

2010.08 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

165,845

On August 8 2010, Fantasia signed an equity transfer contract to acquire a 100% interest in Chengdu Noah Co., Ltd, for a total consideration of RMB 100 million from Shenzhen Noah Co., Ltd and Sichuan Huali Investment Group Co., Ltd. Upon the completion of the acquisition, Fantasia will have acquired, through Chengdu Noah Co., Ltd, a commercial and financial-use site in Chengdu with a total land area of 16,564.49 sq.m and a total planned construction area of 165,845 sq.m.

3,631

On August 25, 2010, Fantasia announced its unaudited consolidated results for the six months ended 30 June 2010 : total sales and net profit attributable to the owners of the Company reached RMB 1,918 million and RMB 411 million, up 42.8% and 74.5% respectively year over year. Through sustained and effective control of land cost, gross profit margin increased steadily to 49.7% from 41.4% of the corresponding period in last year. Basic earnings per share for the first half of 2010 was RMB 0.08, up 33.3% year over year. As of June 30, Fantasia held cash totaling RMB 3,631 million, and net gearing ratio was 42.0%, which showed a healthy financial status.

In August 2010, Fantasia Holdings recorded a contracted sales amount of RMB 298.08 million, representing a year-on-year decrease of 26%. The accumulated contracted sales amount for the year 2010 was RMB1821.75 million, representing a year-on-year growth of 8%.

1821.75

As at August 31, 2010, Fantasia's planned gross floor area of total land bank amounted to 13.72 million sq.m, and the planned gross floor area of attributable land bank amounted to 13.61 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 6.82 million sq.m, respectively.

6.9

As at August 31, 2010, Fantasia's property management and property agency services recorded a year-on-year decrease of 2%.

Stock Information (As at August 31, 2010)

Price per Share	Market Capitalization	Amount of Total Issued Shares
HKD 1.20	HKD 5.849billion	4,874 million shares

IR Contact

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Information about Property Development



Dongguan Mont Conquerant

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

unit: sq.m

Project No.	List of projects	Total GFA	Total Saleable Areas	Areas Held for Sale		Areas Held for Investment and Hotel
				To be Contracted	Contracted	
Shenzhen	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
Chengdu	1 Love Forever	354,967	328,361	0	294,779	33,582
	2 Chengdu Fantasia Town phase 1.1	109,892	105,962	24,495	81,467	0
	3 Chengdu Hailrun Plaza	132,218	114,787	5,237	89,219	20,331
	4 Grand Valley phase 1.1	50,839	50,635	4,884	45,751	0
	5 Grand Valley phase 1.2	61,631	61,616	3,089	58,527	0
the Yangtze River Delta region	1 Tower on the Water	40,798	40,240	12,041	21,104	7095
Total		971,880	890,469	90,750	689,430	110,289

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.



Chengdu Mont Conquerant

Projects under Development (As at August 31,2010)

Project No.	List of projects	Total GFA	Total Saleable Areas	Areas Held for Sale		Areas Held for Investment and Hotel
				To be Contracted	Contracted	
Shenzhen	1 Love Forever	132,336	100,233	38,648	61,585	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	73,768	6,190	0
	3 Mont Conquerant phase 1	51,135	51,135	35,311	15,824	0
	4 Mont Conquerant phase 2 section 1	12,699	12,699	12,699	0	0
	5 Chengdu Fantasia Town phases 1.2 & 2	113,613	110,368	91,378	18,990	0
	Chengdu Meinian International Plaza (phases 1.1-1.3)	424,460	413,611	291,333	122,278	0
Tianjin	1 Tianjin Hailrun Plaza	131,341	79,043	34,476	44,567	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	0	0	12,072
Total		1,385,658	1,238,174	956,671	269,434	12,072

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 August 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)	Pujiang 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	Beside bus terminal, Huinan rd	Residential, commercial and parking spaces	100%	586,000	423
		subtotal				754,545	---
Dongguan	1	Wonderland	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 (Dihao 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 August 31, 2010)

	List of projects	Location	Positioning	Expected Equity Interest	Total Planed GFA (Sq.m)	Progress
Chengdu	Pixian project	Pixian county	Urban complex/ boutique residence	100%	3,917,332	Achieved the approval for completion of the tendering process for Pihua Road..The scope of relocation and resettlement for Phases 1 and 2 is determined.
	Noah project	Chengdu New and Hi-tech Zone	Urban complex	100%	165,845	Already paid the deposit of RMB10 million, The acquisition of the project is in process .
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	The plan for design is approved.
Guilin	Gaohua project (Wanhao & Juhao)	Lingui New District Xicheng	Urban complex/ boutique residence	100%	1,631,736	The purchase of 100% equity of the Wanhao and Juhao project companies is in progress.
Total					6,822,698	

Information about Property Management/ Property Agency Services

Information about Property Management (As at August 31 , 2010)

Type	Region	Quantity	Areas under Management Contracts(Sq.m)
Projects under Full Management Service	Shenzhen	129	5,645,508
	Chengdu	27	3,803,148
	Huizhou	19	2,077,367
	Other regions in Guangdong: Dongguan, Zhuhai, Yangjiang	10	579,193
	Subtotal	185	12,105,216
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	3,816,058
Total		208	15,921,274

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

Number of Projects	GFA ('000 sq.m)	Total Revenue (RMB:'000 yuan)
27	1,985	2,168,121

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 August 2010, Fantasia Love Forever-Phase 2 (Manhattan Apartments) won the "Internet Users' Most Popular Property" award at the Third Annual Chinese Property Buyers Forum sponsored by sofun.com in 2010. This project was also awarded "2010 Internet Users' Favorite Real Estate project adjacent to Subway" by Shenzhen Property Information (szhome.com), Zhujia Web and the Buy House Club (buyclub.szhome.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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