



Company Operation Information

Fantasia's contracted sales up 250% year on year to RMB1.667 billion in July

Home ENE launched in resort property operation business

(5 Aug 2015 – Hong Kong) Fantasia Holdings Group Co., Limited (“Fantasia” , or the “Company” , which together with its subsidiaries referred to as the “Group” ; HKEx stock code: 1777), is pleased to announce its sales updates for July 2015. Building on steady progress in the community service business and the further enhancement of revitalising community resources, Fantasia has entered into the huge market of resort property operation in China with the official launch of Home ENE (美易家) in their subsidiary with an innovative business model.

花样创造价值



Presentation on Home ENE
in Bo' ao Forum



Company Operation Information *(Cont.)*

The launch of Home ENE is the second attempt after the launch of Colour Life Residence, in which Fantasia had establish a brand new set another model as a community service operator in China, grasping opportunities from the booming economy in China propelled by sharing. Through a unique O2O service platform for resort properties, Home ENE provides asset custodian services and other integrated resort property services to reinvent and revitalize values of the properties. This move will drive Fantasia's commercial community business to exponential growth.

According to the plan, Home ENE will focus on building a five-core-value offline system to integrate with an online platform with advantages in order to achieve a comprehensive online to offline interactions. Offline systems comprise basic property services, rental agency services, resort tourism services, marketing support for developers, asset custodian services; while the online platform constitutes a basic property service platform, a home-owner management platform, an online reservation platform and a platform of time-sharing and rights-sharing for resort properties.

In order to render strong support to Home ENE, the Company will further promote integration and synergy abilities of its eight business segments, namely property development, financial service, Colour Life community services, commercial property service, cultural and tourism hotel management, business management, community senior citizen service and education to comprehensively establish the systemic competitive advantages of Fantasia's "Community +" ecosystem.

As of the end of July, Colour Life Services Group Company Limited (HKEx stock code: 1778) managed properties with gross floor area aggregated over 290 million sq.m., which is set to grow and to reach the 320 million sq.m. target for the year by end-2015 with certainty. Furthermore, Caizhiyun continued rapid growth of its active user base, and the information coverage of standardized communities continued to enhance, with ongoing improvements in customer satisfaction ratings continued to improve.

Company Operation Information *(Cont.)*

In addition, since the Company's diversification into custodian services for commercial properties last year, the segment had been experiencing rapid growth. In July, the Company signed service agreements with Donghai Mingshang Shopping Mall (深圳東海名尚購物中心) and Kangrin International Urban Project in Lhasa (拉薩岡仁國際城市項目). Fantasia has made substantial achievements in its commercial property management business in eastern, northern and south-western China while its "asset-light" model received wide recognition in the industry.

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

On the real estate segment, the Company's property sales continues to grow thanks to the favourable sentiment in the mainland property market. In July 2015, the Company achieved contracted sales of RMB1.667 billion with 122,159 sq.m. in aggregated gross floor area sold, up 250.85 % and 62.92% year on year, respectively. As of 31 July 2015, the accumulated GFA sold year in 2015 was approximately 670,171 sq.m. and the corresponding contracted sales aggregated approximately RMB5.714 billion, representing increases of 86.63% and 151.15%, respectively, year on year. The Company is optimistic about its annual sales results.

| City | Project Name | Product Type | GFA Sold | Sales Amount |
|----------|-------------------------------|----------------------------|----------|--------------|
| | | | (sq.m.) | (RMB 0'000) |
| Shenzhen | Long Nian Plaza | Urban Complex | 4,522 | 11,501 |
| | Longqi Bay | Urban Complex | 1,537 | 17,263 |
| | Meinian Plaza | Urban Complex | 36,924 | 110,000 |
| Chengdu | Love Forever | Mid-to-high residence | 423 | 179 |
| | Meinian Plaza | Urban Complex | 14,504 | 12,407 |
| | Huahao Garden | Mid-to-high residence | 24 | 6 |
| | Fantasia Town | Mid-to-high residence | 54,080 | 21,376 |
| | Funian Plaza | Urban Complex | 36 | 21 |
| | Grande Valley | Boutique upscale residence | 16,943 | 13,620 |
| | Mont Conquerant | Boutique upscale residence | 4,509 | 2,174 |
| | Long Nian International Plaza | Urban Complex | 55,167 | 24,988 |

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

| City | Project Name | Product Type | GFA Sold | Sales Amount |
|--------------|---------------------------------------|----------------------------|----------------|----------------|
| | | | (sq.m.) | (RMB 0'000) |
| Dongguan | Mont Conquerant | Boutique upscale residence | 49 | 73 |
| | Wonderland | Mid-to-high residence | 2,035 | 2,000 |
| | Jiangshan Hui | Mid-to-high residence | 4,322 | 2,465 |
| Tianjin | Huaxiang | Boutique upscale residence | 654 | 664 |
| | Meinian Plaza | Urban Complex | 13,362 | 22,824 |
| | Love Forever | Boutique upscale residence | 41,840 | 22,395 |
| Huizhou | Huiyang Special Town project | Mid-to-high residence | 62,712 | 30,306 |
| | Love Forever | Mid-to-high residence | 542 | 311 |
| | Kang Town | Mid-to-high residence | 57,738 | 30,417 |
| | Xiangxie Garden | Mid-to-high residence | 75 | 46 |
| | Cuiya Garden (TCL remaining building) | Mid-to-high residence | 75 | 48 |
| | Palm Garden | Mid-to-high residence | 25 | 11 |
| Suzhou | 6# project | Boutique upscale residence | 2,576 | 2,347 |
| | 4# project | Boutique upscale residence | 4,816 | 6,469 |
| | Special Town | Boutique upscale residence | 6,670 | 3,825 |
| | Hailrun Complex | Urban Complex | 28,232 | 47,117 |
| Wuxi | Love Forever | Boutique upscale residence | 13,011 | 8,367 |
| | Hailrun Plaza | Urban Complex | 8,780 | 6,095 |
| Guilin | Fantasia Town | Urban Complex | 33,787 | 15,819 |
| | Lakeside Garden | Boutique upscale residence | 57,694 | 29,979 |
| Shanghai | Beilun Ningbo | Boutique upscale residence | 37,983 | 34,531 |
| Singapore | Singapore Project | Boutique upscale residence | 843 | 8,683 |
| Nanjing | Nanjing Project | Urban Complex | 8,621 | 14,625 |
| Wuhan | Wuhan Fantasia Town | Mid-to-high residence | 51,467 | 27,651 |
| | Love Forever | Boutique upscale residence | 43,590 | 40,768 |
| Total | | | 670,171 | 571,369 |



Company Updates

On 15 July, Fantasia was named “Yicai Top 10 Innovative Property Enterprise” for its ongoing effort in promoting innovations in value-added services. During the 15th “Bo’ao 21st Century Real Estate Forum” held on 20 July, Fantasia received the “2015 Community Service Contribution Grand Prize” in recognition of its leading position in the community services industry in China. Meanwhile, Home ENE developed by Fantasia received the title “2015 Innovation in Commercial Community Operation Grand Prize”.

The Group’s major shareholder, Fantasy Pearl International (“Fantasy Pearl”), increased its stake in the Company three times from 6 July to 8 July by acquiring a total of 10,924,500 shares for HK\$11,635,146 in aggregate. In addition, Fantasy Pearl also purchased 1,343,000 shares in Colour Life for three consecutive days from 6 July and 8 July, for HK\$8,752,756 in aggregate. These moves by the major shareholder to increase equity interests in Fantasia and Colour Life further highlighted the Company’s sustainable investment value for the long term, reflecting the majority shareholder’s confidence in the Company’s operations and future prospects, and its determined optimism about the outlook of the market.

Fantasia Holdings Group Co., Limited

Stock Code: 1777

Newsletter for July, 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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