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FANTASIA

## **Fantasia's contracted sales for the first quarter of 2018 rose by over 60% year on year to RMB4.545 billion**

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### **Colour Life launches community-based service platform "Cai Hui Rensheng"**

(6 April, 2018 – 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 March 2018. Fantasia Property Group, a subsidiary of the Group, sold properties with an aggregate of 166,053 square metres (sq.m.) in gross floor area ("GFA") and recorded contracted sales of RMB1.521 billion, which represented a year on year growth of 17.98%. For the first three months of 2018, the Group sold properties with an aggregate of 466,943 sq.m. in GFA. The accumulated contracted sales during the period grew by 61.65% year on year to RMB4.545 billion, which means accomplishment of 15.15% of the full-year contracted sales target of RMB30 billion.

### **Contracted sales increased by 17.98% year on year to RMB1.521 billion in March**

In March, property transactions in China grew year on year and month on month, and first-tier cities, in particular, recorded significant growth. However, the overall growth in sales at the country's property development companies slowed down on the back of the provincial and municipal governments' firm measures to regulate the property market. There was a boom in land transactions, which increased year on year and month on month. However, the average transaction price decreased by more than 20% month on month.

Fantasia's contracted sales totalled RMB1.521 billion in March and they grew by 61.65% year on year to RMB4.545 billion for the first three months of 2018, which represented a new high in quarter-on-quarter sales growth. The projects of Shenzhen Pair Life, U Hotel Cheng Du and Hefei BaoLi & Fung were launched in March, and they together contributed approximately RMB430 million to the Group's contracted sales. In particular, Hefei BaoLi & Fung recorded encouraging results in sales performance, with the average selling price reaching RMB 19,000 per sq.m.

To drum up home buyers' interest in the Xin Chengshi Huayuan property project in Shenzhen, the Group restructured the sales teams of the sister companies which were responsible for the project and reformed the mode of sales. As a result, the project's contracted sales grew significantly month on month to nearly RMB135 million. Also, the sales performance of some projects such as Chengdu "Wisdom City", Xiang Men Di, Jiatianxia and Guilin Lakeside Eden have been satisfactory since the beginning of 2018. Fantasia also recorded maintained steady sales growth in other key markets of central and southern China.

### **Equal emphasis on asset-light and asset-heavy business models yielded remarkable results**

On the evening of 19 March, Fantasia announced its annual results for 2017. The accumulated contracted sales grew by 65.2% to RMB20.164 billion, far exceeding the Group's annual sales target of RMB15 billion. The properties sold by the Group under contracts in GFA increased by 44.1% to 1,909,998 sq.m. During the annual results presentation held on 20<sup>th</sup> March, Mr. Pan Jun, Chairman of Fantasia announced the Group's annual sales target of RMB30 billion for 2018. He also stated that the Group aimed for an annual sales target of RMB100 billion by 2020 and aspired to become a major property developer.

Pan Jun said that, in 2018, Fantasia would actively participated in urban renewal, especially that in the Guangdong-Hong Kong-Macau Greater Bay Area. The Group will coordinate its old town redevelopment projects there to ensure its market leadership in the Greater Bay Area. Presently, Fantasia has nearly 40 projects in the pipeline with GFA of nearly 10 million square meters to be sold under contracts in the Greater Bay Area, with potential sales value of RMB200 billion. Having developed Shenzhen's property market for 20 years, Fantasia has a first-mover advantage.

It has also built comprehensive facilities for community services, fostered talents of urban renewal, and developed a model for development for each of its businesses of elderly care and the development and management of commercial and industrial properties.

Colour Life, a subsidiary of Fantasia, recorded an operating income of RMB1.629 billion, which represented an increase of 21.4%. The revenue from its value-added service business grew by 76.5% to RMB277 million. As at 31 December 2017, the combined gross floor area of the properties covered by Colour Life's services grew by 40.9 million sq.m. to 440 million sq.m. while the total number of communities covered by its services increased by 45 to 2,384. The value-added service business recorded a gross profit margin of 82.0%, and contributed to 42.9% of Colour Life's segment profit as the second largest source of revenue and profit.

### **Colour Life stepped up the construction of a beautiful community by starting the platform of "Cai Hui Rensheng"**

On 31 March 2018, the "Gather and Empower - Create a Better Community Life 2018 in Chengdu, China" summit was held at Chengdu Marriott Hotel Financial Centre. The event was jointly sponsored by China Property Management Institute, National Business Daily and Colour Life Service Group.

During the summit, Tang Xuebin, the CEO of Colour Life Services Group Co., Limited, pointed out that the fees for property management could hardly sustain the survival of the traditional property management companies. He said that if a community-based service company wanted to become an independent operation, it had to develop an ecosystem of businesses that serve a smart community. Such services will suit people's consumption habits and meet their demand. Such a community-based service company will also have to integrate its online and offline community-based services, and enhance its value-added services, instead of trying to overcome the difficulty of its development by offering basic services at lower prices that can compromise the quality.

At the end of the summit, Colour Life held a grand opening for its community-based service platform, "Cai Hui Rensheng". "Cai Hui Rensheng" is aimed at promoting a new lifestyle among communities. Leveraging the basic property services' advantage of proximity to end users, "Cai Hui Rensheng" allows community owners to log in through Colour Life's online community, Caizhiyun, to obtain its services and to buy products with the "Cai Hui Rensheng" label. The home owners will thus be able to "Earn property management fee through Caizhiyun".

Through the introduction of the most advanced technology, big-data technology and the consolidation of socio-economy and human resources, Cai Hui Rensheng closely combined the characteristics of the communities. By providing home owners with smart, thoughtful and customized products and services with enhanced efficiency for transaction, Cai Hui Rensheng can help to boost the communities' economy. Cai Hui Rensheng will be developed into a community-based service platform that can provide a wide range of products and services for home owners and other end users with quality assurance and a human touch.

The business model of Colour Life has been reshaping the traditional economy of our communities. Colour life is no longer just a "property management company", but is a corporation that regards properties as a springboard to the formation of a "service platform" for all the industries, organizations and individuals in the ecosystem of community-based businesses.

Mr. Pan Jun, Chairman of Fantasia said, "Colour Life has maintained its leading position in the industry since its listing in Hong Kong in 2014. It has aroused the capital market's interest in the transformation of the real estate sector which, in turn, triggered off a wave of initial public offerings of property firms. Colour Life has been visionary and, at the same time, humble enough to learn from the developments in its business, including the enhancement of the quality of its community-based services, the development of its online service platform for communities, the formation of the ecosystem of businesses for intelligent communities, and the development of both itself and its business partners in projects in which it has minority equity stakes."

As one of the world's leading community-based integrated service operators, Fantasia has taken great efforts to understand the users' needs and wants and has dedicated itself to providing home owners with a wider choice of

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community-based services and products with a human touch. Pan Jun emphasized that Fantasia had to grow together with the community service industry and make every effort to create a "community +" ecosystem of businesses as an organic whole.

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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 strategic plan for business development 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 a 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 making good progress with its international business expansion plan and has established branches in Hong Kong, Taipei, Singapore and Tokyo. It has invested in property development projects in Singapore, the United States of America and Taiwan.

It is committed to providing a joyful, colourful and meaningful living space and experience as a leading industry participant 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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