

**Fantasia's contracted sales for the first 10 months achieved RMB10.3 billion,
thereby completed 86.5% of the full-year sales target
Colour Life has accelerated implementation of its ecosystem strategy again**

(7 November 2016 – 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 October 2016. Fantasia Property Group, a subsidiary of the Group, achieved contracted sales of approximately RMB858 million, with 102,404 sq.m. in aggregated gross floor area (“GFA”) sold for the month of October. For the first 10 months ended at 31 October 2016, the Group achieved contracted sales of approximately RMB10.376 billion, up 13.9% year on year, thereby completed 86.5% of its sale target for the year, with 1,100,014 sq.m. in aggregated GFA sold.

Austerity measures were seen tightened further in property markets in many regions in the country at times in the run-up to the National Day vacation. New austerity policies were introduced in property markets in twenty-one cities within a period of only nine days. Faced with the intensified macroscopic tightening efforts, Fantasia stays adhered to its strategy of prudent control of investment risk and the business philosophy of “Fantasia creates value”. Through provision of better diversity in product choices and user-friendly community services to meet core customers’ comprehensive needs on residence, commerce, office, investment and other aspects better, Fantasia is more resilient against market volatility stemming from austerity measures. In October, Fantasia’s projects situated all over the country continued to pursue stable development with transaction volumes and prices remained stable, especially in cities including Shenzhen, Shanghai, Nanjing, Dongguan, Hangzhou, Huizhou and Tianjin, etc., where Fantasia focuses on.

Mr. Pan Jun, Chairman of the Board of Directors at Fantasia said, “In October, austerity measures at the national level, marked by borrowing and purchase restrictions, intensified. These measures were exacted to tame exuberant demand in selected cities and restrain funding sources from purchaser groups which do not have owner-occupier demand. In the long run, these measures can help to stabilize market expectations considerably, and maintain stable growth of real estate market.”

In October, Colour Life accelerated implementation of its ecosystem strategy accelerated again. The Colour Life Ecosystem Changsha Station has commenced operation since 29 October, making Changsha the second location for landing of its nationwide ecosystem strategy rollout after Shenzhen. Subsequently, ecosystem projects in Shanghai, Yiyang and Shenzhen’s Dalang will commence operation one after another.

As the largest community service operator in the country covering gross area under management aggregating 360 million s.m., Colour Life is proactively rolling out its community service ecology footprint and has been establishing its unique ecosystem model based on the business, technology and finance ecologies. Incubators in the ecosystem can provide not only support and services including entrepreneurial mentors, capital, legal and financial counselling for the enterprises enrolled. Most importantly, the enterprises can have access to Caizhiyun, the platform which is open to over 2,000 communities nationwide managed by Colour Life and all property owners. This will help entrepreneurs start their businesses at low costs, but also open the window for entrepreneurs to tap the market of community retail commerce. This distinguishes Colour Life from other incubator operators, and also serves a pivotal role in bringing practical value to the entrepreneurs.

Meanwhile, Colour Life Residences under Fantasia Group are receiving widening recognition in the market. According to the latest statistics, Colour Life Residences have landed in 27 cities nationwide, signed cooperation agreements with 24 developers, and have 2,000 apartments sold. There are some 100,000 Colour Life Residence apartments with contracts signed and are ready launch in the market, with contracted area aggregating 10 million sq.m.

Mr. Pan Jun, Chairman of the Board of Directors at Fantasia explained further: "In October, Fantasia's traditional property business maintained stable growth. Apart from the accelerated development in its ecosystem strategy, Colour Life has been accelerating the rollout of its value-add business landscape, including community finance, retirement community for senior citizens, and cultural tourism, etc., seeking to establish a financial group with finance as the driver, community service as the platform, development as the tool. This aims to help all tasks to be completed smoothly in the fourth quarter, achieve the annual targets, provide high-quality products and services for clients, and create more value for investors."

As at October 31, the Company saw healthy recycling of its sales proceeds and its cash flow was abundant to meet its property development and light-asset transformation needs. Looking ahead, the Group will continue to explore and establish diversified financing channels, optimize onshore and offshore debt structures, lower capital costs and enhance financial stability and capital efficiency in order to achieve stable and sustainable development.

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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. 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 181 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

For more information, please contact:

iPR Ogilvy Ltd.

Natalie Tam / Gary Li / Peter Chan / Louise Ye / Joseph Zhou

Tel: +852 2136 6182 / 3170 6753 / 2136 6955 /3920 7654 /3920 7649

Fax: +852 3170 6606

Email: fantasia@iprogilvy.com