



## **Fantasia's contracted sales for February hit historical high**

### **Smart home living platform "LifeUp" launched to build the first smart condominium in Southeast Asia**

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(6 March 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 February 2017. Fantasia Property Group, a subsidiary of the Group, recorded a 262.54% year-on-year growth in contracted sales to RMB718 million and a 42.71% year-on-year increase in aggregated gross floor area ("GFA") sold to 106,758 square metres (sq.m.) for the month of February. In the first two months of the year, contracted sales recorded RMB1.523 billion with the contracted GFA of 220,934 sq.m.

The property market was lacklustre for the past month as the Chinese government was tightening regulations. Both supply and demand were declining. Most cities continued to record decreases in the number of transactions. However, some cities which had high housing inventory bucked the trend, and the number of transactions in some third-tier and fourth-tier cities rose because some people went back to their hometowns and bought flats there during the Spring Festival. In February, the transaction numbers were rising faster in some cities, including Tianjin, Suzhou, Nanjing, Huizhou, Wuhan and Ningbo where Fantasia had been operating its property businesses. Fantasia adhered to its proactive sales strategy by speeding up the inventory clearance and payment collection, which led to excellent performance of the Company's property projects in a number of cities.

Mr. Pan Jun, Chairman of the Board of Directors at Fantasia pointed out that China's economy would continue its downtrend in the next three years before it could hit a bottom and then rebound, and as such, the market could not be optimistic about the outlook for the real estate industry. He added, "However, the Chinese government has been loosening restrictions on initial public offerings. This has caused asset prices to decline. With these judgments on the economy and property market, Fantasia will seize opportunities by 'swimming against the current', that is, it will press on with the profit model for its community-based businesses and will keep refining it so as to transform itself into a financial holding group which is engaged in property development and management, community services and financial services for the long term."

On 23 February 2017, Love Forever Singapore, Fantasia's first overseas real estate project, launched an integrated smart home living platform called LifeUp, making the project the first smart condominium in Singapore and the rest of Southeast Asia. LifeUp's smart home living features facial recognition, car plate recognition, smart biometric door lock and smart payment, etc. Unlike any other similar applications, LifeUp is the first comprehensive application to integrate smart home living, smart communities and smart payments. The app is aimed at making lives more convenient with 100 percent of its features dedicated to serving residents' basic needs.

On 22 February 2017, Colour Life Services Group Co., Limited (HKEx stock code: 1778), a subsidiary of Fantasia, signed a strategic cooperative agreement with China Real Estate Development Union Investments. This mutually beneficial cooperation is based on the concept of "sharing resources" and "piloting the scheme". The move was aimed at exploring a wide range of possibilities of the property operations through a comprehensive, strategic partnership in the property sector. In addition to the cooperation in the development of real estate projects, sales, investment, property management, the two parties will jointly undertake the "colour life property", which is a property project of strategic significance. In view of the general downtrend in China's real estate industry, the business model of "colour life property" is undoubtedly an effective way to clear inventory, bring back welfare to the home buyers and also to ensure the quality of the after-purchase services.

In February, Mr. Deng Bo, Assistant President of Fantasia (China) said, "In recent years, Fantasia has been providing community-based services and products for owners, and it also proposed the "community +" strategy which is aimed at satisfying the customers' needs throughout the human life cycle with community-based services. In the future, apart

from the basic property business, Fantasia will be developing community finance, community-based commercial properties, community-based cultural tourism and community-based residential properties. Fantasia will continue to promote community-based services and products and make the community-based business larger and stronger as it aspires to become a leading financial holding group that serves the needs of community development by 2020.”

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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](http://www.cnfantasia.com)

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