

Fantasia's contracted sales up 127% y-o-y to RMB669.7 million in March Business community ecosystem strategy to embracing the "Internet+" era

(8 April 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 sales updates for March 2015. 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.

On 3 March, Fantasia and its subsidiary, Colour Life Services Group Co., Limited ("Colour Life"; HKEx stock code: 1778), announced their annual results for 2014. Fantasia's revenue increased to RMB7.306 billion for the year, while the accumulated contracted sales increased to RMB10.214 billion which exceeded the annual sales target of RMB10 billion, helping it being included once again in the league of "National Real Estate Enterprises with annual sales reached RMB10 billion". Colour Life's revenue and net profit soared by 67% and 228.3%, respectively, to RMB389 million and RMB146 million. Colour Life has GFA under its management of 205 million sq.m. in aggregate and has become the largest community service operator across China.

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.

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.

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.

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.

- End -

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/

For more information, please contact:

iPR Ogilvy Ltd.

Natalie Tam / Gary Li / Peter Chan / Regina Wong

Tel: +852 2136 6182 / 3170 6753 / 2136 6955 / 3920 7648

Fax: +852 3170 6606

Email: fantasia@iprogilvy.com