



**Fantasia's August contracted sales accelerated
"Jiatianxia" product line for smart communities officially launched**

(5 September 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 August 2017. Fantasia Property Group, a subsidiary of the Group, sold properties with an aggregate of 89,046 square metres (sq.m.) in gross floor area ("GFA") and recorded contracted sales of RMB1.483 billion in the month. From January to August 2017, Fantasia Property Group sold properties with an aggregate of 824,202 sq.m. in GFA. The accumulated contracted sales reached RMB7.238 billion. For the first eight months of the year, the Group completed 48.3% of its full-year contracted sales target of RMB15 billion.

Fantasia still achieved most of its sales in such cities as Chengdu, Guilin, Wuhan and Nanjing in August. The Hanzhengjie project in Wuhan was well received by the market, and contributed to more than RMB1 billion in contracted sales. Year-on-year growth was maintained in the August contracted sales at Love Forever in Singapore, Special Town project in Huizhou, Grande Valley in Chengdu and JiangshanHui in Dongguan. In August, the average unit price in contracted sales reached RMB16,654/m², and the overall contracted sales reached 1.483 billion, which represented a significant month-on-month increase and accelerated growth. The Group is confident to achieve its full-year contracted sales target.

Revenues from businesses with asset-light business model accounted for over 40% of the total, and "Community+" ecosystem of businesses yielded significant benefits

As a pioneer of the business transformation in the industry, Fantasia's businesses with asset-light business model in the first half of 2017 achieved great performance, especially for its subsidiary, Colour Life Service Limited ("Colour Life", HKEx stock code: 1778). The revenue at Colour Life in the first half of 2017 reached RMB747 million, representing an increase of approximately 30% compared with that for the same period of 2016, while the gross profit margin improved from 44.28% for the first half of 2016 to 45.48% for the first half of 2017. The Group's subsidiary Home E&E (Stock code: 834669.OC) covered 38 major cities nationwide and achieved operating profit of RMB49 million in the first half of 2017. As to the business of providing financial services for communities, the number of registered users of "Qian Sheng Hua", an online financial platform of the Group, increased by 445,400, and the investment in that business totalled RMB4.092 billion. The financial leasing business of Heying also recorded a total contract value of over RMB400 million in the first half of 2017. Moreover, Fantasia Commercial Management has undertaken more than 30 commercial property management projects in such provinces as Tibet, Jiangxi, Jilin, Jiangsu, Sichuan, Zhejiang, Guangdong, Hunan and Guizhou.

Mr. Pan Jun, Chairman of the Group said, "As a community-based integrated service operator, Fantasia must develop together with the community-based services industry. Under the Group's 'community+' strategy, the eight major businesses within its ecosystem pursue cross-industry integration and the consolidation of key resources so as to provide comprehensive services for customers throughout a human life cycle. In the future, we will continue to build up our 'community-based services platform', 'smart communities' and 'community-based payment system' to enhance the value of the Group's assets and to become a leading community-based services operator."

Fantasia launched new products under "Jiatianxia" to create new operating system for smart communities

The event "Fantasia Strategically Entering the Eastern Region and Product Launch under 'Jiatianxia' for Smart Community" was held at InterContinental Shenzhen on 30 August. "Jiatianxia" is a brand under which Fantasia first markets its community-based property projects that embody the concept of "environmentally-friendly production, smart homes, personalized interior decoration and customized services" in the east of Shenzhen. The first project of this kind is a coastal luxurious complex with gross floor area of 330,000 square meters, a plot ratio of 2.65 and a greenery coverage ratio of over 40%. It is positioned as a new type of township with low-density residential area in Dapeng New District. The flats there are mainly 89 to 121 square metres in area. The properties of the complex consist of four slab-type apartments with two elevators on each floor. The flats are installed with windows in their southern and northern aspects. Their western aspect is dominated by mountain and sea. As a new type of property project in Fantasia's smart communities, the complex comprises 38,000 square meters of shopping area and 12 types of spaces for different living styles with 66 criterion taken into consideration. The project is scheduled to be launched in the second half of 2017.

During the presentation at the event, Mr. Pan Jun, Chairman, Executive Director and Chief Executive Officer of Fantasia Holdings Group Co., Limited delivered a scintillating speech, explaining Fantasia's vision of an ideal community. He also introduced the new type of smart communities under Fantasia's "Jiatianxia" brand.

Property projects under "Jiatianxia" intend to meet the needs of the users living in communities, and belong to the first type of smart communities which are based on the concept of "environmentally-friendly production, smart homes, personalized interior decoration and customized services" under the construction industry 4.0. In terms of hardware, such smart communities will provide green residences and smart homes for a number of users. In terms of software, it adds a human touch to the community-based services according to the needs of users. It combines the "Community +" strategy and community users' big data through the community-based O2O business model, integrating finance, education, culture, tourism and elderly care into community services. This enables Fantasia to build on its four main community-based operations such as home care community, business service community, commercial community and elderly care community by developing community-based financial services, education, cultural tourism and community. This can facilitate the development of communities in various aspects. Fantasia will launch the following representative smart communities in the second half of 2017, namely Shenzhen Jiatianxia (深圳家天下), Chengdu Jiatianxia (成都家天下), Chengdu Xiangmendi (成都香門第) and Suzhou Xingfu Wanxiang (蘇州幸福萬象), etc.

Mr. Pan said that there was good interaction among Fantasia's four main community-based platforms and they kept innovating their products. For example, products such as Colour Wealth Life Value-added Plan, Colour Life Residential and personalized tourism had yielded excellent results. He also said that Fantasia was different from most other enterprises because it paid more attention to community-based services and customized products according to customers' needs. The results proved that the move had led to rising customer loyalty. From 2011 to 2016, Fantasia was shifting its business model from the asset-heavy one to the asset-light one. Presently, Fantasia has built up the scale of its businesses with asset-light business model and seeks to combine its businesses that have asset-light business model and those that have asset-heavy business model so as to add value to its products and enhance them. This is aimed at satisfying the customers' needs. This is what sets Fantasia apart from its competitors in the industry. Fantasia endeavours to serve the community through smart technology in order to meet customers' needs in different aspects, and to provide comprehensive services for customers throughout a human life cycle. As a human-oriented corporation, Fantasia dedicates itself to providing the best services to families in communities so as to add the human touch to its relationships with the customers.

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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

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