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## Company Operation Information *(Cont.)*

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Mr. Pan Jun, Chairman and CEO of Fantasia, indicates that, the revival of the property market has yet to change its fundamental trend of correction in the real estate industry. Accommodating this trend, the Company will continue to carry out its strategic transformation. This year, Colour Life will act as the core operating platform and cooperate with more upstream and downstream operators to speed up the establishment of business community ecosystems and embrace the “Internet +” era.

Currently, Colour Life is gradually exploring cross-industry cooperation opportunities with domestic and overseas industry leaders who focus in the provision of daily living services, with an aim of leveraging Colour Life’s capability of providing professional services, connecting to the competitive edges and commercial resources of the upstream and downstream business partners, as well as constructing a “community +” ecosystem for communities and households.

To guarantee premium user experiences, Colour Life adopts the approach of launching pilot programs in first-tier communities first, then replicating and improving the model in other cities and gradually promoting its services in all communities in the final stage. In particular, Colour Life receives relatively positive feedbacks from the current experimental pilot programmes with Mengniu, S.F. Express and other business partners. This lays a good foundation for the model’s large-scale replication in the next stage.

In the future, Colour Life will learn from the experience of Tencent’s open ecosystem model, which focuses on the platforms and users. By means of strategic investment and business cooperation, Colour Life will work closely and have diversified cooperation with the business partners to act as a “caring connector” between families and commercial services, showcasing its advantages in products, supply chain, service quality and operating efficiency of a third party and provide the property owners with convenient, new services and experiences at a competitive pricing, and may ultimately create a brand new business community ecosystem.

## Property Sales (Note: Data in this news letter is unaudited and may be adjusted)

Starting from 2015, favourable policies for the property market were being announced one after another. Following the announcements of lowering of commercial banks' reserved ratio in February and the interest rate cut on 1 March by The People's Bank of China, several government ministries and commissions issue notices for lowering down payment requirements for second home buyers and first home buyers who borrow from local provident funds as well as waiving business tax on the sale of ordinary residential properties if the owners have purchased them for at least two years.

The Company achieved contracted sales of RMB669.7 million with 96,104 sq.m. in aggregated gross floor area ( "GFA" ) sold in March, up 42.18% and 69.54% month on month, respectively, and by 127.03% and 91.53%, respectively, year on year. As of 31 March 2015, the accumulated GFA sold year to date in 2015 was approximately 229,514 sq.m. and the corresponding contracted sales aggregated approximately RMB1.67 billion, representing increases of 91.01% and 142.13%, respectively, year on year. The significant growth in property sales was attributed to the Group's persistent efforts in developing products targeting at end-user demand for residential units and commercial complexes, good sales momentum for projects in Wuhan, Suzhou and Guilin, etc.

Under the effects of various favourable policies, the property market has been continuing to revive, and transaction volume increases steadily. The Group will grasp this opportunity of improvement in the property market, and proactively adjust its sales pace according to market changes and speed up the inventory clearance in order to achieve continuous rapid growth in sales.

City	Project Name	Product Type	GFA Sold	Sales Amount
			(sq.m.)	(RMB 0'000)
Shenzhen	Long Nian Plaza	Urban Complex	2,755	7,798
	Love Forever	Mid-to-high residence	262	113
Chengdu	Meinian Plaza	Urban Complex	5,149	4,803
	Huahao Garden	Mid-to-high residence	24	6
	Fantasia Town	Mid-to-high residence	20,651	7,540
	Grande Valley	Boutique upscale residence	4,560	3,442
	Mont Conquerant	Boutique upscale residence	2,561	1,399
	Long Nian International Plaza	Urban Complex	17,882	7,435

City	Project Name	Product Type	GFA Sold	Sales Amount
			(sq.m.)	(RMB 0'000)
Dongguan	Mont Conquerant	Boutique upscale residence	37	53
	Wonderland	Mid-to-high residence	1,941	1,939
Tianjin	Huaxiang	Boutique upscale residence	401	372
	Meinian Plaza	Urban Complex	2,795	4,161
	Love Forever	Boutique upscale residence	8,387	5,003
Huizhou	Huiyang Special Town project	Mid-to-high residence	21,938	10,550
	Kang Town	Mid-to-high residence	16,250	8,764
	Xiangxie Garden	Mid-to-high residence	50	30
	Cuiya Garden (TCL remaining building)	Mid-to-high residence	25	16
	Palm Garden	Mid-to-high residence	13	6
Suzhou	6# project	Boutique upscale residence	1,977	1,917
	4# project	Boutique upscale residence	1,088	1,035
	Special Town	Boutique upscale residence	5,297	2,921
	Hailrun Complex	Urban Complex	11,626	19,486
Wuxi	Love Forever	Boutique upscale residence	4,786	2,657
	Hailrun Plaza	Urban Complex	2,683	2,322
Guilin	Fantasia Town	Urban Complex	13,727	7,682
	Lakeside Garden	Boutique upscale residence	25,478	14,384
Shanghai	Beilun Ningbo	Boutique upscale residence	12,607	11,579
Singapore	Singapore Project	Boutique upscale residence	361	3,819
Nanjing	Nanjing Project	Urban Complex	5,456	9,195
Wuhan	Wuhan Fantasia Town	Mid-to-high residence	22,733	11,949
	Love Forever	Boutique upscale residence	16,014	14,935
<b>Total</b>			<b>229,514</b>	<b>167,309</b>

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## Company Updates

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The unique business model of Fantasia and Colour Life has gained recognition on market. A research report published by Guosen Securities pointed out that, under the trend of internet transformation, competition for internet portal is becoming increasingly fierce. Thus, the values of Colour Life, the big-data based daily living services platform, become more prominent; Guotai Junan believes that, being the largest community service operator across China, Colour Life has enormous room for exploring values users on secondary market and holds a positive view on Colour Life's ecosystem development strategy. In addition, various brokerage firms including Founder Securities, ICBC International, First Shanghai Securities, Industrial Securities, CITIC Securities and Phillip Securities have rated Colour Life "buy" or "overweight".

The Group's transformation strategy is also endorsed by shareholders. On 23rd March, TCL Corporation, one of Fantasia's major shareholders, acquired 1.5555 million shares from the open market for HK\$1,396,839 in aggregate, boosting its interest to 17.02%. This reflects the shareholder's confidence in the business transformation, prospects and cash flow status of the Group.

On 26 March, the Group was included in the league of "100 Excellent Property Enterprises in China" by Guandian New Media and ranked 44th. On 27 March, "Announcement of 2015 Top 100 Chinese Property Enterprises Research Results" co-organised by Enterprise Research Institute of Development Research Centre of the State Council, Institute of Real Estate Studies of Tsinghua University and China Index Academy was held in Diaoyutai State Guesthouse in Beijing. Fantasia was named one of the "Top 100 Chinese Property Enterprises in 2015" and this was the 7th consecutive year that the Group receives the honour.

**Fantasia Holdings Group Co., Limited**

**Stock Code: 1777**

**Newsletter for March, 2015**



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FANTASIA

### **About Fantasia**

Founded in 1998, Fantasia Holdings Group Co., Ltd was listed in November 2009 on The Stock Exchange of Hong Kong Ltd. under the ticker 1777.HK. Fantasia has completed compilation of its strategic blueprint based on mobile internet and businesses in the age of big customer data for the future. It has evolved into a leading financial holding group with financial services as a driver, community services as a platform, and development as a means. Its businesses cover eight major value-add service areas from community financial services, resident community services under the Colour Life brand, property development, international commercial property services, community cultural tourism, community business management, community senior living and community education industry.

At the moment, Fantasia is progressing with international development of its businesses and has established subsidiaries in Hong Kong, Taipei, Singapore and Tokyo. It has invested in projects located in Singapore, the United States of America and Taiwan.

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