



**Fantasia achieved contracted sales of RMB5.053 billion for first half of 2017**

**Fantasia and Colour Life awarded titles of “High Quality China Real Estate Developer” and “One of Top 100 China Property Service Providers” respectively**

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(5 July 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 June 2017. Fantasia Property Group, a subsidiary of the Group, sold properties with an aggregate of 77,890 square metres (sq.m.) in gross floor area (“GFA”) and recorded contracted sales of RMB731 million in the month. From January to June 2017, Fantasia Property Group sold properties with an aggregate of 641,441 sq.m. in GFA, which was 43.09% more than in the same period of last year. The accumulated contracted sales rose by 5.04% year on year to RMB5.053 billion. For the first half of the year, the Group completed 33.7% of its full-year contracted sales target of RMB15 billion.

During the first half of 2017, growth in China’s property market was stabilizing after the government had adopted market control measures three times. Some professionals of the property sector predict that “a year of deep adjustment and improvement” of the property market will begin in the second half of 2017. A breakdown of Fantasia’s sales performance from January to June shows that sales in third- and fourth-tier cities continued to grow and that the overall performance indicated steady growth in sales volume at stable prices. The Group continued to maintain good sales performance in the core cities such as Chengdu, Wuhan, Guilin and Huizhou. Significant month-on-month growth was recorded in contracted sales at its projects in those cities, including Longnian Plaza in Chengdu; Fantasia Town, Jinxiu Town and Love Forever in Wuhan; Jiangshan Hui in Dongguan; Meinian Plaza in Tianjin; and Special Town in Huizhou. The average selling price (“ASP”) of RMB9,385 per sq.m. was recorded in June. The Group also maintained steady month-on-month growth in overseas markets such as Singapore.

On 12 June 2017, Fantasia won the “High Quality China Real Estate Developer” award from a committee which consisted of representatives of the Hong Kong Institute of Financial Analysts and Professional Commentators Limited and seasoned stock commentators. The winner of the prestigious award had been assessed by such criteria as performance in operation and management, market development and innovative services. Property market experts were optimistic about stocks engaged in China’s real estate development. They expressed the opinion that such stocks were undoubtedly the best choice for investors because they could capitalize on the country’s Belt and Road Initiative and the development of “Guangdong-Hong Kong-Macau Great Bay area”.

**Colour Life wins awards for property services again, with its operating model of “taking charge of property projects’ development through minority stakes” as the focus of attention in the industry**

The subsidiary of the Group, Colour Life Service Group Limited (01778.HK) (“Colour Life”), which is the first listed community service provider in China, has become an increasingly influential player in the traditional property management industry by providing its business partners with access to its service platform and technical support. Colour Life’s operating model of “taking charge of property projects’ development through minority stakes” has also become the focus of attention in the conventional property management industry. Such operating model has facilitated the transformation of the entire industry and the development of Colour Life. According to statistics from a research institute, the area covered by Colour Life’s online community platform has reached nearly 1 billion sq.m. as of June 2017, which is three times the area covered by Colour Life’s conventional property management. According to information announced by Colour Life, the area covered by the company’s online community platform reached 769.5 million sq.m. as of December 31, 2016, and the number of registered users of Caizhiyun exceeded 3 million.

At Chongqing Guibo, a property project as an example, Colour Life enhanced the basic infrastructure based on the community’s character with the help of internet. For instance, it improved the access control, and upgraded and

computerized the car parking system with big data to make the service more convenient. It also introduced Caizhiyun, Colour Life's online community platform, into the property project, and positioned the service area of Lanzhou Chengguan as a "micro-business circle" for home owners and users. The move allows the home owners to enjoy the same platform service as that used by the home owners at Colour Life's other property projects. This enables the home owners to pay bills, lodge complaints and place order for repair online, unifies the online and offline services and allows frequent exchange of information between the home owners and the property firms.

All the business partners of Colour Life in property projects that the company operates through minority stakes are leading companies in the areas where such projects are located. Such business partners include state-owned property firms and top real estate companies in the private sector, and they have already established good reputation in infrastructural services. In their cooperation, Colour Life and the business partners have been able to realize the "Internet +" transformation and implement the asset light business model through the Caizhiyun platform. Some property sector experts have estimated that the continued recruitment of business partners and the development of the operating model of running property projects through minority stakes will greatly boost the growth of the ecosystem of businesses based on the communities at the property projects. The introduction of more and more resources into such property projects will put Colour Life community service on a "fast line" in its development. As a result, the Colour Life Group will be well-positioned to lead the industry in the transformation of mainland China's community service.

On 16 June 2017, Colour Life won the "Top 100 China Property Service Providers" award (for nine years in a row) from China Index Academy at the "2017 Top 100 China Property Service Enterprises Research Conference and the 10th Top 100 China Property Service Entrepreneur Summit". Colour Life also won the titles of "One of the Top 10 China Property Service Enterprises in Comprehensive Strength", "Top 10 China Property Service Enterprises in Scale of Service", "2017 Top 100 China Property Service Enterprises in Customer Satisfaction", "Top 10 China Property Service Enterprises in Business Growth" and "2017 Leading Provider of Property Service with Characteristics in China in the category of intelligent community".

### **Linlile completed "round A" of financing, with its business model recognized by the capital market**

Shenzhen Qianhai Linlile Technology Services Co., Ltd. ("Linlile") is a high-tech internet company engaged in the development and operation of community service platform. It is a wholly-owned subsidiary of Fantasia Holdings Group (01777.HK). Linlile aims to become the connector for millions of communities in China, by connecting home owners, properties and businesses in the area and developing a community service platform that integrates services vertically for communities. This will enable the so-called "business-to-consumer" sales and services. Currently, Linlile has covered more than 100 million sq.m. in 40 cities and nearly 2,000 communities, serving a million families with more than 300 million users, of which nearly 100 million are active users.

In June 2017, Linlile successfully completed the round A of financing, raising several tens of million Chinese yuan. The successful completion of the financing indicates that its internet platform business model is fully recognized by the capital market. Linlile and Tuandaiwang Group will develop their businesses together with the focus on the community services. Linlile has obtained financing despite adverse conditions of a capital market, and aims to serve the community economy by creating an internet-enabled service platform which adopts the business model that combines communities, technologies and finance.

Some professionals in the property sector said that Tuandaiwang Group's strategic investment in Linlile's unique business model meant that Linlile was ready to integrate financial services of professional standards into its operations, marking the introduction of consumer finance into communities, the realization of value-added businesses on the online community platform, and the innovative, cross-industry integration.

### **In-depth data survey on community relations. China Community Thermometer 2.0 was launched in Chengdu**

"Community Thermometer" (社區溫度計) was developed by Institute of Social Service (搜社社區服務發展研究院), which was jointly established by Fantasia Group, Colour Life Services Group, Worldunion, Dataway, Zhongguancun Big Data Industry Alliance and CPMI. "Community Thermometer" is a programme that studies the developments and

trends of cities, communities and neighbourhoods. The areas of the study include the current situations of the communities, household activities and behaviours through community's big data, daily property operation and management, and internal and external data transmission. Through "Community Thermometer", Institute of Social Service will monitor the developments of the communities, and quantify and reflect the situations of the communities so as to provide solutions to their social issues.

The development of the "Community Thermometer 2.0" in China is based on the 1.0 version. It is aimed at fostering the communities' vitality, reconstruct the relationships between people, human beings and the nature, human beings and their creations, so as to establish close connections within communities. Community spaces, users, and the types of relationships mentioned above will be linked in a closed loop of an ecosystem. This will give a strong support to Fantasia's "Community +" strategy.

Mr. Pan Jun, Chairman of Fantasia, said, "In 2017, Fantasia will continue to develop its online service platform for communities with the highest customer loyalty in China, and will build up its "Community +" business system. Fantasia now provides eight major types of value-added services for communities in 165 cities in mainland China, including financial services, Colour Life Residence services, property development, operation of commercial properties for international business and tourism, cultural tours of communities, commercial property management, elderly care and education in communities. We aspire to become a leading integrated residential community service provider in the world."

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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 for communities, Colour Life Residence services for communities, property development, operation of commercial properties for international business and tourism, cultural tours of communities, commercial property management in communities, elderly care and education in communities. 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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