



## **Fantasia Strengthens its Industry Leading Edge Aspires to become the World's Largest Integrated Community Services Operator in 2015**

(6 February 2015 – Hong Kong) **Fantasia Holdings Group Co., Limited** (“Fantasia”, or the “Company”, together with its subsidiaries, the “Group”; HKEx stock code: 1777), is pleased to announce its strategic roadmap for 2015 – it strives to strengthen its leading edges in community services. On the top of its success in residential communities, the Company will endeavour the best of its abilities in selected areas, including business communities, retail commercial communities and senior living communities, etc., striving to achieve its strategic objective of becoming the world's largest integrated community services operator within the year.

In 2014, through Colour Life Services Group Co., Limited (“Colour Life”; HKEx stock code: 1778), Fantasia completed the establishment of a residential community services operating platform. As of the end of January 2015, Colour Life provided management services to properties in excess of 210 million sq. m. in gross floor area (“GFA”) across the whole country. According to its strategic plan, Colour Life aspires to grow its community management scale to the largest in the world in 2015, while maintaining rapid growth in the number of active users of Colour Cloud, and persistently increasing its coverage of communities that accomplished standardization of information, and improving customer satisfaction and endorsement.

On 4 February 2015, Colour Life established a strategic cooperation framework agreement with Qihoo 360 Technology's Shenzhen Qihoo Jen An Smart Technology Co. Ltd., to jointly develop an integrated smart home security service system. On the same day, Colour Life also reached an agreement with Qihoo 360 Technology to extend the locked-up period for disposal of Color Life shares Qihoo 360 holds for another 12 months.

Taking reference to the model adopted by Colour Life, Fantasia establishes its business community service operating platform through Fantasia International Property, targeting at the market segment of management for high-end commercial properties and business communities. In 2015, Fantasia International Property will continue its management subcontracting and project development businesses under its asset-light business model and to expand into areas of business serviced apartments and resorts in order to establish a “Colour Life” service brand in the commercial property services segment.

Leveraging its forward-looking advantages in community services and internet-oriented thinking, Fantasia will roll out its retail commercial service operating platform via Fantasia Commercial Management Co., Ltd., focusing on putting innovative retail commercial and operating models into practice. The Company has scheduled official openings of Fantasia OMG Malls in Nanjing and Guilin within the year. Meanwhile, it also explores the asset-light retail commercial business model to develop its management service subcontracting business.

Fantasia will deliver its senior living service platform via Futainian, seeking to groom it into a role model of low-cost senior living services in China. In 2015, the Company will pursue completion of existing projects in Chengdu, Nanjing and Shenzhen. Through senior living services rendered to residential communities and urban institution, Fantasia will establish comprehensively its leading edge in low-cost senior living services. The Fantasia senior living business model, based on communities, full life-stage cycles, profession and sustainability, can be expanded to the mainstream senior market in China.

**Mr. Pan Jun, Chairman and CEO of Fantasia**, indicates that, as China enters a “new norm” of economic development, the real estate sector in China has already entered into an era of value mining in the market of property inventories. Based on the four communities, Fantasia has led a distinct path of strategic transformation into the world’s largest integrated community services operating platform. This year, the Company will focus on enhancing Fantasia’s leading position in community services in preparation of rolling out its strategic planning initiatives.

The Company will establish dedicated units to strengthen researches and exploration efforts in community services and promote its asset-light property model and industrialize model for residential properties. Fantasia aspires to become a leading company in community-finance with innovative businesses and to build its professional team through accelerating development in the education segment. Meanwhile, with improvements in asset-light operations and online community applications, such as Colour Cloud, Liberated Areas and Take a Ride, the Company will establish a solid footing in community services.

The property sector in mainland China is entering the traditional low sales season as Chinese New Year holiday is approaching. Thus, Fantasia proactively adjusted its sales pace according to market changes. The Company achieved contracted sales of RMB532 million with 76,721 sq. m. in aggregated GFA sold in January, up 215.76% and 173.31% year on year, respectively. According to forecasts by The Chinese Academy of Sciences, the property market in mainland China will improve gradually with growing sold GFA, contracted sales and selling prices of commodity housing.

On 15 January 2015, TCL Corporation, one of the Company’s major shareholders, purchased 20 million shares from the open market for HK\$16.28 million in aggregate to showcase to the capital market their strong confidence in Fantasia’s business operation, development prospects and cash flow situation.

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#### **About Fantasia Holdings Group Co., Limited**

Founded in 1998, Fantasia was successfully listed on the main board of the Stock Exchange of Hong Kong in November 2009 under the stock code 1777, with its assets amounting to over RMB35 billion. Fully completed its business strategic layout under the upcoming era of mobile internet and client database, Fantasia Group is a leading financial holding group in China, with a business model driven by financial operations, anchored on services, and supported by property development. Fantasia conducts all-rounded real estate financial operations, investments, developments, operations and community services, covering eight major areas of value-added services, namely financial services, Colour Life Group, property development, commercial community services, cultural and tourism, commercial services, senior citizen services and education.

Currently, Fantasia is progressing with its international business expansion plan by setting up branches in Hong Kong, Taipei, Singapore and Tokyo as well as investing a property development project in Singapore, the United States and Taiwan. It commits to be the leader which provides a joyful, colourful and meaningful living space and experience and aims to deliver a 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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