



## 花样创造价值。

CREATING VALUE WITH ASPIRATIONS.

### Company Operation Information

Fantasia's August contracted sales accelerated "Jiatianxia" product line for smart communities officially launched

(5 September 2017 - Hong Kong) Fantasia Holdings Group Co., Limited ("Fantasia" or the "Company", which together with its subsidiaries, is referred to as the "Group", HKEx stock code: 1777) announces its sales performance for August 2017. Fantasia Property Group, a subsidiary of the Group, sold properties with an aggregate of 89,046 square metres (sq.m.) in gross floor area ("GFA") and recorded contracted sales of RMB148 million in the month. From January to August 2017, Fantasia Property Group sold properties with an aggregate of 824,202 sq.m. in GFA. The accumulated contracted sales reached RMB7,238 million. For the first seven months of the year, the Group completed 48.3% of its full-year contracted sales target of RMB15.0 billion.

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2017 Interim Results Announcement



"Jiatianxia" officially launched

## Company Operation Information *(Cont.)*

**Fantasia recorded a growth in both sales and sales volume with its accelerated contracted sales**  
Fantasia still achieved most of its sales in such cities as Chengdu, Guilin, Wuhan and Nanjing in August. The Hanzhengjie project in Wuhan was well received by the market, and contributed to more than RMB1 billion in contracted sales. Year-on-year growth was maintained in the August contracted sales at Love Forever in Singapore, Special Town project in Huizhou, Grande Valley in Chengdu and JiangshanHui in Dongguan. In August, the average unit price in contracted sales reached RMB16,654/m<sup>2</sup>, and the overall contracted sales reached 1.483 billion, which represented a significant month-on-month increase and accelerated growth. The Group is confident to achieve its full-year contracted sales target.

### **Fantasia launched new products under “Jiatianxia” to create new operating system for smart communities**

The event “Fantasia Strategically Entering the Eastern Region and Product Launch under ‘Jiatianxia’ for Smart Community” was held at InterContinental Shenzhen on 30 August. “Jiatianxia” is a brand under which Fantasia first markets its community-based property projects that embody the concept of “environmentally-friendly production, smart homes, personalized interior decoration and customized services” in the east of Shenzhen. The first project of this kind is a coastal luxurious complex with gross floor area of 330,000 square meters, a plot ratio of 2.65 and a greenery coverage ratio of over 40%. It is positioned as a new type of township with low-density residential area in Dapeng New District. As a new type of property project in Fantasia’s smart communities, the complex comprises 38,000 square meters of shopping area and 12 types of spaces for different living styles with 66 criterion taken into consideration.

Property projects under “Jiatianxia” intend to meet the needs of the users living in communities, and belong to the first type of smart communities which are based on the concept of “environmentally-friendly production, smart homes, personalized interior decoration and customized services” under the construction industry 4.0. In terms of hardware, such smart communities will provide green residences and smart homes for a number of users. In terms of software, it adds a human touch to the community-based services according to the needs of users. It combines the “Community +” strategy and community users’ big data through the community-based O2O business model, integrating finance, education, culture, tourism and elderly care into community services. This enables Fantasia to build on its four main community-based operations such as home care community, business service community, commercial community and elderly care community by developing community-based financial services, education, cultural tourism and community. This can facilitate the development of communities in various aspects. Fantasia will launch the following representative smart communities in the second half of 2017, namely Shenzhen Jiatianxia (深圳家天下), Chengdu Jiatianxia (成都家天下), Chengdu Xiangmendi (成都香門第) and Suzhou Xingfu Wanxiang (蘇州幸福萬象), etc.

Mr. Pan said, “From 2011 to 2016, Fantasia was shifting its business model from the asset-heavy one to the asset-light one. Presently, Fantasia has built up the scale of its businesses with asset-light business model and seeks to combine its businesses that have asset-light business model and those that have asset-heavy business model so as to add value to its products and enhance them. This is aimed at satisfying the customers’ needs. This is what sets Fantasia apart from its competitors in the industry. Fantasia endeavours to serve the community through smart technology in order to meet customers’ needs in different aspects, and to provide comprehensive services for customers throughout a human life cycle. As a human-oriented corporation, Fantasia dedicates itself to providing the best services to families in communities so as to add the human touch to its relationships with the customers.

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

For August 2017, Fantasia recorded an aggregated sold gross floor area (“GFA”) of 89,046 square metres (sq.m.) and contracted sales of RMB1,483 million. For the first eight months of the year, accumulated sold GFA surged to 824,202 sq.m., accumulated contracted sales surged to 7,238 million, achieving 48.3% of the Group’s full-year contracted sales target of RMB15 billion.

City	Project Name	Project Type	GFA Sold	Sales Amount
			(sq. m.)	(RMB 0’000)
Shenzhen	Longqi Bay	Urban Complex	2,076	16,096
	Longnian Plaza	Urban Complex	331	862
	Lenian Plaza	Urban Complex	894	3,468
Chengdu	Fantasia Town	Mid-to-high Residence	66	59
	Love Forever	Mid-to-high Residence	36	16
	Grande Valley	Boutique Upscale Residence	32,520	31,177
	Long Nian International Plaza	Urban Complex	39,539	35,114
	Xiang Men Di	Boutique Upscale Residence	46,270	29,450
Dongguan	Jun Shan	Boutique Upscale Residence	820	814
	Jiangshan Hui	Mid-to-high Residence	2,039	1,457
Tianjin	Meinian Plaza	Urban Complex	6,437	10,427
	Love Forever	Boutique Upscale Residence	1,043	348
Huizhou	Special Town project	Mid-to-high Residence	5,720	2,571
	Love Forever	Boutique Upscale Residence	71	84
	Kang Town	Mid-to-high Residence	92,189	87,993
Suzhou	Lago Paradise	Boutique Upscale Residence	44,791	40,194
	Special Town project	Boutique Upscale Residence	752	161
	Hailrun Complex	Urban Complex	16,319	21,254
Wuxi	Love Forever	Boutique Upscale Residence	169	152
Kunming	Yishu Huaxiang	Mid-to-high Residence	79	61
Guilin	Fantasia Town	Boutique Upscale Residence	461	239
	Lakeside Garden	Boutique Upscale Residence	202,708	103,622

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

City	Project Name	Project Type	GFA Sold	Sales Amount
			(sq. m.)	(RMB 0'000)
Shanghai	Love Forever	Boutique Upscale Residence	276	125
Singapore	Love Forever	Boutique Upscale Residence	1,737	20,593
Nanjing	Hailrun Garden	Urban Complex	23,690	38,689
	Love Forever	Boutique Upscale Residence	28,166	18,100
Wuhan	Wuhan Fantasia Town	Mid-to-high Residence	40,510	33,179
	Hanzhengjie	Urban Complex	50,888	112,478
	Wuhan Jinxiu Town	Boutique Upscale Residence	170,720	102,920
	Love Forever	Boutique Upscale Residence	12,883	12,126
<b>Total</b>			<b>824,202</b>	<b>723,830</b>

**Company News**

- On 17 August in Yantian, Colour Life entered into the strategic cooperation with Qqbsmall on “parallel-import cars” under the cross-border e-commerce model. At the same time, Qqbsmall and Shenzhen Colour Life Network Service Co. Ltd. established a joint venture to integrate Qqbsmall’s experiences and Colour Life’s resources. By online and offline operation channels, the Group targets to build the largest cross-border e-commerce community platform in both the PRC and overseas.

**Fantasia Holdings Group Co., Limited**  
**Stock Code: 1777**  
**Newsletter for August, 2017**



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FANTASIA

**About Fantasia**

Founded in 1998, Fantasia was successfully listed on the Main Board of The Stock Exchange of Hong Kong in December 2009 under the stock code 1777. Having completed its business strategic layout in the upcoming era of mobile internet and customer big data, Fantasia Group has evolved into a leading financial holding group in China, with a business model driven by financial operations, anchoring on services, and supported by property development. Fantasia conducts full-range of operations and community services, covering eight major areas of value-added services in over 200 cities in mainland China, namely - financial services, Colour Life Group, property development, international commercial community services, cultural and tourism, commercial services, senior citizen services and education. So far, the Group has three publicly-listed companies - Fantasia Holdings Group (01777.HK), Colour Life (01778.HK) and Home E&E (834669.CC). It has become the world's largest residential community service operation provider.

Currently, Fantasia is progressing with its international business expansion plan and has established branches in Hong Kong, Taipei, Singapore and Tokyo as well as investing property development projects in Singapore, the United States of America and Taiwan.

It is committing to be the leading industry participant which provides a joyful, colourful and meaningful living space and experience and aims to deliver unique and inspiring living space and experience to value-oriented customers.

To learn more about the Company, please visit Fantasia's website at: [www.cnfantasia.com](http://www.cnfantasia.com)

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