United States.

This document contains the statement on the Group's and the Company's current views and forecast for the future on each applicable date. This forward-looking statement is based on assumptions about the operation of the Company and the Group and factors beyond the control of the Group or the Company, with significant risks and uncertainties. In view of this, there may be significant differences between the actual results and the forward-looking Statement. Therefore, you should not rely on this forward-looking statement. The Group and the Company are not obligated to update the forward-looking statement based on future events or circumstances.



Contents

A
I
S
A
T
N
A
F

I. Results Highlights

II. Results Review

1) Robust Operating Results

2) Sound Financial Position

3) Targeted Investments

4) Efficient Operations

III. Human Resources Strategy

IV. Lank Bank and Urban Renewal Projects

V. Community Service Strategy

VI. Outlook

Appendix

2020 Results Highlights



花样年
FANTASIA

Contracted Sales

RMB **49.21** Bn
up 35.9% YoY

Total Revenue

RMB **21.76** Bn
up 14.0% YoY

Property Development Revenue

RMB **16.44** Bn
up 24.3% YoY

Net Profit

RMB **1.75** Bn
up 16.6% YoY

Net Profit Attributable to Owners of the Company

RMB **977** MM
up 11.9% YoY

Net Gearing Ratio

75.0%
Sound financial position

Newly Invested Projects

3.34 MM m²
Replenishing land bank to ensure enough saleable resources

Planned Land Bank

37.60 MM m²
Abundant land bank to empower future growth

Urban Renewal Projects

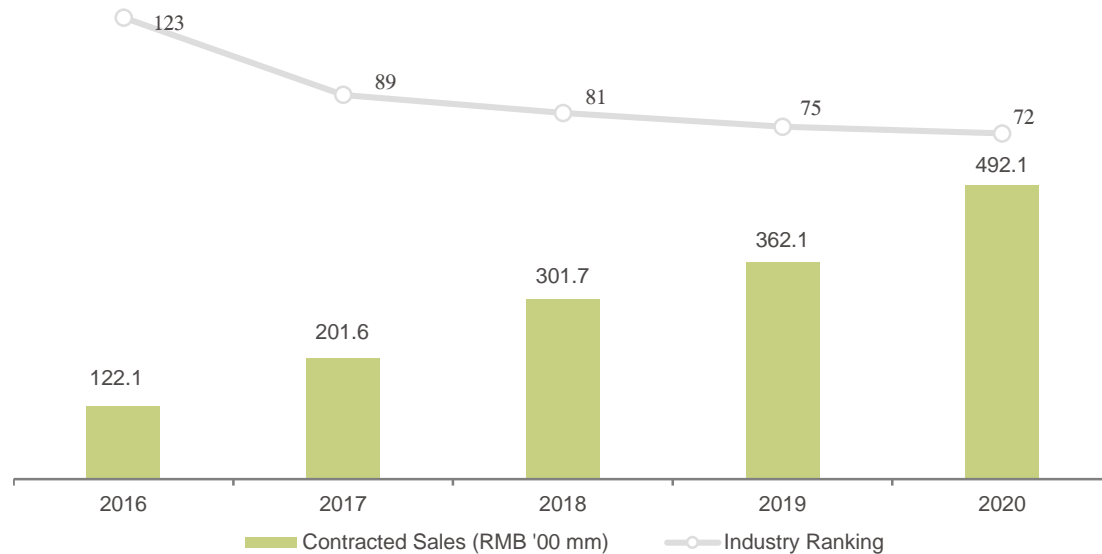
20.47 MM m²
Rooted in the Greater Bay Area

Steady Increase in Contracted Sales

**2020 Contracted sales of RMB 49.21 Bn
up 35.9% YoY**

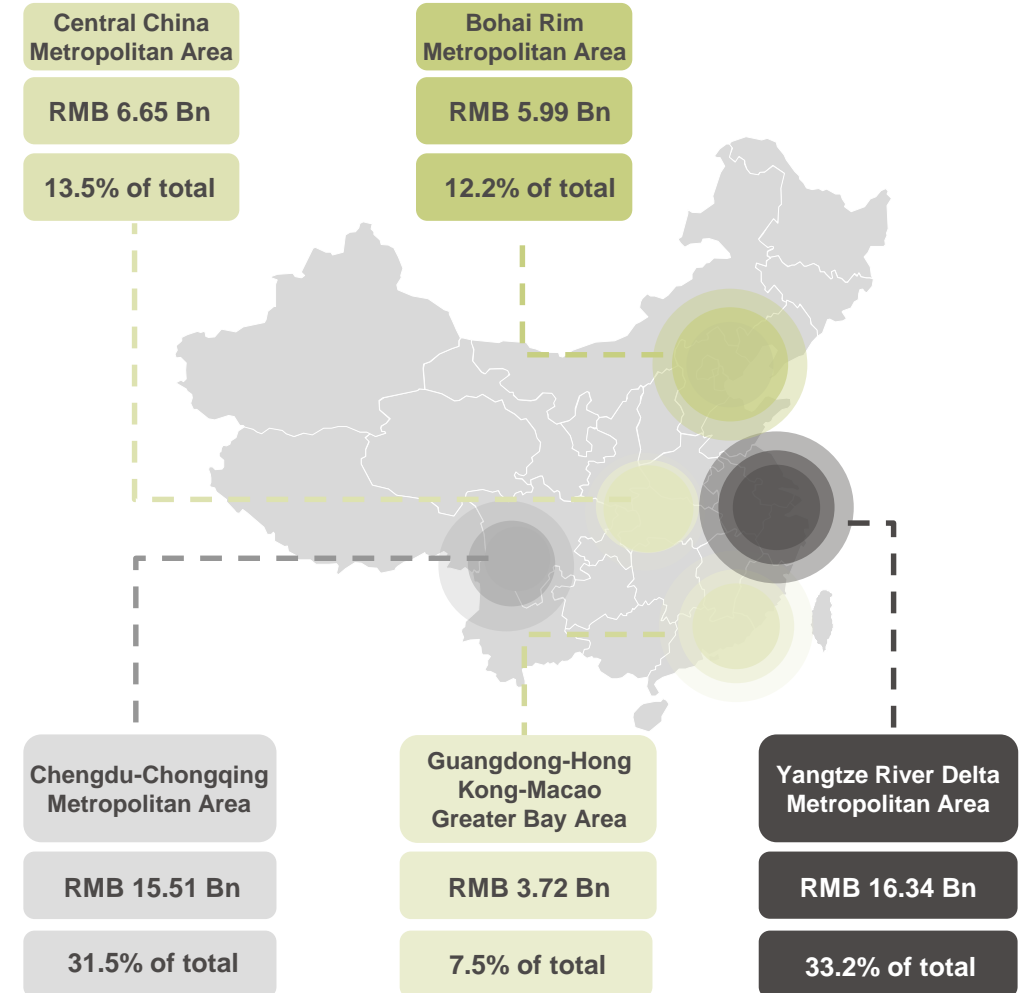
**2020 Contracted area of 3.34 MM m²
up 4.3% YoY**

Sales and Industry Ranking in Recent Years ⁽¹⁾



Notes:
1. Industry ranking data is sourced from CRIC China

Breakdown of Contracted Sales in 2020 by Region

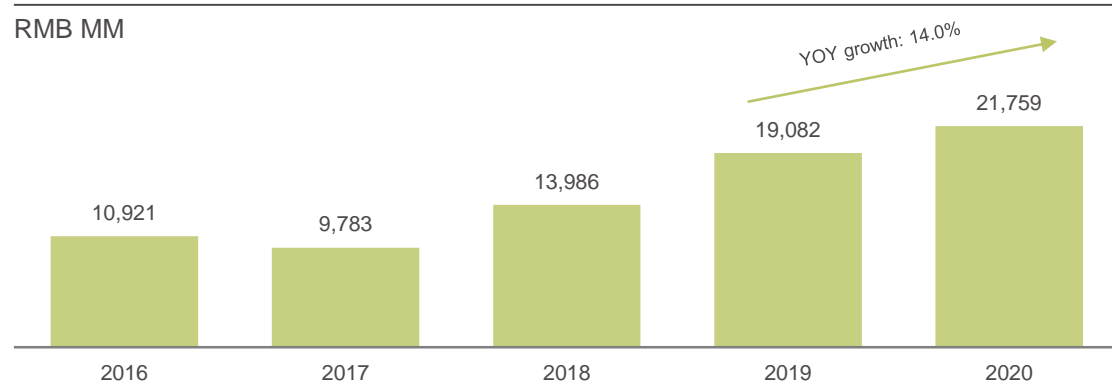


Steady Increase in Revenue and Earnings



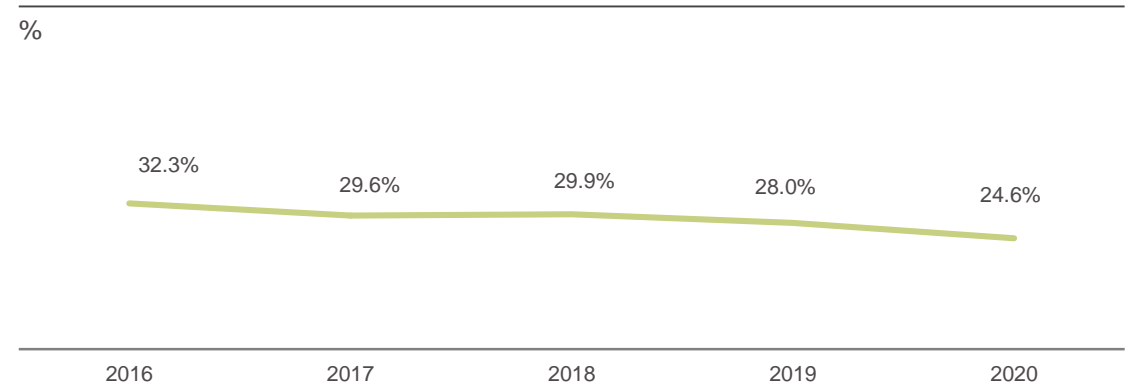
Total Revenue

RMB MM



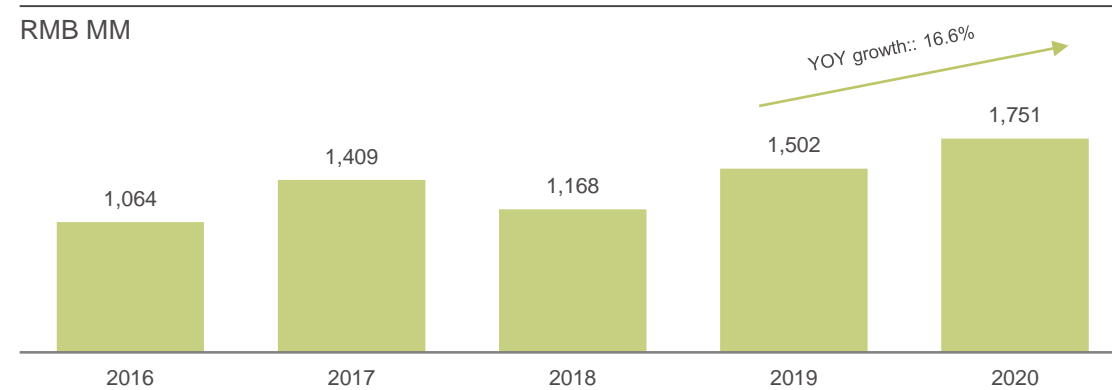
Gross Margin

%



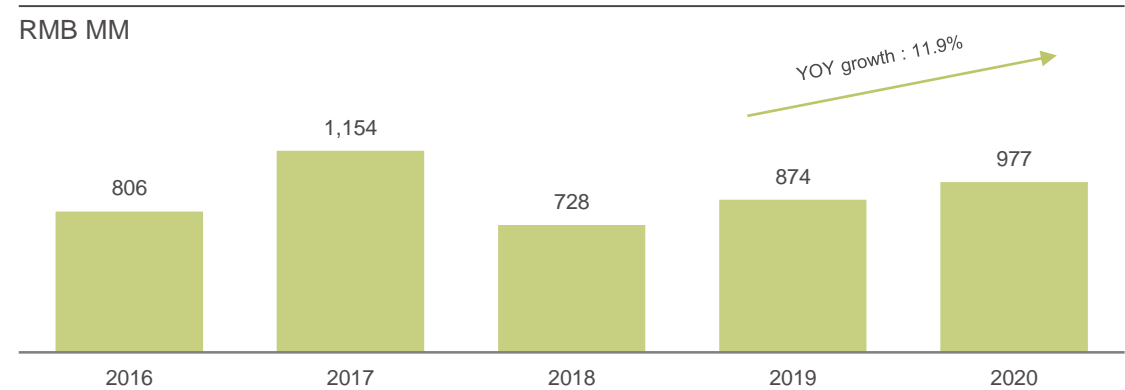
Net Profit

RMB MM



Net Profit Attributable to Owners of the Company

RMB MM



Simultaneous Advancement of “Property Development + Community Service”



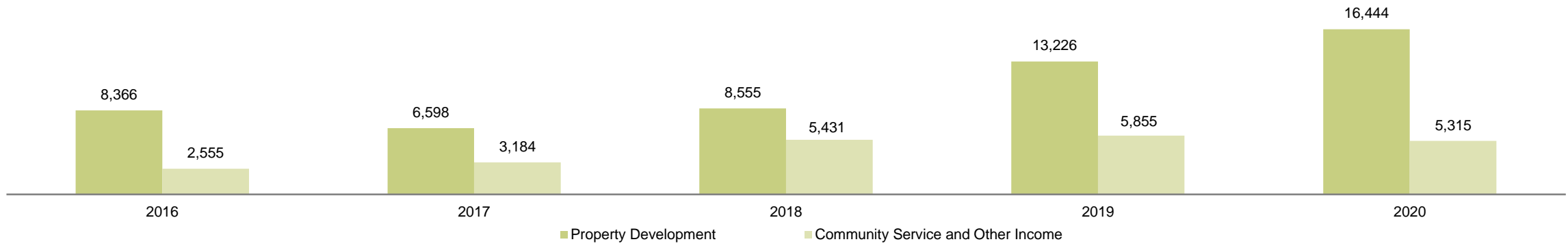
Property Development Revenue

- 75.6% of total revenue
- Increase of 24.3% year over year, becoming the catalyst of future income growth

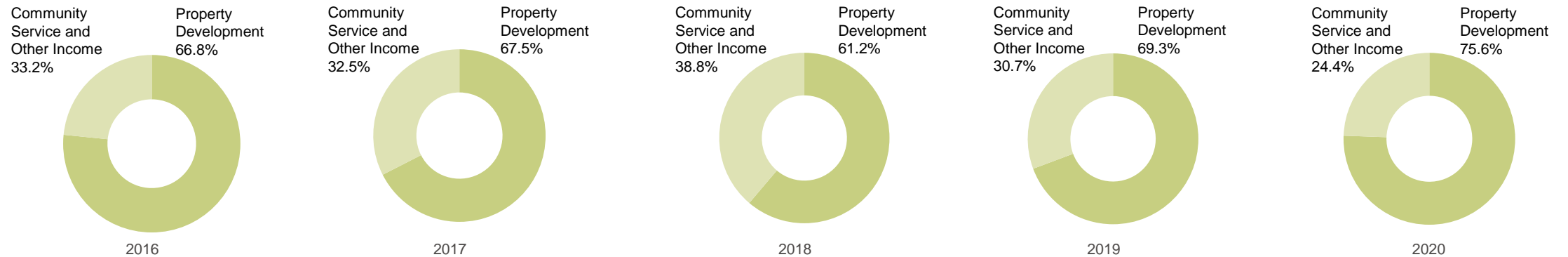
Community Service and Other Income⁽¹⁾

- 24.4% of total revenue
- Becomes the "stabilizer" of cash inflow

RMB MM



Total Revenue Breakdown



Note:

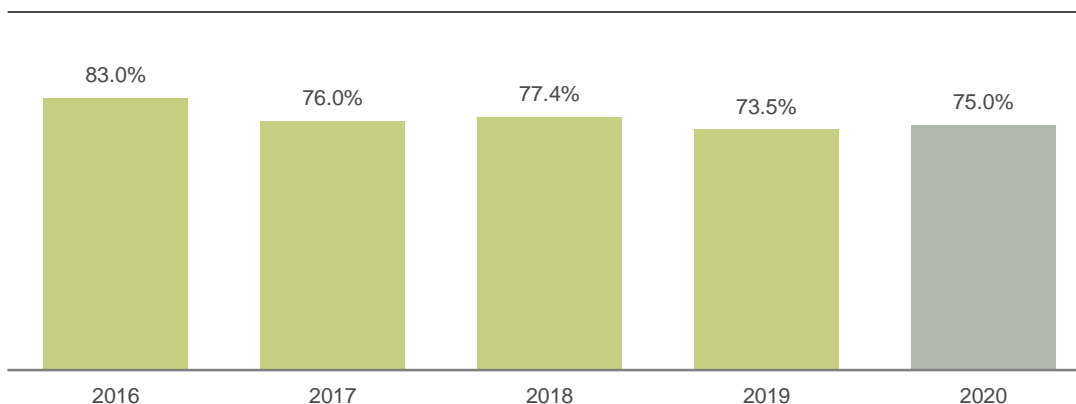
1. Community service and other income includes revenue from property investment, property agency, property operation and other business except for property development

Solid Financials with Positive Ratings

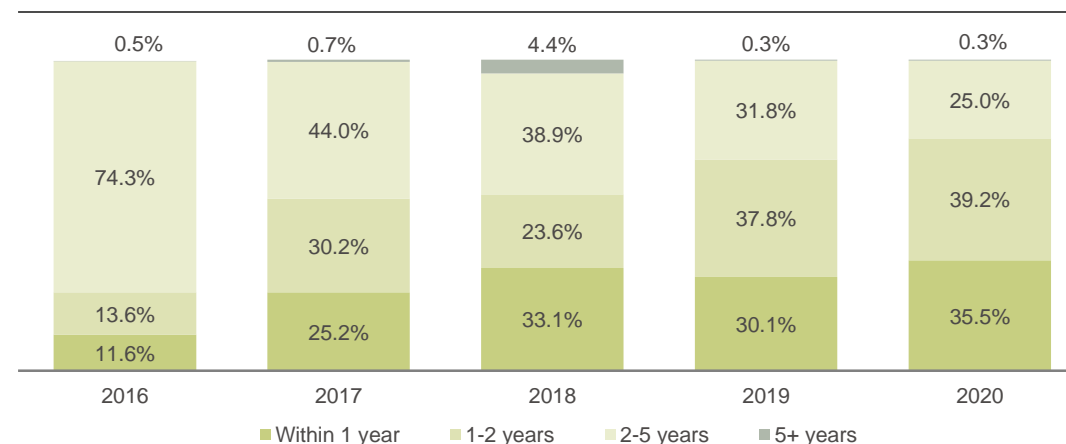


RMB MM	2016	2017	2018	2019	2020
Bank balances and cash	11,134	16,442	28,570	23,044	28,631
Total debt	22,022	29,896	43,624	38,173	46,865
Net assets	13,121	17,698	19,455	20,592	24,323
Net debt / net assets	83.0%	76.0%	77.4%	73.5%	75.0%

Net Debt / Net Assets



Debt Structure by Maturity



MOODY'S

Rating of B2
Rating outlook upgraded to "Stable"

有 趣

S&P Global Ratings

Rating of B
Rating outlook upgraded to "Stable"

有 味

FitchRatings

Rating of B+
Rating outlook upgraded to "Stable"

有 料

Decrease in Financing Costs



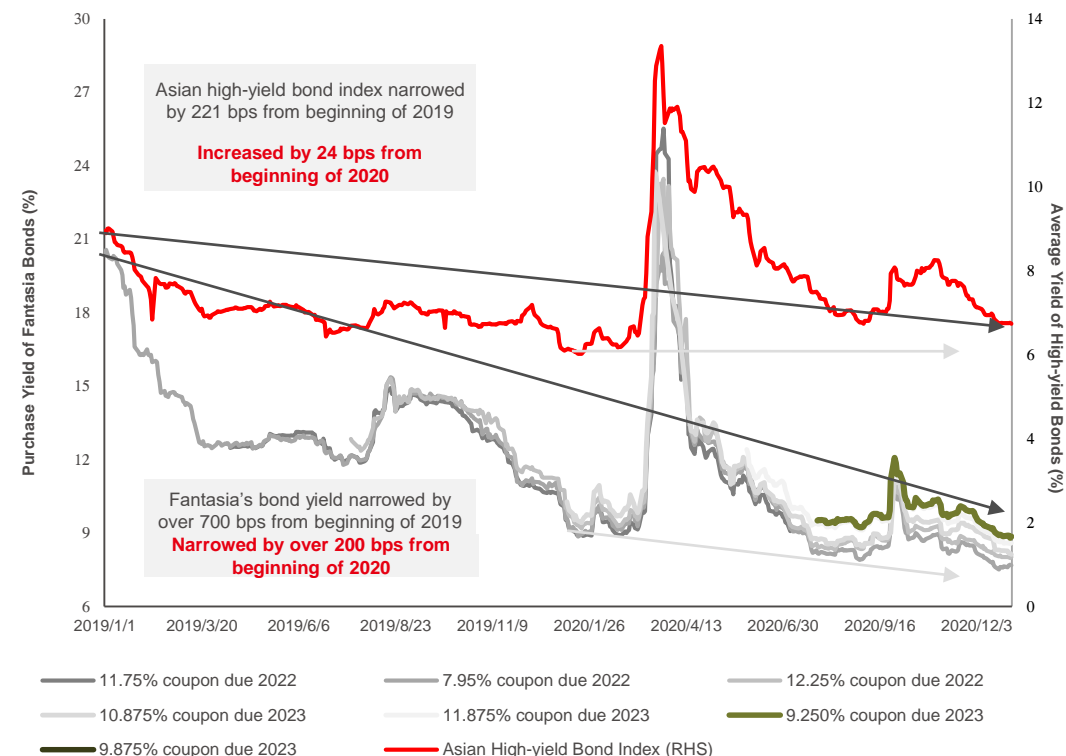
Financing costs of offshore bonds decreased gradually

- Through effective bond management, the yield rate at the secondary market has dropped to a low level, significantly outperforming the market
- The Group has successfully issued several offshore USD bonds, while financing costs have decreased gradually
- The Group will continue to implement active bond management in 2021, so as to optimize the maturity profile of its debts

Issuance of Onshore and Offshore Bonds by Fantasia in 2020

Time of issuance	Amount	Tenor	Coupon
Offshore Bonds			
Jan 2020	US\$ 450 million	3 years	10.875%
May 2020	US\$ 300 million	3 years	11.875%
Jul 2020	US\$ 350 million	3 years	9.250%
Aug 2020	US\$ 200 million	2 years	7.950%
Oct 2020	US\$ 200 million	3 years	9.875%
Dec 2020	US\$ 120 million	3 years	9.875%
Dec 2020	US\$ 150 million	1 year	6.950%
Onshore Bonds			
Sep 2020	RMB 2.5 billion	3 years	7.5%
Nov 2020	RMB 1.543 billion	3 years	7.5%

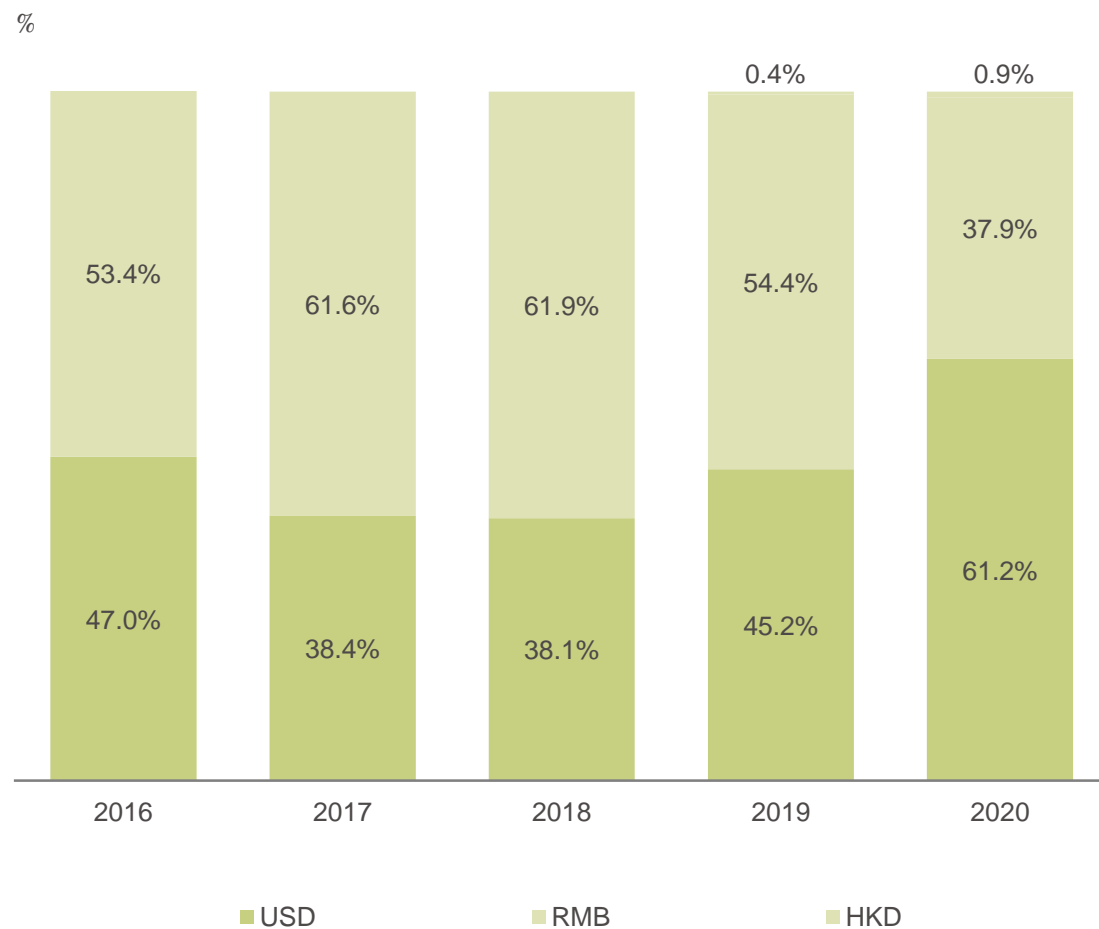
Offshore Bond Yield Curve of Fantasia at the Secondary Market



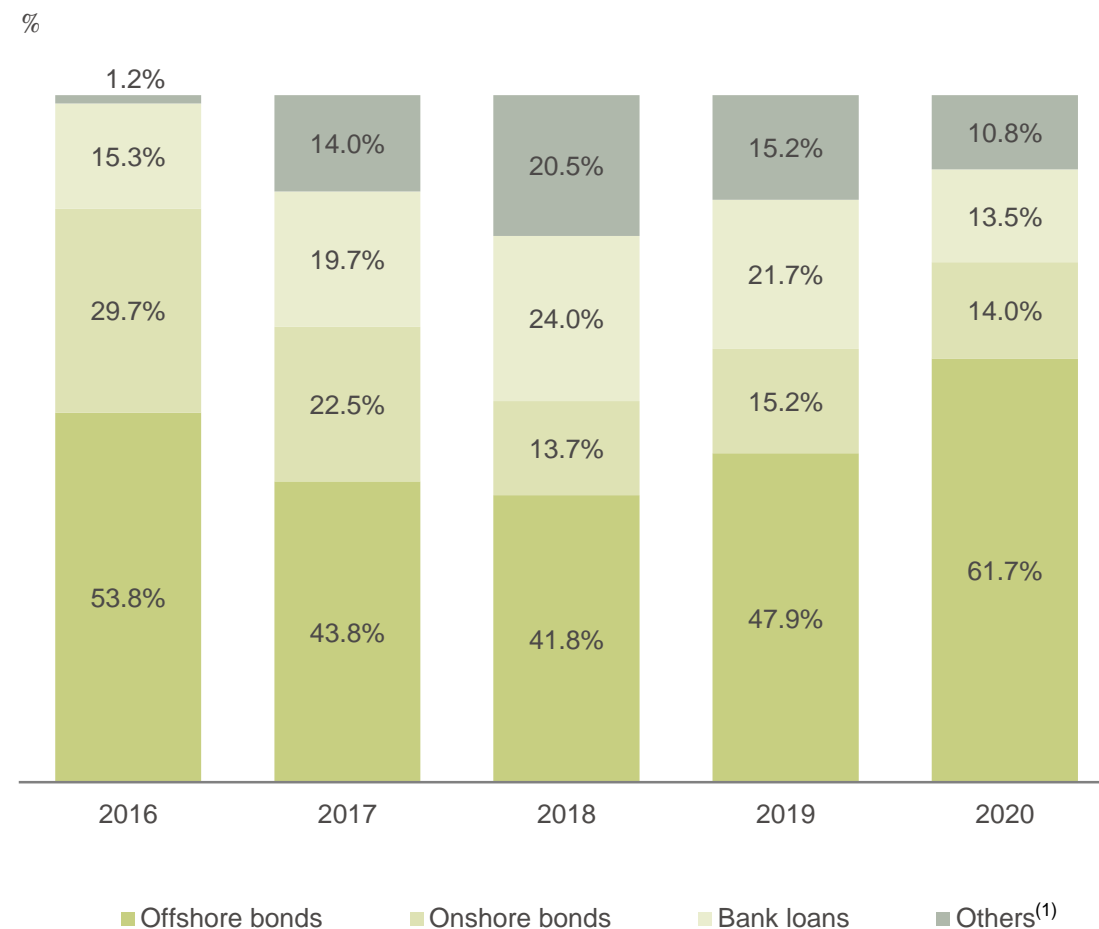
Optimizing Debt Structure



Debt Structure by Currency



Debt Structure by Type



Notes:

1. Others includes Trust, PE, Finance Lease, ABS and other financing tools

Seizing Market Opportunities to Increase Land Bank



- In 2020, the Group replenished its land bank by seizing market opportunities arising from the overall economic and industry environment in the first half of the year
- Throughout 2020, the Group added 20 new plots of land with a total GFA of approximately 3.34 million sq. m., and the GFA attributable to the Group was 1.89 million sq. m.. The total land price was RMB 21.4 billion and the land price attributable to the Group was RMB 12.1 billion
- The value of newly-added saleable resources was RMB 48.3 billion and the saleable resources attributable to the Group was approximately RMB 27.4 billion, laying a solid foundation for future sales growth
- According to the top 100 rankings of newly-added saleable resources for 2020 released by CRIC China, Fantasia was ranked 56th

Overview of newly-added land bank in 2020

Area	City	Number of projects	Total GFA (mm sq.m.)	GFA attributable to the Group (mm sq.m.)	Total land price (RMB billion)	Land price attributable to the Group (RMB billion)	Expected saleable inventory value (RMB billion)	Expected inventory value attributable to the Group (RMB billion)
Chengdu-Chongqing Metropolitan Area	Chengdu, Chongqing	9	1.443	1.028	5.59	4.17	15.42	11.53
Yangtze River Delta Metropolitan Area	Nanjing, Hangzhou, Shaoxing, Nantong, Ningbo, Yangzhou	6	1.105	0.548	9.85	5.68	19.85	10.82
Guangdong-Hong Kong-Macao Greater Bay Area	Foshan	2	0.400	0.175	3.10	1.37	6.92	3.06
Bohai Rim Metropolitan Area	Beijing	2	0.239	0.065	2.76	0.84	5.32	1.59
Central China Metropolitan Area	Zhengzhou	1	0.150	0.076	0.14	0.07	0.77	0.39
Total		20	3.337	1.892	21.44	12.13	48.28	27.39

Taking Root in Strategic Cities with Targeted Land Bank



- Continue to expand strategic presence in the five major metropolitan areas
- Extend its business presence to new strategic cities including Foshan, Shaoxing, Nantong, Yangzhou, Zhengzhou and Chongqing
- Acquire land plots mainly through public auctions and also certain M&A projects
- Focus on small- to mid-scale projects to accelerate project turnover

“5+N” Urban Investment Strategy

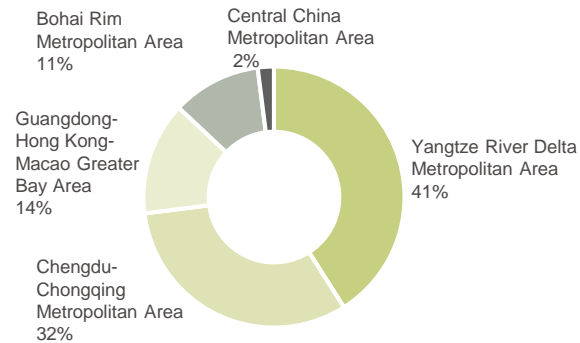
Based on the national urban development strategy and potential, the Group adopted the “5+N” investment strategy to extend its business presence to targeted cities

- 5 (core strategic areas): five major urban hubs including Guangdong-Hong Kong-Macao Greater Bay Area + Chengdu-Chongqing Economic Zone + Yangtze River Delta Metropolitan Area + Central China Metropolitan Area + Bohai Rim Metropolitan Area
- N (targeted cities): 20+ cities in which the Group continues to expand or intends to establish business presence



Analysis on newly acquired land in 2020:

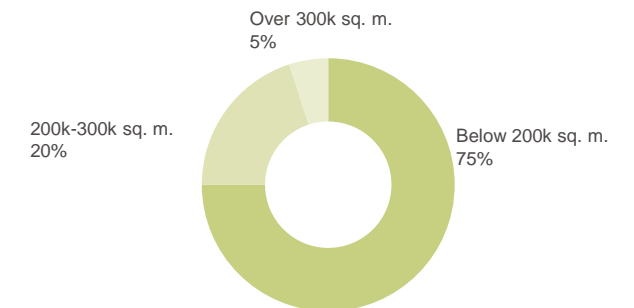
Geographic breakdown (by saleable resources)



Acquisition method breakdown (by number of projects)



Project size breakdown (by number of projects)



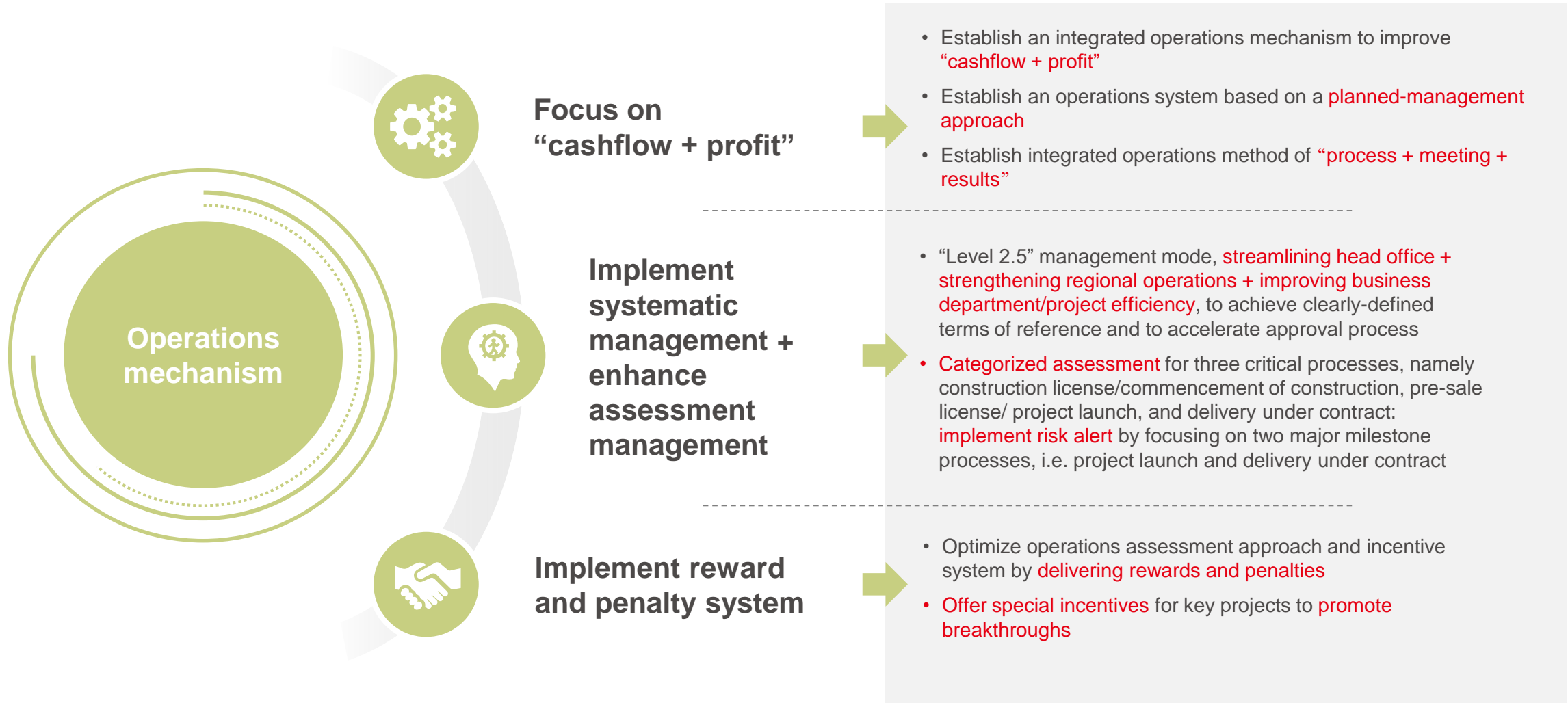
Enhancing Strategic Partnerships to Achieve Competitive Advantages



- Enhance cooperation with outstanding peers to form strong alliances and achieve competitive advantages:
 - Cooperate with state-owned enterprises: learn from their extensive operational and management experience and take advantage of cheaper financing
 - Cooperate with real estate brands in core areas: expand business presence through strong alliances and achieve the synergistic effects
 - Cooperate with real estate enterprises with high project turnover: to accelerate project turnover and improve capital turnover

Collaborated Project	Business Partner	Collaborated Project	Business Partner
Chengdu Chunyuxian	Longfor	Shaoxing Chunfengshili	CCCC Real Estate
Chengdu Xiangmendishijia	Dowell	Nantong Guangqihuayuan	Zhong Liang, Future Land
Chengdu Biyuntianxi	Desun	Yangzhou Guanglin Project	Dafa
Foshan Yunjing	Midea	Beijing Guoxiangfu	Zhuzong、BCDH、CIFI
Foshan Guangyayuan	Kaisa	Beijing Mentougou Project	Kaisa

Establishing a Goal-oriented and Efficient Integrated Operations Mechanism

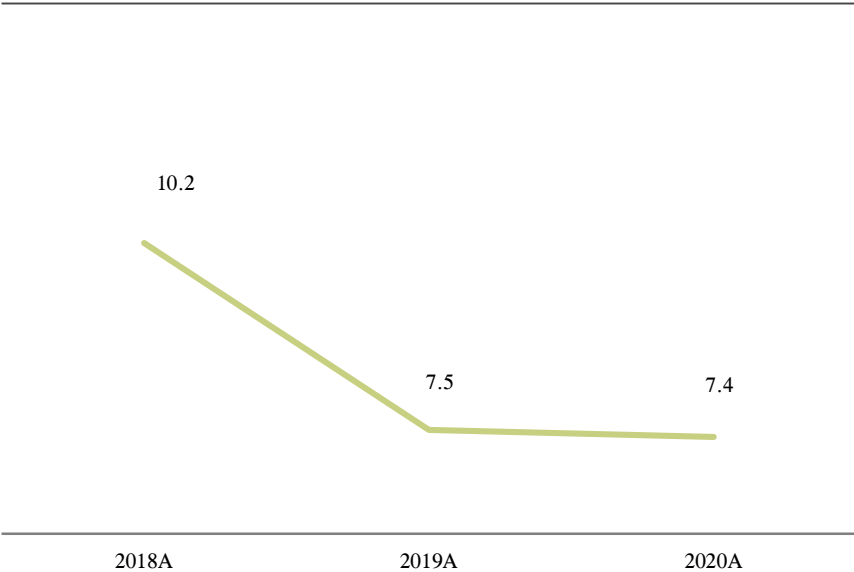


Expedite Project Development to Accelerate Project Turnover



- During the period, operational efficiency was significantly improved by enhancing schedule control of projects, with the cycle from land acquisition to launch of project shortened to 7.4 months during the year
- The majority of projects acquired in Q4 2019 and 1H 2020 has been launched and contributed sales in 2020

Acceleration of the process from land acquisition to launch of project



Ningbo Chaoyue Nantang
Land acquisition: Oct 2019
Project launch: Jun 2020



Qingdao Endless Blue
Land acquisition: Dec 2019
Project launch: Aug 2020



Chengdu Yinweilai
Land acquisition: Dec 2019
Project launch: Aug 2020



Nanjing Huahaoyuan
Land acquisition: Jan 2020
Project launch: Jul 2020



Chengdu Chunyu Riverside
Land acquisition: Mar 2020
Project launch: Nov 2020



Nantong Guangqihuayuan
Land acquisition: Apr 2020
Project launch: Oct 2020



Chengdu Xiangmendi
Land acquisition: Apr 2020
Project launch: Nov 2020



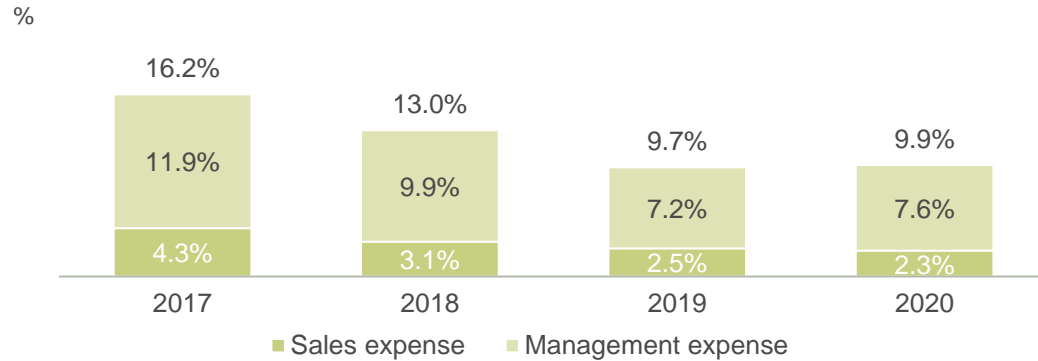
Zhengzhou Haoshiguang
Land acquisition: Jul 2020
Project launch: Nov 2020

Enhance Operational Efficiency to Reduce Costs

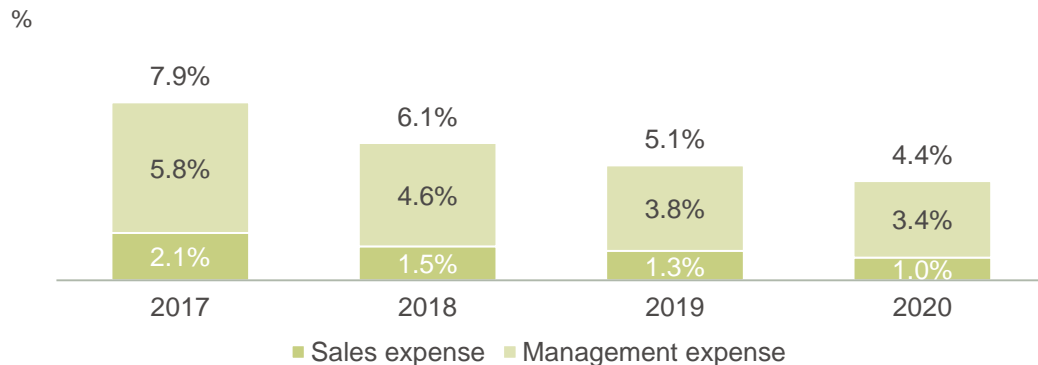


- Through enhanced operational efficiency, the Group improved product quality, enhanced efficiency and boosted scalability, leading to a reduction in ratio of sales and management expenses to revenue and contracted sales
- Through measures such as procurement management, project management and cost management, the Group reduced construction and installation costs and improved product quality

Sales & management expenses /revenue



Sales & management expenses/contracted sales



Resource procurement management

- Conduct comprehensive assessment of existing suppliers and expand supplier network, so as to ensure constant supply of resources and optimize resource selection, while retaining the most competitive suppliers
- Cooperate with industry joint procurement platforms such as Shenzhen Real Estate Purchasing Alliance, vvupup.com and CURA to increase economies-of-scale, consolidate quality resources of the industry and strengthen relationships with partners, so as to enhance operational efficiency

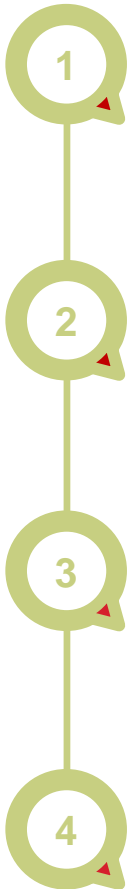
Project cost management

- Maintain cost competitive advantage through cost calculations, proposal selection and technology optimisation
- Conduct dynamic cost review on a monthly basis, and promptly report any projects with excessive costs for decision-making and resolution

Enhancing Marketing Capability: Refine Management and Effective Incentives



花样年
FANTASIA



1. Improve marketing management and assessment system:

Make prompt adjustments to the structure of the marketing organization to accommodate development needs, so as to achieve clearly-defined terms of reference and deliver rewards and penalties



2. Improve the marketing management system and toolkit:

Significantly improve work performance and management efficiency through new tools and technologies



3. Build a work system empowered with platform support:

Promote rapid improvement on both the levels of the entire marketing organisation and individual staff



4. Enhance customer acquisition, direct marketing, and digital marketing efforts:

Strengthen direct sales and online marketing to reduce marketing costs

Implement multi-dimension appraisal and incentive system



Bi-monthly performance appraisal

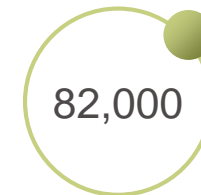
Develop the bi-monthly incentive mechanism based on contract execution and debt collection indicators to achieve sales goal



Multi-dimension special appraisal

Establish special incentive schemes for sales of remaining properties, residents' satisfaction, transaction ratio and marketing expense management

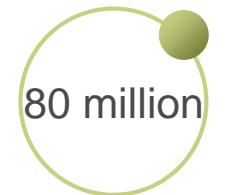
Outstanding results from online marketing



Followers of Fantasia GO



Registered independent brokers

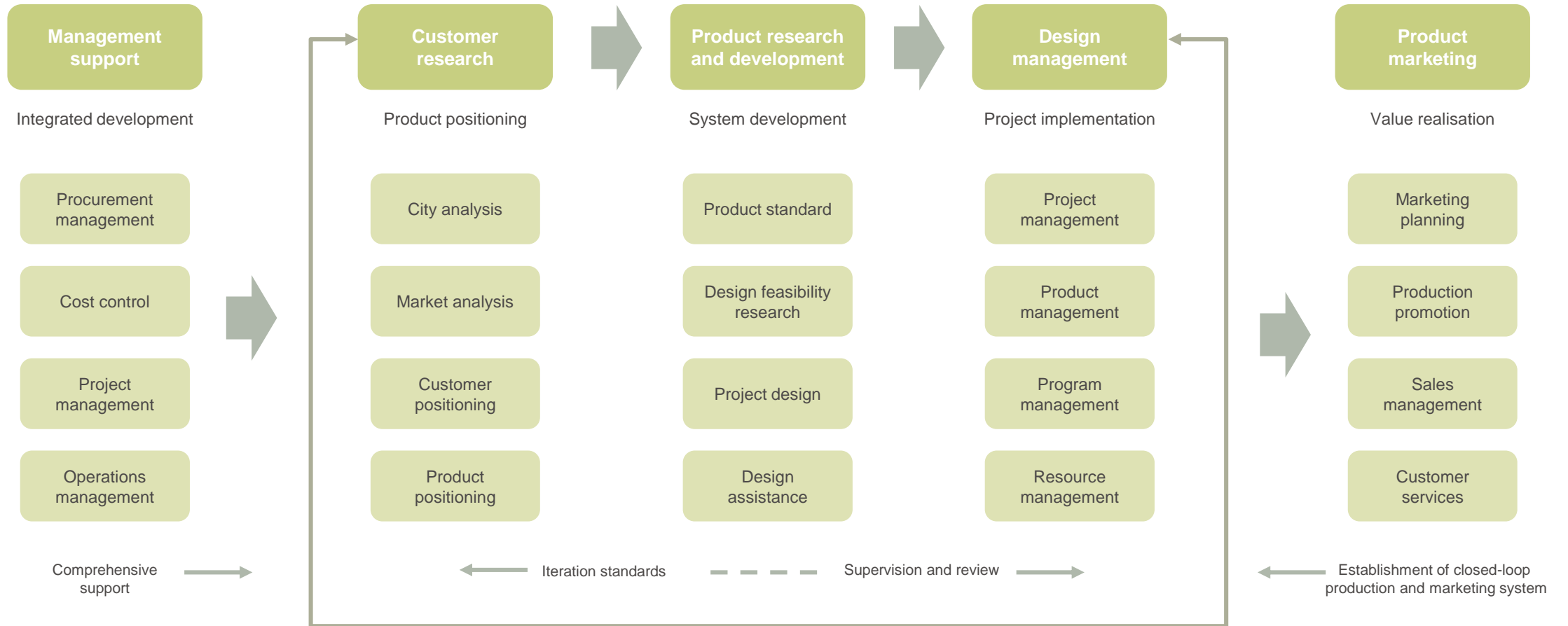


Reduced in marketing expense through online marketing

Improve Product Quality: Increase Product Premium



- Upholding the concept of “technology harmony”, the Group aims to provide customers with joyful, tasteful and meaningful living spaces and experiences



Product Enhancement: Creating Joyful, Tasteful, and Meaningful Living Spaces and Experiences



花样年
FANTASIA

- Fantasia is committed to becoming a leader in providing joyful, tasteful and meaningful living spaces and experiences, and aims to deliver unique and inspiring offerings to value-oriented customers

Joyful

Curious / Exuberant / Fearless

Product Proposition

Ultimate Tradeoff



有 趣

Tasteful

Broad-minded / Insightful / Novel

Product Proposition

Advanced Balance



有 味

Meaningful

Valuable / Recreational / Leisurely

Product Proposition

Artistic Life



有 料

Launch the Product Lines of Joyful-Tasteful-Meaningful Series



• In 2020, the product center has finalized a number of quality programs with Fantasia's distinctive product characteristics based on the product concept of "Joyful, Tasteful and Meaningful"



• Signature products such as Shenzhen Haoshiguang of "Joyful" series, Shaoxing Chunfengshili and Foshan Guangyayuan of "Tasteful" series, as well as Shanghai Wunan 396 of "Meaningful" series

Joyful • Shenzhen Haoshiguang



Tasteful • Shaoxing Chunfengshili



Tasteful • Foshan Guangyayuan



Meaningful • Shanghai Wunan 396

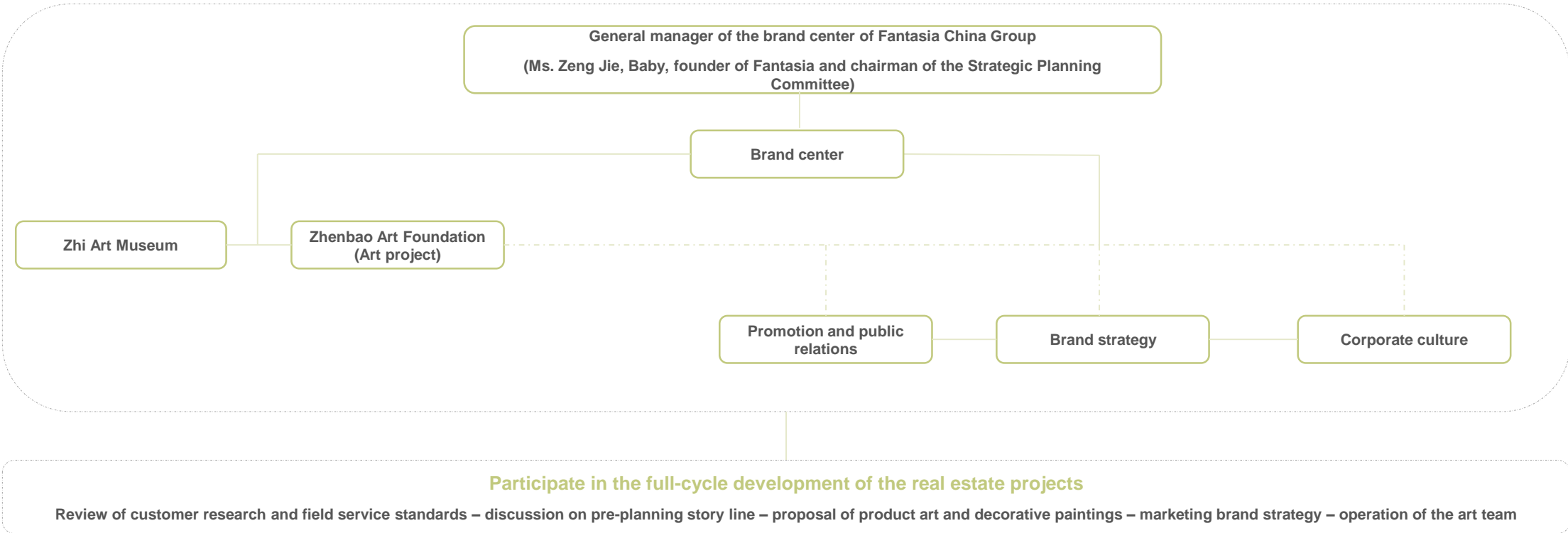


Brand Strategy: Fearless – Inclusive, Outstanding, Attractive



花样年
FANTASIA

- **Brand team of Fantasia for 2020:** with the founder acting as the general manager of the brand center, the team mainly consists of post-90s young elites. The team is responsible for the establishment and implementation of projects, and participates in the full-cycle development of real estate projects.
- **Brand strategy for 2021: emphasis on value concept - fearless; Strategy oriented: Inclusive** – cross-sector interaction; **Outstanding** – marvelous and wonderful; **Attractive** – distinctive and unique with elegant design, refined quality and loving care.
- **Improve product competitiveness with art:** **Zhi Art Museum** organized the “OPEN EAST” forum to explore the integration of art and technology. **Zhenbao Art Foundation** is established to facilitate cross-sector interaction with young artists, so as to incorporate the site-specific art into products and living spaces to achieve a contemporary style.



Establish Diversified Promotion Matrix to Improve Brand Reputation



- During the period, Fantasia continued to promote its brand concept and brand proposition of “**joyful, tasteful and meaningful**” through the Internet and other diverse ways, and explored a new concept of product marketing and promotion, so as to improve its market reputation and enhance its influence in the industry;
- Fantasia created an **Internet brand promotion matrix through the combination of external media + in-house media team**, in an effort to build its market image with “**hard + soft powers**”, so as to strengthen its brand labels of **artistic property developer, leading renewal developer in the Greater Bay Area and nurturer of a caring community**, which have been widely recognized by the market and customers.

2020中国房地产公司品牌价值TOP50 (11-50)	
品牌	企业名称
正荣地产	正荣地产集团有限公司
龙光集团	龙光集团有限公司
中国奥园	中国奥园集团股份有限公司
福星惠誉	福星惠誉控股有限公司
海伦堡	海伦堡中国控股有限公司
苏宁置业	苏宁置业集团有限公司
合景泰富集团	合景泰富集团控股有限公司
星河控股集团	星河控股集团有限公司
重庆华宇集团	重庆华宇集团有限公司
当代置业	当代置业(中国)有限公司
合锦集团	合锦控股(集团)有限公司
俊发集团	俊发集团有限公司
花样年	花样年集团(中国)有限公司
敏捷集团	广州市敏捷地产投资有限公司
三盛集团	三盛集团

Fantasia was ranked **23rd** in the Brand Value Ranking of Top 50 Real Estate Companies in China in 2020 released by China Real Estate Top 10 Research

16	华发集团	cnhuafag	93.37
17	中国铁建地产集团	zgtjdc	93.13
18	北京城建集团	BUCGNEWS	92.68
19	华润置地	CR_LAND	92.32
20	云南康旅集团	ynctjitian	92.05
21	旭辉集团	cifi-group	91.89
22	万科周刊	vankeweekly	91.78
23	泰禾集团	taihejituan	90.88
24	绿地集团	Greenlandgroup	90.28
25	中海地产	COLI_688	89.17
26	中梁控股	zhholdings	88.06
27	MOM^当代置业	Modern-People	87.92
28	弘阳集团	rsun1995	87.88
29	佳兆业集团控股	gh_62aa70653e8f	86.75
30	禹洲集团	yuzhouproperties	86.26
31	花样年集团	cnfantasia	86.17
32	东原集团	gh_178dff2e7259	86.08
33	招商蛇口	zhaoshangjushakou	85.81
34	保利发展控股	poly_realestate	85.72
35	越秀地产	yuxiuproperty	85.21

Fantasia was ranked **31st** in Top 50 Brand Real Estate WeChat Index in China for 2020 released by Leju Caijing

直播热度影响力20强		
排名	企业微信	微信号
1	奥园地产	bgdream
2	石象集团	chinak2
3	男生宝好房好车	gh_71f2a566631f
4	孔雀地产	yjdc1892
5	万达集团	guojiwanda
6	花样年集团	cnfantasia

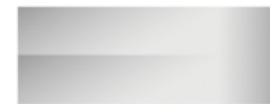
31	兴业房产	rxxyfc	202.09
32	禹洲集团	yuzhouproperties	201.01
33	花样年集团	cnfantasia	199.01
34	中海地产	COLI_688	199.37
35	融创华侨城	OCT1111	199.10

Fantasia was ranked **33rd** in the Top 100 Real Estate WeChat Index (REWI) for 2020 released by ifeng.com and Fengcaixun, among which it was **ranked 12th** in the popularity ranking of financial magazines
Ranked 6th in the popularity ranking of live streaming

9	中梁控股	zhholdings
10	碧桂园	soyuanhua
11	融创地产	yucouproperty
12	花样年集团	cnfantasia
13	富力集团	rfchina1994



Arts Exhibitions and Projects of Fantasia in 2020



- UNKNOWN solo exhibition by Yin Xiuzhen in Fantasia · Zhi Art Museum, Chengdu
- KALEIDOSCOPE art project by Liu Zhenchen in Fantasia · CIFI · Good Times, Shenzhen
- ARISTAE solo exhibition by Ju Anqi in Fantasia · Self Life, Shenzhen
- YING solo exhibition by Li Shun in Fantasia · Duiyuetian, Hangzhou
- A DOLL'S HOUSE group exhibition in Fantasia · Huayang Jinjiang, Chengdu
- ARISTAE solo exhibition by Ju Anqi in Fantasia · Luwan68, Shanghai
- THE TOYS OF TIME group exhibition in Fantasia · Wunan396, Shanghai
- ECHO group exhibition in Fantasia · Wunan396, Shanghai
- SHANGHAI SALON group exhibition in Fantasia · Wunan396, Shanghai
- BODY · IDENTITY solo exhibition by Zhang Peili in Fantasia · Wunan396, Shanghai



KALEIDOSCOPE art project by Liu Zhenchen in Fantasia · CIFI · Good Times, Shenzhen



A DOLL'S HOUSE group exhibition in Fantasia · Huayang Jinjiang
Chengdu

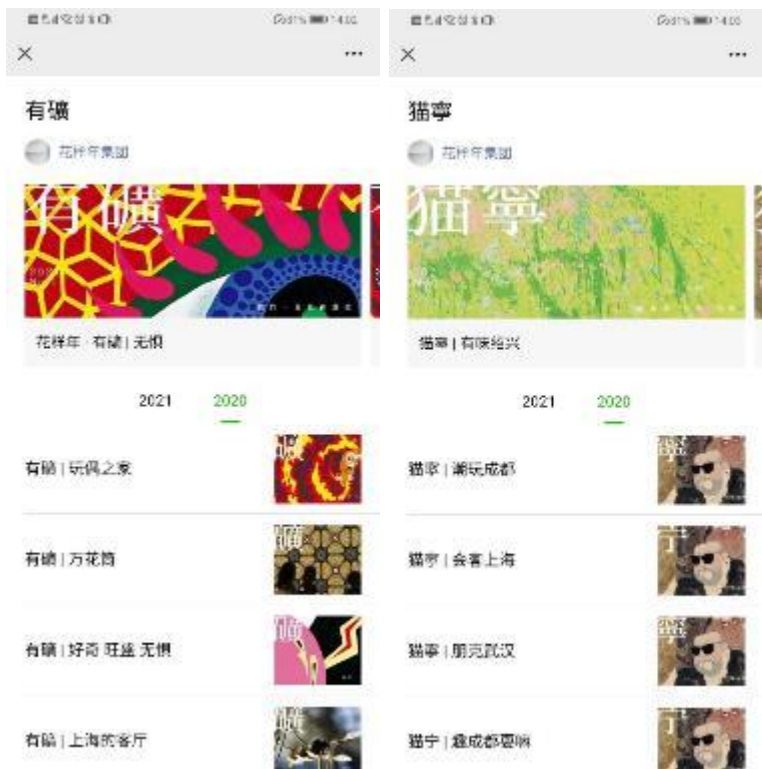


ARISTAE solo exhibition by Ju Anqi in Fantasia · Luwan68, Shanghai



THE TOYS OF TIME group exhibition in Fantasia · Wunan396
Shanghai

Fantasia's Brand Promotion Content in 2020



Fantasia's official WeChat account- Zhenbao Art Foundation Column "Ming" and "Mao Ning", highlights urban life, dining and fun

Fantasia's holiday poster designs

Zhenbao Art Foundation & Zhi Art Museum activities

Human Resources Achievements in 2020



Fantasia continued to introduce outstanding talent in 2020

- Fantasia continues to attract new talent, with over 90% of employees integrated into teams
- Optimizing organizational structure with an emphasis on strengthening core functions such as operations, marketing, products, and finance
- Fantasia’s first strategic talent initiative, **“Peanut”**, deployed 51 employees to front-line sales in 2020, and achieved sales revenue of 800 million in five months

Newly introduced executives in 2020

	Talent	Position	Background
Group	Xiao, Jie	Vice President and General Manager of Fantasia (China) Co., Ltd	Ping An, Tahoe
	Zhao, Shanwei	Vice CFO of Fantasia Group (China) Co., Ltd.	Country Garden
Real Estate Group	Zhao, Yinghua	Vice President of Fantasia Real Estate Group and President of Shenzhen and Wuhan Area Company	Country Garden, Logan
	Li, Wan	Vice President and GM of Sales Management Dept. of Fantasia Real Estate Group	Country Garden, COLI
	Mao, Qin	Vice CPO of Fantasia Real Estate Group	Zhongnan
	Wang, Yuanzhi	Vice President of Fantasia Real Estate Group (in charge of operations, project management, customer management)	China Construction First Group, Nimble, Risesun

Human Resources Achievements in 2020 (Continued)



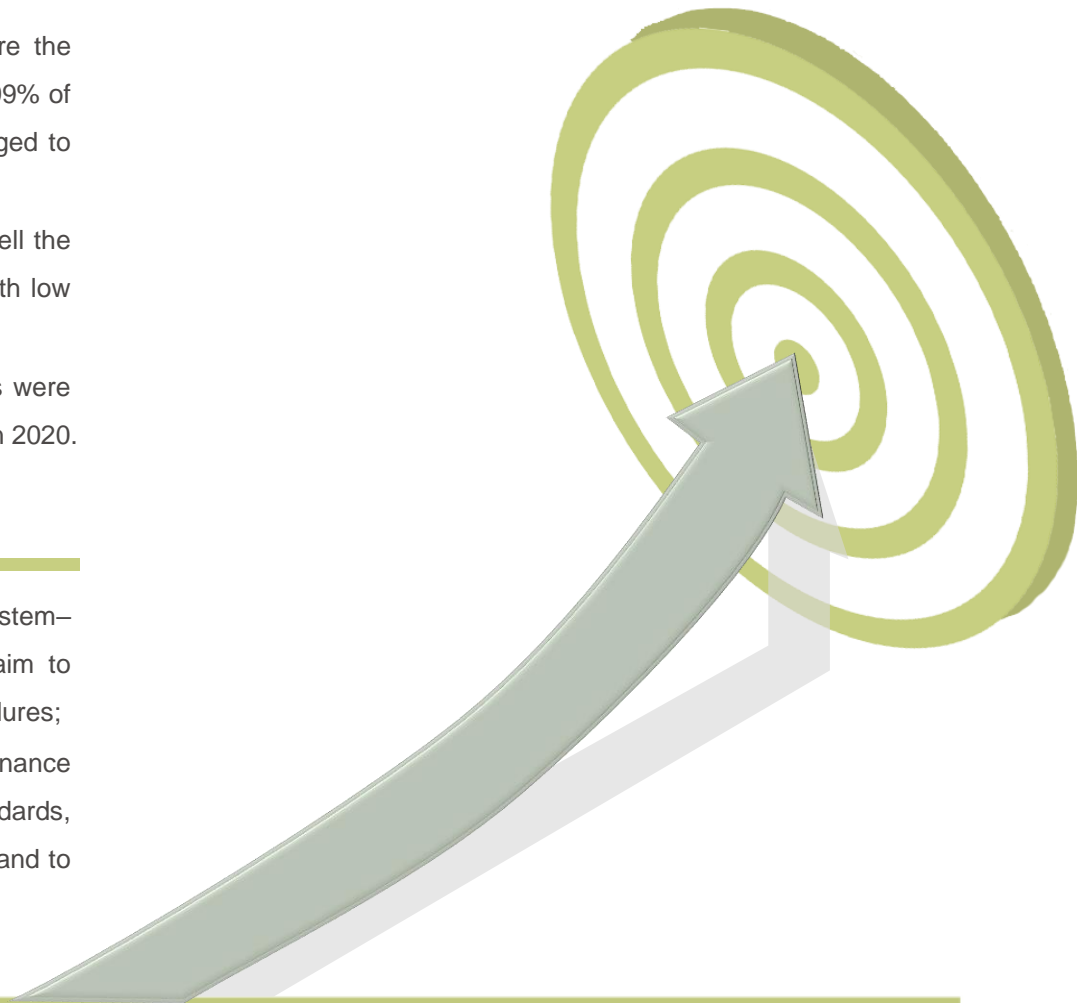
Training enhancement for team value guidance and implementation of incentive system to promote better performance

- Focus on internal trainings and development: the Group has perfected the training curricula to ensure the effective circulation of internal requirements and the use of unified operating language by staff. In 2020, 99% of the staff, both current and new staff, received training, and at the same time, current staff are encouraged to study the corporate culture periodically for deeper understanding;
- Organization vitalization: Quarterly and annual appraisals are conducted to successively evaluate how well the staff's ability matches with his/her position to timely promote staff with high results and dismiss those with low results, so as to ensure an high retention rate of talented individuals;
- Staff efficiency enhancement: An “investment sharing” scheme was implemented and multiple incentives were introduced, leading to substantial increase in per capita performance and notable decrease in labor costs in 2020.



Improve fundamentals to drive efficiency, control risks and enhance quality

- The Group has made unwavering efforts in enhancing its personnel services, establishing the HR system—“Fantasia Roster”, and perfecting the life-cycle management of employees’ documentation, with an aim to ensure, as much as possible, high efficiency of personnel services and full compliance with working procedures;
- An all-round vertical control and appraisal system was implemented in three major function lines— HR, finance and legal departments. The work management system is constantly being perfected by unifying standards, requirements and actions of all function lines, ensuring that internal management risks are under control and to further optimize the work quality and achievements of the various functional departments



Strategy and Outlook for Human Resources in 2021

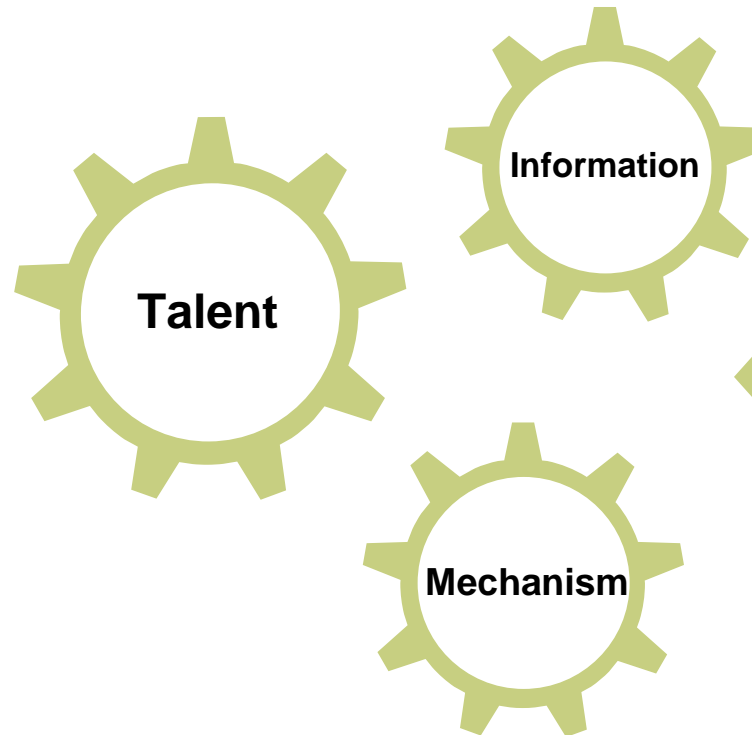


- **2019:** Recruited new talent to launch secondary start-up businesses and secured an industry leading position
- **2020:** Built up a strong workforce to enhance service quality and accelerate business expansion
- **2021:** Cultivate talent reserve and optimize organizational structure to improve organizational efficiency and to set a solid foundation for long-term, persistent growth



Enhancing our existing teams and adding to our talent reserve

- The Group continues to assess and optimize its organizational capacity and team composition to enhance its capacity in talent cultivation for a sufficient supply of high-caliber personnel. Through internal cultivation of high-potential personnel and continuous recruitment of external talent, the Group strives to form a capable workforce with sustainable development.



Utilizing advanced information systems to improve management of human resources

- The Group continues to strengthen the personnel service foundation and improve the information and digital system of human resources management.
- With the launch a pilot project pertaining to the centralized and digitalized processing of basic services, the Group further improved its efficiency of basic manpower services and human resources management

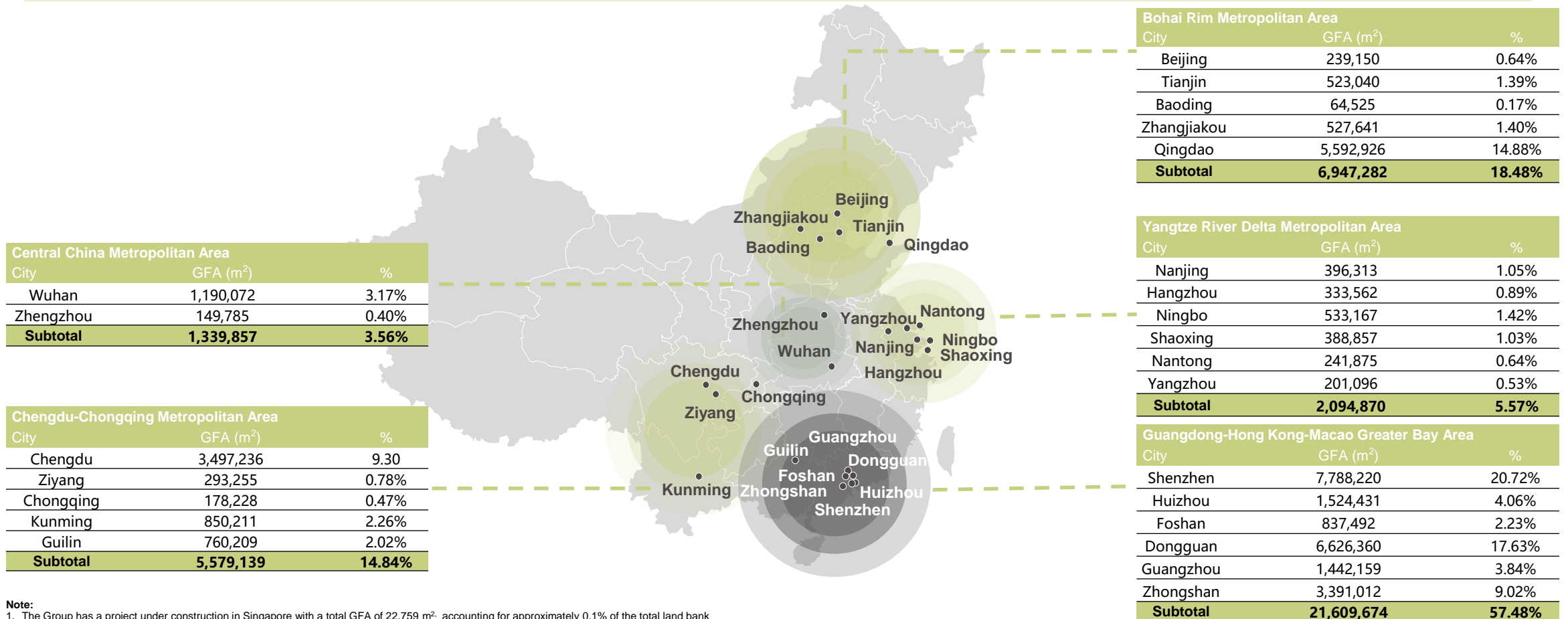


Implementing a relevant mechanism to ensure effective incentives and goals

- Improve the goal-oriented incentive system to cover our entire value chain, with a focus on high-performance staff, front-line staff, and key talent
- Enhance human resources management mechanisms, such as talent recruitment, development, appraisal, incentive and authorization, so as to optimize our organizational capacity and promote the attainment of talented staff

Abundant Land Bank to Support Future Growth

- As of 31 December 2020, the planned land bank GFA of the Group was 37.60 MM m^2 , including 17.13 MM m^2 of confirmed GFA, and 20.47 MM m^2 of urban renewal projects expected to be converted into land bank in the future
- The land bank is concentrated in five major metropolitan areas of China, with first- and second-tier cities accounting for over 90%
- Over 50% of land bank is situated in Guangdong-Hong Kong-Macao Greater Bay Area, especially in the six core cities



Note:

1. The Group has a project under construction in Singapore with a total GFA of 22,759 m^2 , accounting for approximately 0.1% of the total land bank

Rooted in the High-potential Greater Bay Area



- The Group has 48 urban renewal projects under various stages of development in the Greater Bay Area, most of which are located in Shenzhen, and also covering areas across Huizhou, Dongguan, Zhongshan, Foshan and Guangzhou.
- Estimated to have a planned GFA ⁽¹⁾ of 20.47MM m² and a total inventory value ⁽²⁾ of RMB 421.5Bn
- The implementation of the "Regulations on Urban Renewal of Shenzhen Special Economic Zone" will allow Fantasia to have accelerated growth in Shenzhen with regards to urban renewal projects

Shenzhen

Number of projects: 27

Estimated GFA: 7.21 MM m²

Estimated total inventory value: RMB 211.6 Bn

Outside Shenzhen

Number of projects: 21

Estimated GFA: 13.26 MM m²

Estimated total inventory value: RMB 209.9 Bn



Notes:
 1. Given the great uncertainties as to planning adjustments for urban renewal projects, the project information (including but not limited to the estimated GFA, total inventory value, and expected delivery time) is only internal statistics of the Company and can be subject to ongoing adjustment, while the final number will depend on the approval file from the government
 2. The total inventory value includes the saleable inventory value and the value of relocation housing (which is calculated at market price); The sales unit price in the calculation of inventory value is conservatively estimated based on the market price level in 2020

Urban Renewal Projects Successfully Delivered ⁽¹⁾



2019

Name	Pingshan World Plastic Factory Phase I Phase I (Haoshiguang Project)
Location	At the southwest of the intersection of Dongzong Road and Jinbi Road in Pingshan New District
Type	Residential & Commercial
Estimated GFA	~340,000 m ²
Estimated Total Saleble Value	~RMB 5.7 Bn
Delivery Time	2019



2020

Name	Futian Meilin Yuehua Project
Location	At the intersection of Caitian Road and Beihuan Road, which is the north gateway to Futian CBD ,with a station connecting Maling Station of Metro Line 9 and Meilin East Station of Metro Line 10
Type	Industrial & Commercial
Estimated GFA	~130,000 m ²
Estimated Total Saleble Value	~RMB 6.4 Bn
Delivery Time	2020



Note (1): Project Delivered means to obtain government confirmation as the subject of project implementation

Successful Urban Renewal Projects Through Cooperation with Strategic Investors



2019

Name	Longhua Yushi New Village Project
Location	Yushi New Village, Yucui Community, Longhua District
Type	Residential & Commercial
Estimated GFA	~530,000 m ²
Estimated Total Saleable Value	~RMB 11.3 Bn
Partnership	Ping An Real Estate acquired 34.3% of equity in 2019
Current Stage	Application for special planning



2020

Name	Kuichong Big & Small Projects
Location	Dapeng, Shenzhen
Type	Residential & Commercial
Estimated GFA	~650,000 m ²
Estimated Total Saleable Value	~RMB 7.6 Bn
Partnership	Zhongrong acquired 70% of equity in 2020
Current Stage	Filing of collective asset transactions



Core Projects Expected to be Delivered in 2021-2022



Name	Pingshan World Plastic Factory Phase II
Location	Pingshan New District, Shenzhen
Type	Residential & Commercial
Estimated GFA	~220,000 m ²
Estimated Saleable Value ⁽¹⁾	~RMB 2.6 Bn
Current Stage	Demolition & compensation

Name	Longhua Yushi New Village
Location	Longhua Shenzhen
Type	Residential & Commercial
Estimated GFA	~530,000 m ²
Estimated Saleable Value	~RMB 11.3 Bn
Current Stage	Application for special planning

Name	Huizhou Xinguang Village
Location	Ruhu, Huizhou
Type	Residential & Commercial
Estimated GFA	~350,000 m ²
Estimated Saleable Value	~RMB 2.8 Bn
Current Stage	Land transfer plan submitted for approval

Name	Kuichong Large Plot
Location	Dapeng, Shenzhen
Type	Residential
Estimated GFA	~510,000 m ²
Estimated Saleable Value	~RMB 6.2 Bn
Current Stage	Filing of collective asset transactions

Name	Kuichong Small Plot
Location	Dapeng, Shenzhen
Type	Residential & Commercial
Estimated GFA	~140,000 m ²
Estimated Saleable Value	~RMB 1.4 Bn
Current Stage	Filing of collective asset transactions

Name	Xinghua No. 5 Building
Location	Nanshan, Shenzhen
Type	Commercial, Residential
Estimated GFA	~90,000 m ²
Estimated Saleable Value	~RMB 5.3 Bn
Current Stage	Application for special planning

Note (1): Estimated Saleable Value is calculated by saleable GFA times estimated selling price, with saleable GFA will be subject to resettlement arrangement and government final approval, and selling priced estimated based on the market price level in 2020

Advantages of Fantasia in Urban Renewal

As a pioneer in urban renewal, Fantasia has focussed on urban renewal projects in the Guangdong-Hong Kong-Macao Greater Bay Area, especially in Shenzhen, cultivating six core advantages:

 <p>Geographical Advantage</p>	<ul style="list-style-type: none"> With 22 years of development in the Greater Bay Area, Fantasia has deep insights into urban renewal, is familiar with relevant policies and procedures, understands local culture, is adept at managing relationships with original landowners, and has won the trust and support of many partners
 <p>Experience Advantage</p>	<ul style="list-style-type: none"> Fantasia has independently developed various types of urban renewal projects with successful results, and has accumulated a wealth of experience in the process
 <p>Team Advantage</p>	<ul style="list-style-type: none"> Fantasia has a professional team of 150 people and has a sound management system for urban renewal
 <p>Professional Advantage</p>	<ul style="list-style-type: none"> After years of efforts, Fantasia has developed a mature valuation system for urban renewal business to accurately estimate the future value of each project by analyzing the difficulty level of urban renewal projects in different stages
 <p>Resource Advantage</p>	<ul style="list-style-type: none"> Fantasia has built a strong industrial real estate ecosystem through exploration and research and developed diverse capabilities in business collaboration and resource integration
 <p>Cost Advantage</p>	<ul style="list-style-type: none"> The cost of acquiring land for urban renewal projects is relatively low, with high expected investment return. At present, it is estimated that the average cost of acquiring land for Shenzhen projects is about RMB 14,500/m², and that of projects outside Shenzhen is about RMB 5,000/m², which is much lower than the public market price

China Index Academy
 “2020 Leading Brand of China Real Estate Urban Renewal Companies”
 “2021 China Outstanding Urban Renewal Real Estate Operating Companies”



Recognized for Outstanding Anti-Pandemic Measures



Fantasia's property management companies, Colour Life and Home E&E, are on the front-line of pandemic control in our community and have been praised by the government as well as homeowners for their remarkable results. We would like to extend our heartfelt gratitude to all of those who have supported us!

Prevention measures

- Coordinated operations
- Prompt detection and issuing alerts
- Allocate funds for supplies for the front-line
- Detail and service-oriented approach
- Timely Response

Remarkable results

- Our managed communities have been under control, with no mass outbreaks
- Average infection rate of projects under management in Wuhan is much lower than the city average

Improving service

- In the "Satisfaction Survey for Pandemic Prevention and Control" co-organised by Leju Finance (乐居财经) and China Property Management Research Institute (CPMRI) (中物研协), Wanxiangmei topped the popularity rankings and Colour Life was ranked 3rd in comprehensive grading

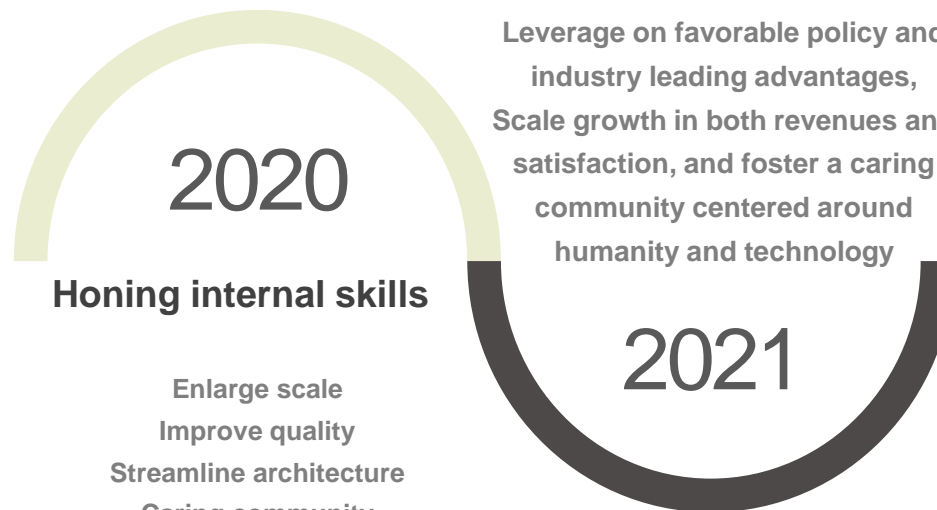
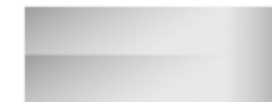
Recognition

- Over 75% of our projects were commended by the government or homeowners
- Received praise from municipal and district government on 127 occasions and from sub-district offices and communities on 603 occasions



Colour Life is Well-positioned for Business Growth with Leading Advantages





Boundless

Implement “efficient operation”

- 1) Enhance the development of operations system with a focus on planned management approach
- 2) Enhance operational efficiency to improve profit margin and cash flow
- 3) Implement reward and penalty system to promote organizational vitality
- 4) Strengthen performance assessment to improve project execution, enhance trainings to achieve unity, and enhance self-examination, reflection and summary

Conduct “targeted investments”

- 1) Closely monitor market development to seize cyclical opportunities
- 2) Extend business presence across core cities with a focus on high-value sectors
- 3) Acquire land through public auctions to accelerate project turnover
- 4) Secure profitable opportunities through urban renewal projects and mergers and acquisitions

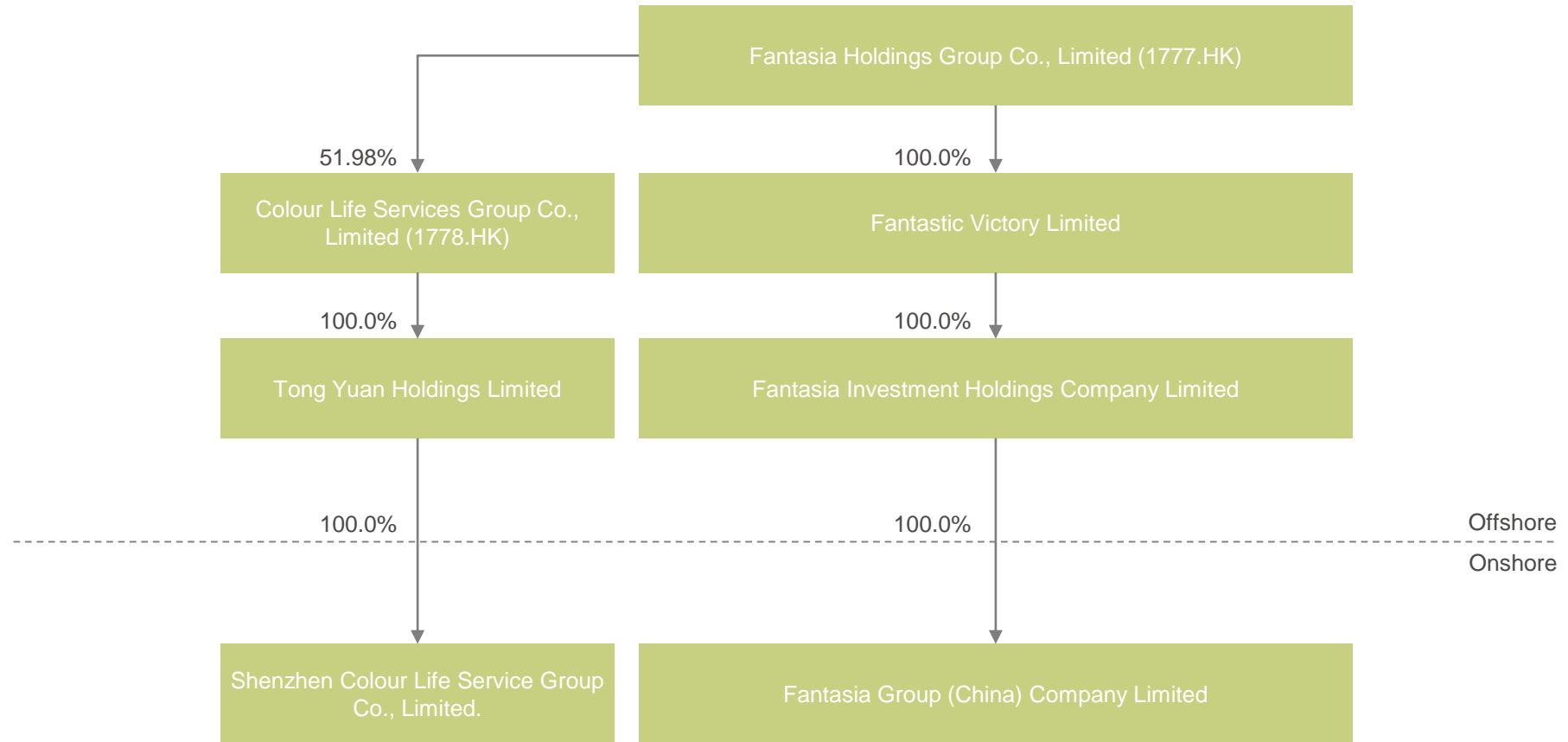
Adopt “sound financial policies”

- 1) Control total debt to improve major debt indicators
- 2) Exercise thorough debt management to optimize debt structure
- 3) Diversify financing channels onshore and offshore to reduce financing costs
- 4) Improve debt collection to increase capital turnover

- 1) With an emphasis on customer satisfaction, provide customers with outstanding basic property management services and value-added services
- 2) Focus on cost advantage and organic expansion to achieve scalable business growth
- 3) Challenge the traditional industry norms and strive to foster caring communities centered around humanity and technology

Provide “satisfactory services”

Group Structure



Note:
1. Figures as of 31 Dec 2020

Expedition of Shenzhen Urban Renewal Policy



- It has been 10 years since the promulgation of the Shenzhen Urban Renewal Measures (《深圳城市更新办法》) in 2009, marking the beginning of a series of urban renewal policies in Shenzhen which played a pioneering role in this area in China
- Over the past years, we witnessed increasing demand for urban renewal, improvement in urban renewal policies and accelerated progress in urban renewal projects

Period of revolutionary changes (since 2016)

- Authority delegation to government at district level (强区放权)
- The 13th Five-Year Plan
- Notice on Establishment and Improvement of a Comprehensive Regulation System for Joint Stock Companies (建立健全股份合作公司综合监管系统的通知)
- Draft Urban Renewal Regulations of Shenzhen Special Economic Zone (深圳经济特区城市更新条例(草案))
-

Period of initiation (2009-2013)

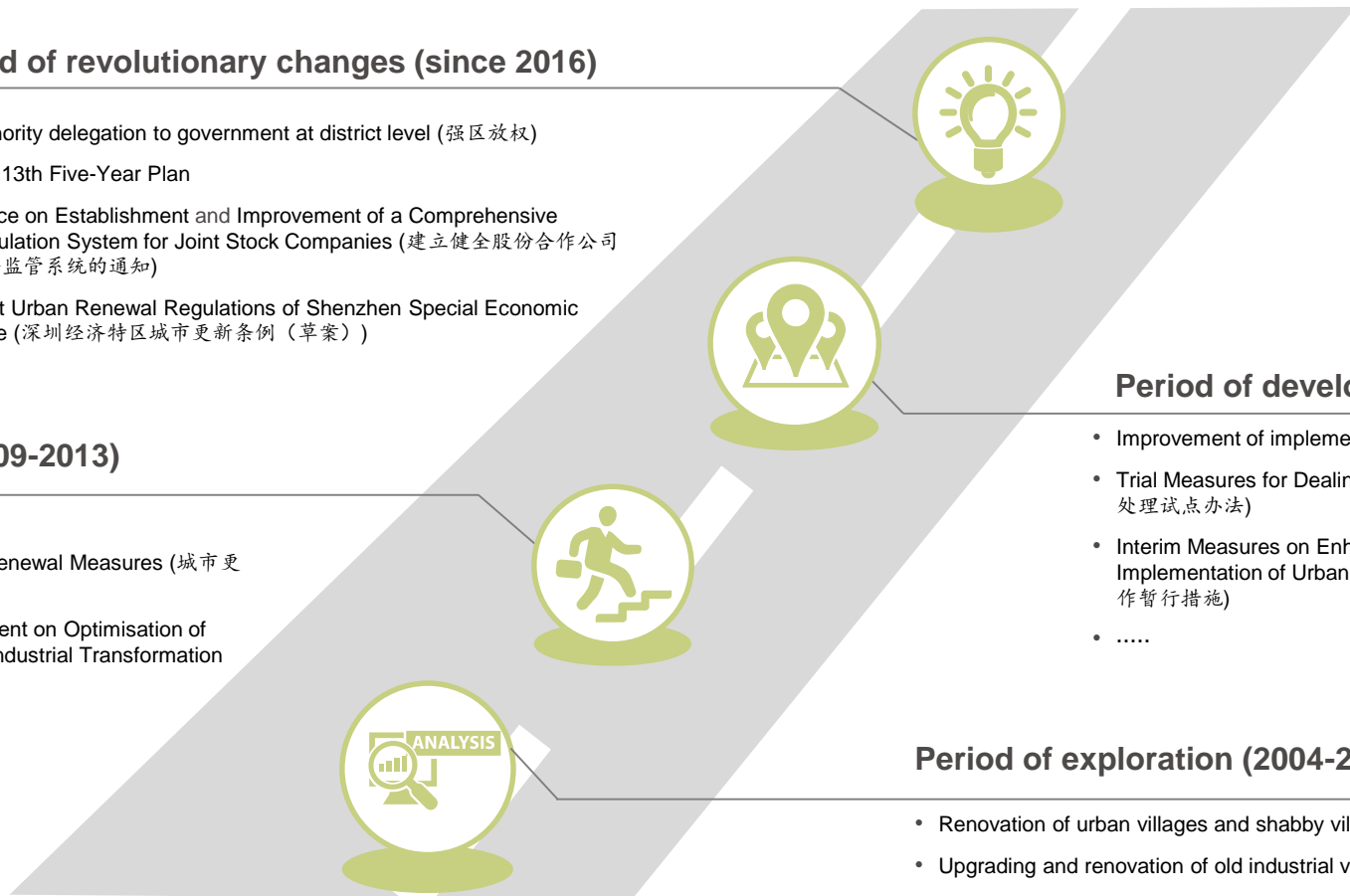
- Urban Renewal Measures
- Implementation Rules of Urban Renewal Measures (城市更新办法细则)
- "1+6" Documents of the Government on Optimisation of Resource Allocation to Promote Industrial Transformation and Upgrading (政府优化资源配置促进产业转型升级“1+6”文件)
-

Period of development (2013-2016)

- Improvement of implementation polices and regulations
- Trial Measures for Dealing with Unauthorised Buildings (违建处理试点办法)
- Interim Measures on Enhancement and Improvement of Implementation of Urban Renewal Projects (城市更新实施工作暂行措施)
-

Period of exploration (2004-2009)

- Renovation of urban villages and shabby villages
- Upgrading and renovation of old industrial villages
-



The Importance of “Shenzhen Special Economic Zone Urban Renewal Regulations”



- The “Shenzhen Special Economic Zone Urban Renewal Regulations” were implemented on 1 March 2021 to promote the development of Shenzhen’s urban renewal and bring benefits to urban renewal projects



Improve legislative framework to stabilize market expectation



Impose property freezes to regulate trade market



Implement stringent regulations and carry out redevelopment to promote fairer relocation compensation



**Open tendering of construction contractors
For redevelopment of old Residential communities**



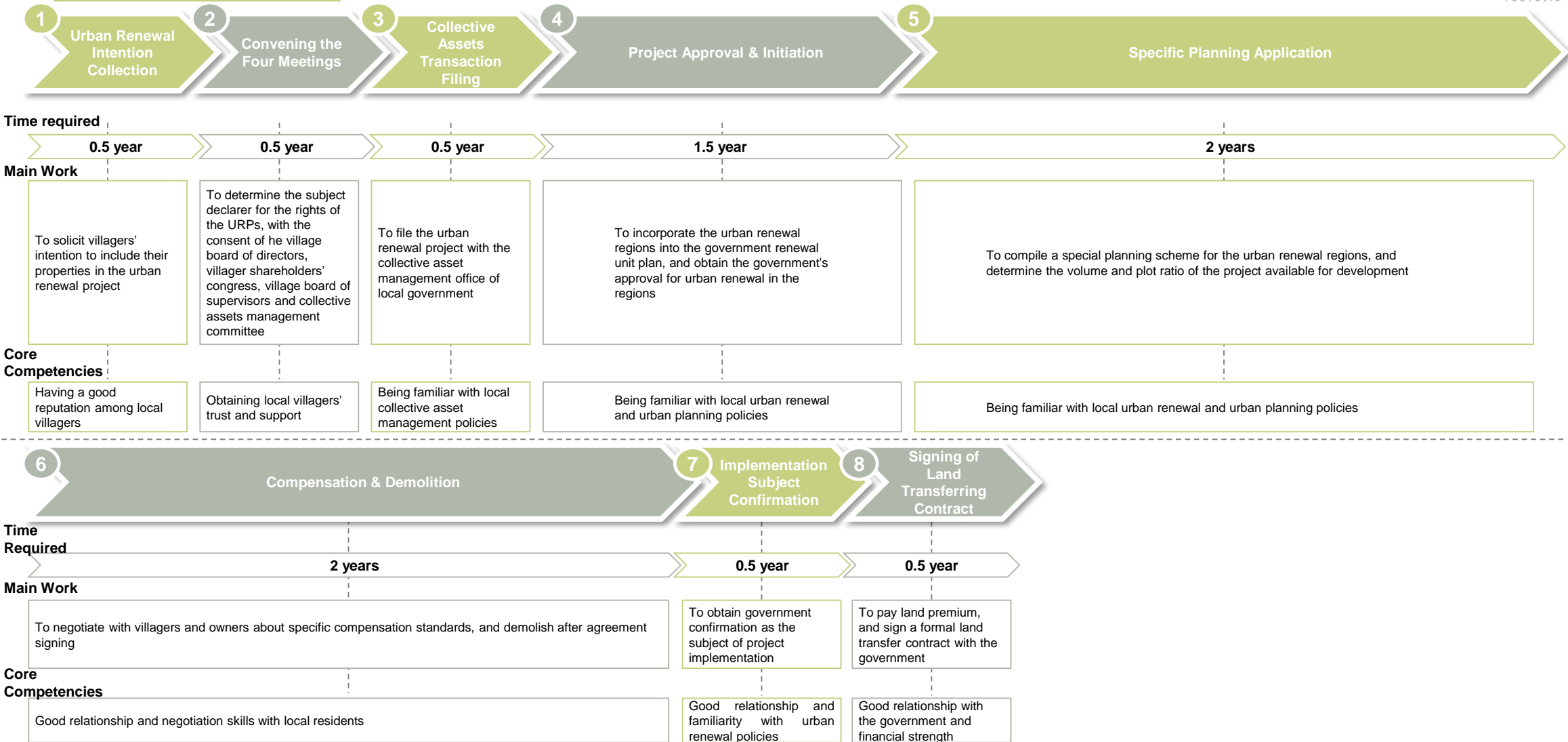
Set out compensation criteria to regulate relocation practice



Address relocation issues based on judicial ruling



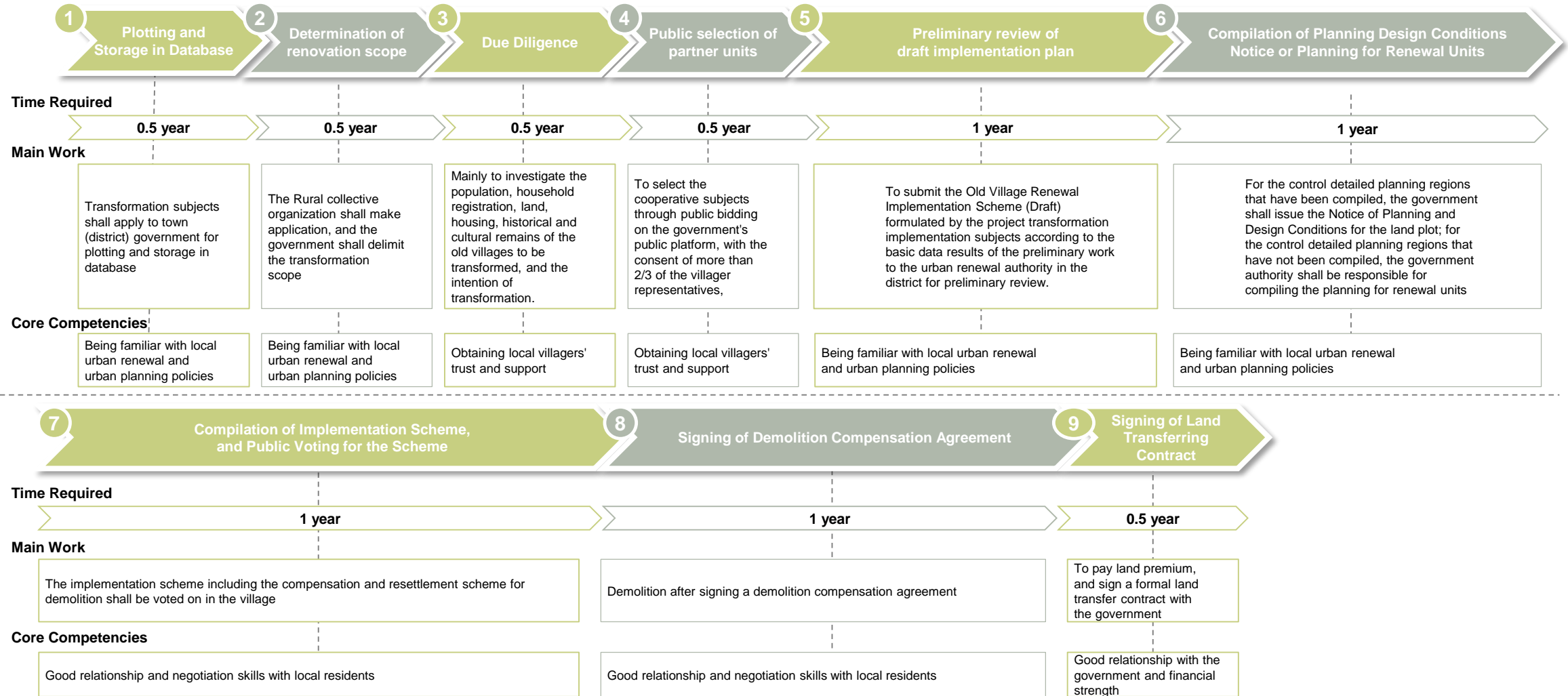
Introduction to the General Process of Shenzhen Urban Renewal Project



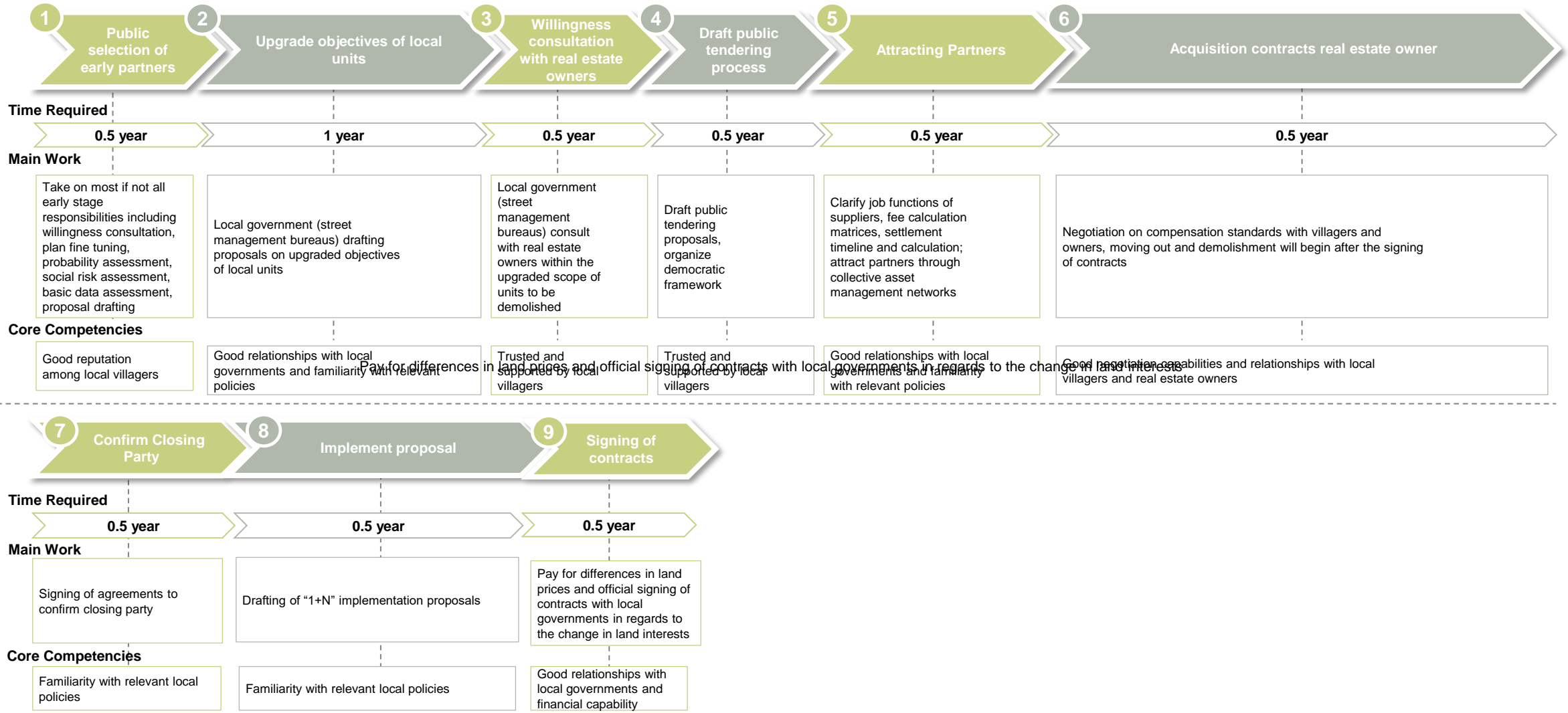
Note: Some districts in Shenzhen, such as Longgang district, will file for collective asset transactions after completion of the special planning stage



Introduction to the General Process of Huizhou Urban Renewal Project



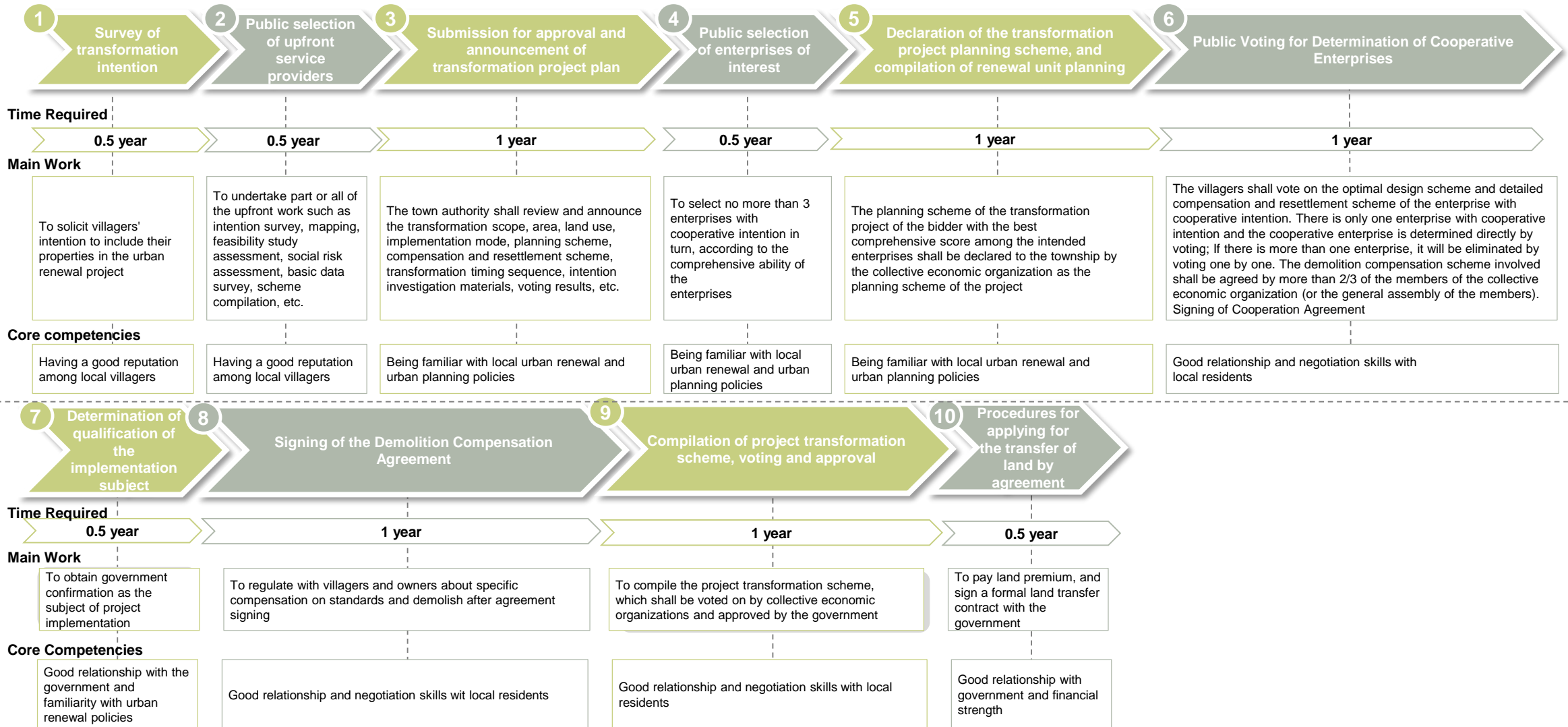
Introduction to the General Process of Dongguan Urban Renewal Project



Introduction to the General Process of Zhongshan Urban Renewal Project (Scenario 1: Previously Selected Cooperative Enterprises)

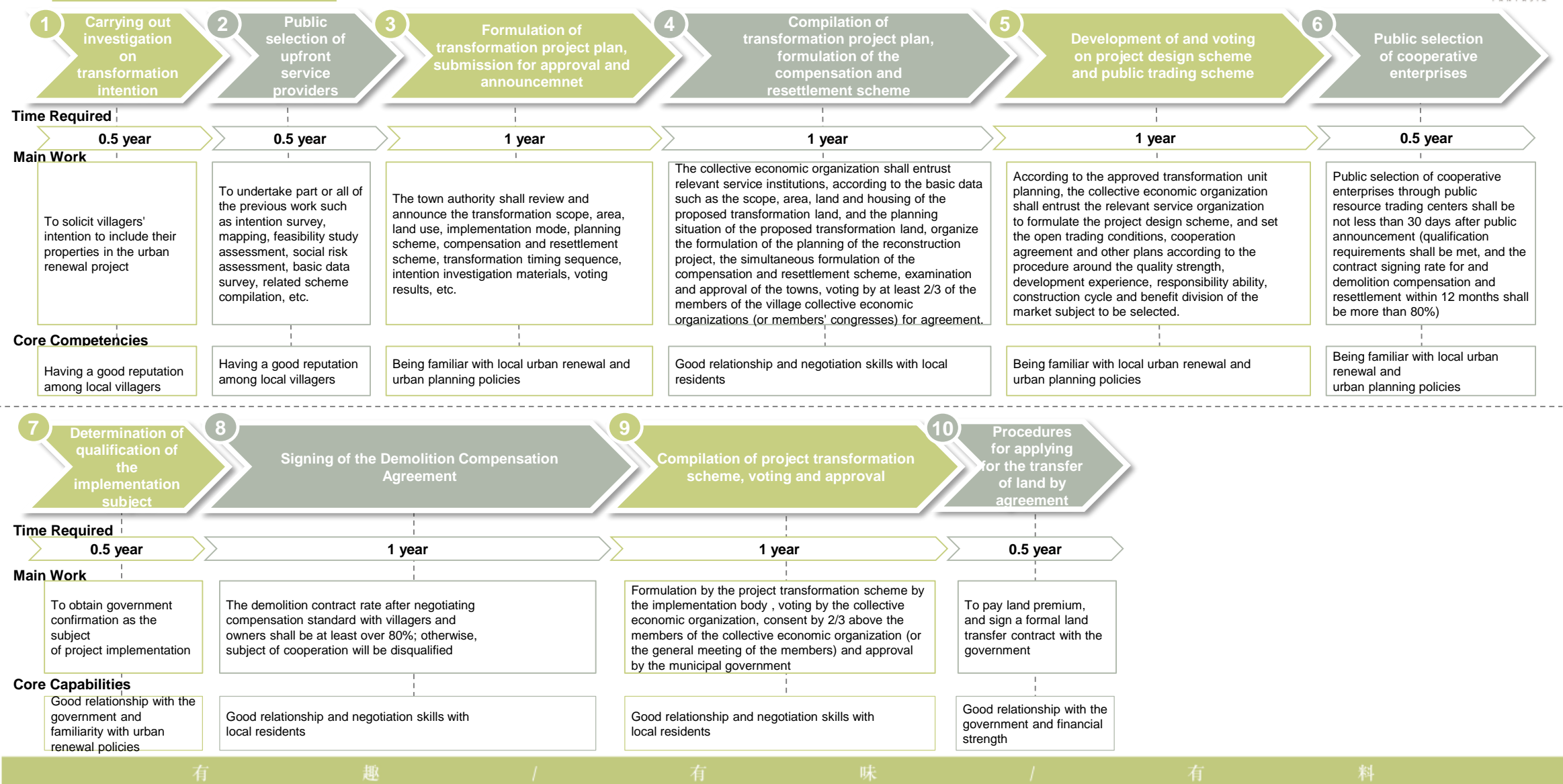


花样年
FANTASIA



有 趣 / 有 味 / 有 料

Introduction to the General Process of Zhongshan Urban Renewal Project (Scenario 2: Cooperative Enterprises Selected at Later Stage)

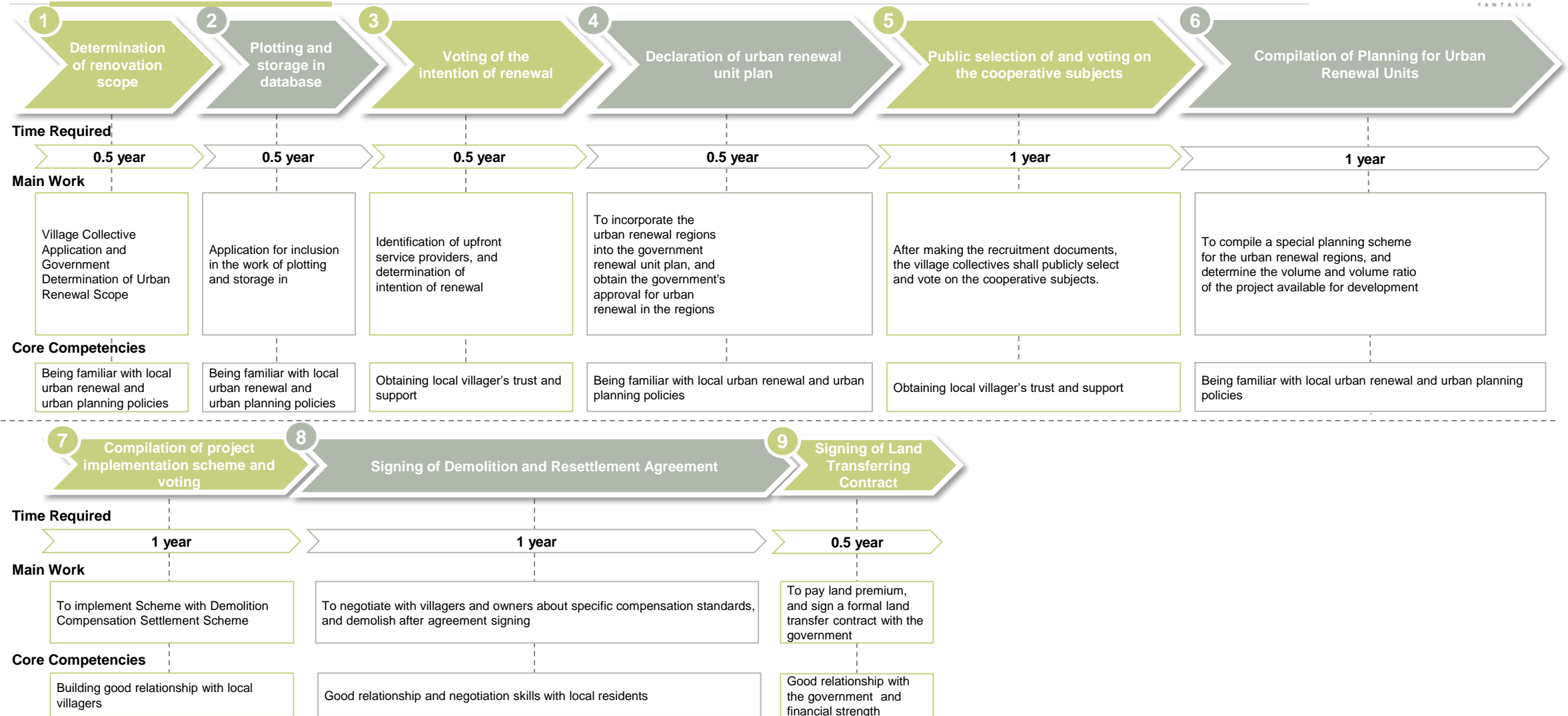


有 趣 / 有 味 / 有 料

Introduction to the General Process of Foshan Urban Renewal Project (Refer to Nanhai Region)



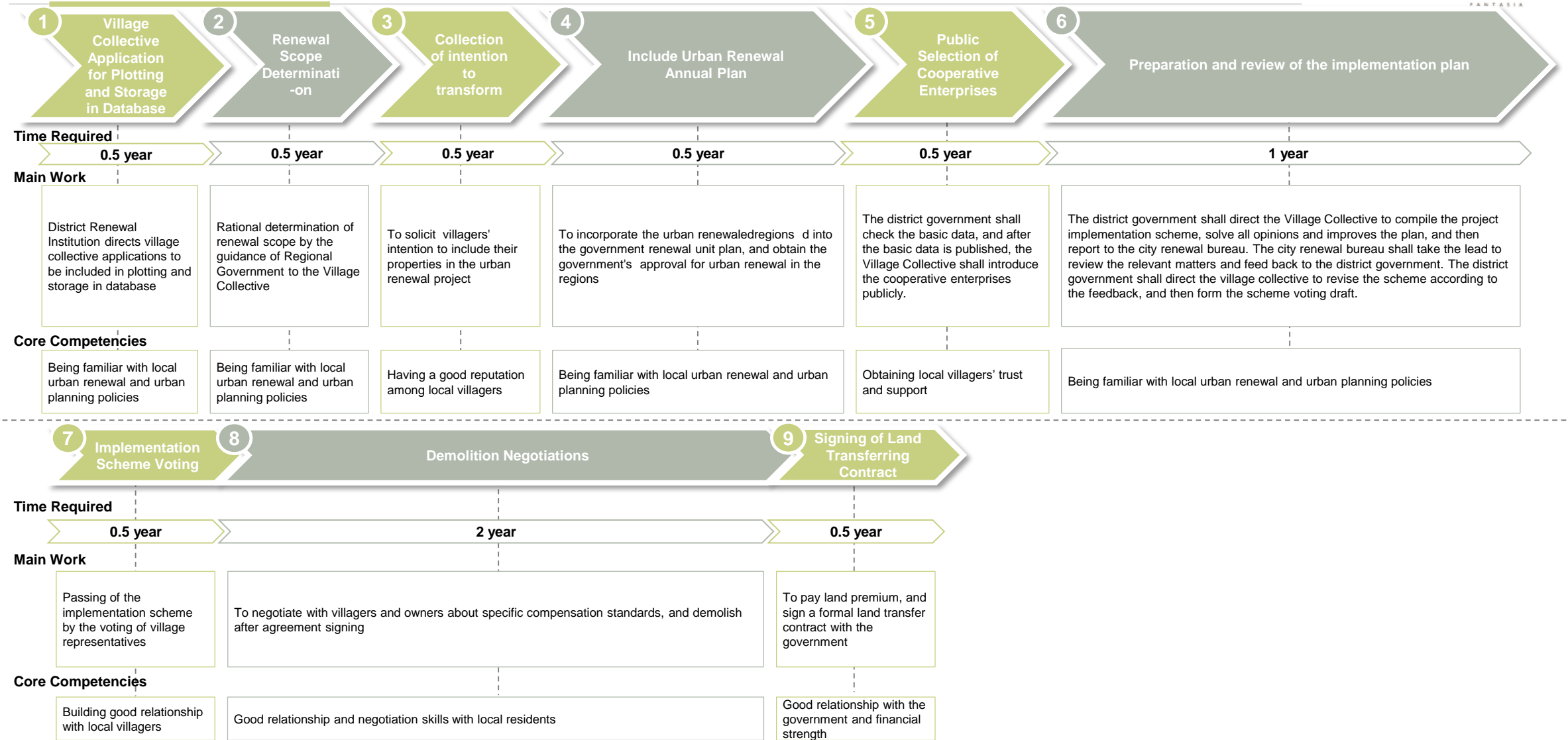
花样年
FANTASIA



Introduction to the General Process of Guangzhou Urban Renewal Project



花样年
FANTASIA



有 趣 / 有 味 / 有 料



花样年
FANTASIA

花样创造价值。

CREATING VALUE WITH ASPIRATIONS.