

2010.07 Monthly Newsletter

花样年控股集团有限公司

# Fantasia Holdings Group Co., Limited

(Established under the laws of the Cayman Islands with limited liability)

Stock Code: 1777 HK

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Fantasia Holdings Group Co., Limited ( "Fantasia Holdings") is a leading property developer and property related service provider in China. Our target customers are affluent middle- to upper-class individuals and families and high-growth small- to medium-sized enterprises. Fantasia Holdings focuses our real estate activities in four of the fastest-growing economic regions in China, namely the Chengdu-Chongqing Economic Zone, the Pearl River Delta region, the Yangtze River Delta region and the Beijing-Tianjin metropolitan region. We have a total of 34 projects at various stages of development in 10 cities, including Shenzhen, Chengdu, Tianjin, Suzhou, Dongguan, Huizhou, Yixing, Wuxi ,Dali and Guilin.

## Latest News

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On July 23, 2010, Fantasia won the auction for 6 pieces of land at a cost of RMB22.204 million. Those lands, with No. 2010-15 to 2010-20, in Heshan Town, Pujiang County, with a total site area of 38,960 sq.m.

38,960

1.385

On July 7, 2010, Shenzhen Funian Plaza acquired the construction works commencement permit, and entered into the construction phase. Fantasia total gross floor area of projects under development amounted to 1.385 million sq.m.

In July 2010, Fantasia Holdings recorded a contracted sales amount of RMB 160.22 million, representing a year-on-year decrease of 22%. The accumulated contracted sales amount for the year 2010 is RMB 1,523.67 million, representing a year-on-year growth of 19%.

19%

As at July 31, 2010, Fantasia's planned gross floor area of total land bank amounted to 13.56 million sq.m, and the planned gross floor area of attributable land bank amounted to 13.44 million sq.m. Among the former, the planned gross floor area of land bank with land use right titles and that under framework agreement were 6.9 million and 6.66 million sq.m, respectively.

6.9

5%

As at July 31, 2010, Fantasia's property management and property agency services recorded a year-on-year growth of 5 %.

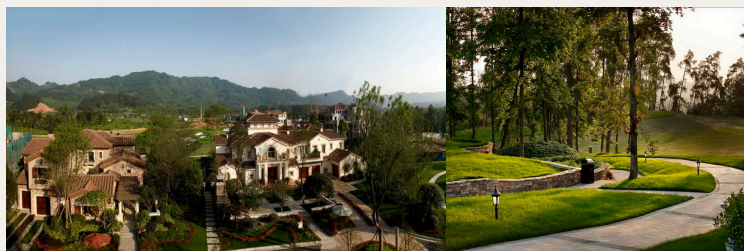
## Stock Information ( July 31, 2010)

Price per Share	Market Capitalization	Amount of Total Issued Shares
HKD 1.50	HKD 7.311billion	4,874 million shares

## IR Contact

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## Information about Property Development



Grand Valley phase

### Projects Completed & under Sales (As at July 31, 2010)

unit: sq.m

Project No.	List of projects	Total GFA	Total Saleable Areas	Areas Held for Sale To be Contracted	Contracted	Areas Held for Investment and Hotel
1	Future Plaza	74,348	60,590	1,511	59,079	0
2	Flower Harbor	27,033	22,402	993	21,409	0
3	Meinian Plaza	87,638	73,420	36,710	0	36,710
4	Meinian Hotel	12,571	12,571	0	0	12,571
Dongguan 1	Mont Conquerant phase 1	19,945	19,885	1,790	18,095	0
1	Love Forever	354,967	328,361	0	294,459	33,902
2	Chengdu Fantasia Town phase 1.1	109,892	105,962	24,495	81,467	0
3	Chengdu Hailrun Plaza	132,218	114,787	5,921	89,535	20,331
4	Grand Valley phase 1.1	50,839	50,635	5,237	45,698	0
5	Grand Valley phase 1.2	61,631	61,616	3,775	57,841	0
the Yangtze River Delta region 1	Tower on the Water	40,798	40,240	12,942	20,203	7095
Total		971,880	890,469	92,390	687,470	110,609

Note 1: Projects completed and under sales refer to the projects which have obtained pre-sale permits and completion acceptance reports as at July 31, 2010.

Note 2: Contracted areas refer to the project's total areas with sales contracts.

Note 3: Areas held for sale refer to the saleable areas with the purpose for sale but without sales contracts yet.

Note 4: Shenzhen Meinian Plaza was completed but has not yet entered into pre-sales. The area held for sale is expected to be 50% of total saleable area and the actual exact figure is up to the final pre-sale permit and property ownership certificate.

Note 5: Shenzhen Meinian Hotel (namely, Shenzhen No.3 Warehouse project) is planned to be held for the use of hotel after government's approval.



Shenzhen Love Forever

## Projects under Development (As at July 31,2010)

Project No.	List of projects	Total GFA	Total Saleable Areas	Areas Held for Sale		unit:sqm
				To be Contracted	Contracted	Areas Held for Investment and Hotel
Shenzhen	1 Love Forever	132,336	100,233	44,718	555,515	0
	2 Funian Plaza	61,219	46,795	46,795	0	
Chengdu	1 Future Plaza	243,839	235,246	235,246	0	0
	2 Grand Valley phase 2.1	79,961	79,961	74,399	5,562	0
	Mont Conquerant phase 1	50,560	48,176	35,311	12,865	0
	3 Mont Conquerant phase 2 section 1	12,699	12,699	12,699	0	0
	4 Chengdu Fantasia Town phases 1.2 & 2	113,613	110,368	93,833	16,535	0
	5 Chengdu Meinian International Plaza (phases 1.1-1.3)	424,460	413,611	298,580	115,031	0
Tianjin	1 Tianjin Hailun Plaza	131,341	79,043	38,022	41,021	0
Dongguan	1 Mont Conquerant phase 2	122,983	97,014	97,014	0	0
Guilin	1 Gaohua project (Zhongding project)	12,072	12,072	12,072	0	0
Total		1,385,083	1,235,218	988,689	246,529	0

Note 1: Contracted areas refer to the project's total areas with sales contracts;

Note 2: Areas held for sale refer to the saleable areas with the purpose for sale but without sales contracts yet.

Note 3: Chengdu Future Plaza is under development but has not yet entered into pre-sales.

Note 4: The purchase of 100% equity of one of project companies, namely Zhongding, is completed, and the corresponding land under the title of the company has been entered into Fantasia's land bank of projects under development.

## Projects to be Developed (As at July 31, 2010)

Project No.	List of projects	Location	Use of land	Company's Equity Interest	Total GFA (Sq.m)	Total Land Cost /Total GFA (RMB/ Sq.m)
Chengdu	1 Meinian International Plaza (all phases except phases 1.1-1.3)	New and Hi-tech zone in the south city	Office,commercial, hotel and parking spaces	100%	449,845	669
	2 Fantasia Town (all phases except phases 1& 2)	Wenjiang District	Residential,commercial and parking spaces	100%	370,149	81
	3 Mont Conquerant (all phases except phase 1 and phase 2 section 1)	Xinjin County	Residential,commercial, hotel and parking spaces	100%	283,685	825
	4 Grand Valley (all phases except phases 1&2.1)	Puijiang County	Residential and commercial	100%	1,556,986	281
	subtotal				2,660,664	——
Shenzhen	1 Funian Plaza	Futian District	Warehousing	100%	67,908	2179
	subtotal				67,908	——
Huizhou	1 Endless Blue	Huangyuchong, Daya Bay	Residential, commercial and parking spaces	100%	168,545	312
	2 Fantasia Town	Close to bus terminal, Huinan Road	Residential, commercial and parking spaces	100%	586,000	423
	subtotal				754,545	——
Dongguan	1 Jiangshan Garden	Huangjiang Town	Residential and commercial	100%	333,400	923
	subtotal				333,400	——
Tianjin	1 Yingcheng	South of the Yingcheng reservoir, Hangu District	Residential, office and commercial	100%	168,339	766
	2 Chentang	Southern side of East River Road, Hexi District	Scientific Research and Design	100%	64,227	1,870
	subtotal				232,566	——
Suzhou	1 Suzhou Taihu project	Taihu national Tourism Vacation zone	Residential and parking spaces	100%	533,121	1,522
	subtotal				533,121	——
Wuxi	1 Wuxi project	Junction of Jincheng Rd and Chunyang Rd	Residential, commercial and auxiliary	100%	338,080	1,523
	subtotal				338,080	——
Yunnan	1 Dali project	The town of Xiaguan	Residential (including commercial service)	100%	64,488	808
	subtotal				64,488	——



Guilin	1	Gaohua project	Lingui New District Xicheng Blvd	Residential and commercial	100%	600,000	
			subtotal			600,000	——
			total			5,516,864	——

Note 1: Among the newly acquired 6 pieces of land for the project of Grand Valley, there has been no definite plot ratio for one piece of land numbered 2010-17 with a land area of 5,223 sqm. A provisional plot ratio of 2.5 is used here to calculate the GFA for that piece of land. The final GFA for that piece of land will be adjusted according to the final plot ratio to be determined by relevant government planning agency.

Note 2: The purchase of 100% equity of one of project companies, namely Dihao, is completed, and the corresponding land under the title of the company has been entered into Fantasia's land bank of projects to be developed.

## Projects under Framework Agreements (As at July 31, 2010)

	List of projects	Location	Positioning	Expected Equity Interest	Total Planed GFA (Sqm)	Progress
Chengdu	Pixian project	Pixian county	Urban complex/ boutique residence	100%	3,917,332	Already aquired the environmental impact assessment report and the project approve from local land and planning authorities the resettlement has been finished .
Yunan	Yunnan project	Boutique residence	Boutique residence	100%	996,531	Mobilization for resettlement, land requisition and compensation was completed. Conceptual design was submitted for government approval.
Beijing	Tongzhou Project	Xinhua Ave, Tongzhou District	Urban complex	100%	55,000	The project is still under framework agreement. Fantasia Holdings is also seeking for other appropriate projects in Beijing.
Suzhou	Taihu hotel project	Taihu National Tourism Vacation Zone	Hotel	100%	56,254	Experts accessment and static load test have been completed.
Guilin	Gaohua project (Wanhao & Juhao)	Lingui New District Xicheng	Urban complex/ boutique residence	100%	1,631,736	<u>The purchase of 100% equity of theWanhao and Juhao project companies is in progress.</u>
Total					6,656,853	

## Information about Property Management/ Property Agency Services

### Information about Property Management (As at July 31 , 2010)

Type	Region	Quantity	Areas under Management Contracts(Sqm)
Projects under Full Management Service	Shenzhen	128	5,613,986
	Chengdu	25	3,585,150
	Huizhou	18	2,040,269
	Other regions in Guangdong: Dongguan, Zhuhai, Yangjiang	10	579,193
	Subtotal	181	11,818,597
Projects under Advisory Service	Shenzhen	7	1,062,642
	Chengdu	3	426,911
	Huizhou	2	177,311
	Dongguan	1	167,584
	Others	10	1,981,610
	Subtotal	23	3,616,058
Total		204	15,634,655

### Information about Property Agency Services (As at July 31, 2010)

Number of Projects	GFA ('000 sqm)	Total Revenue (RMB:'000 yuan)
27	1,902	1,735,271

Note 1: All the above data were the year-to-date data.

Note 2: Total Revenue refers to the revenue of projects sold instead of the fee we get through property agency services.



## Honors and Awards



### Company

In July 2010, Fantasia·Love Forever phase 2 won the Title of “Champion of Apartment Sales in china's BaoAn Central district (ShenZhen) in 1H 2010” awarded by sina.com.

### Disclaimer

Our monthly newsletter is provided to the investors and other relevant parties for our business update, but there may be some discrepancies existed between those information and the data in our annual report and the interim report for reasons not limited to the following: (1) all the above financial data is unaudited, which may be different from those audited because of different accounting judgment and estimation; (2) all the above operation data may change during the whole operation and financial period due to the uncertainty in sale and operation, etc. As a result, this monthly newsletter is for your reference only, and please be reminded of the above-mentioned potential discrepancies when you refer to those information.

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