



## **Fantasia's contracted sales for the first 5 months of 2018 rose by over 93% year on year**

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### **Colour Life forges ahead with development of both online and offline businesses**

(5 June, 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 May 2018. Fantasia Property Group, a subsidiary of the Group, sold properties with an aggregate of 221,238 square metres (sq.m.) in gross floor area (“GFA”) and recorded contracted sales of RMB2.006 billion, which represented a significant year-on-year growth of 188.68%. For the first five months of 2018, the Group sold properties with an aggregate of 885,745 sq.m. in GFA. The accumulated contracted sales during the period grew by 93.17% year on year to RMB8.349 billion, which means accomplishment of 27.83% of the full-year contracted sales target of RMB30 billion.

#### **Contracted sales continue to hit record high**

In May, Fantasia achieved contracted sales of RMB2.006 billion, which represented a year-on-year increase of 188.68%. Both the value and growth rate of the monthly contracted sales hit record highs. The contracted sales for the first five months of 2018 also grew significantly by 93.17% to RMB8.349 billion, continuing the momentum of high growth since the beginning of this year. Some of the Group's property projects such as Xiangmendi and Jiastianxia in Chengdu, and Baolifeng in Hefei recorded extraordinary contracted sales of RMB600 million, RMB410 million and RMB220 million respectively. Yunding Mansion in Ganzhou and Sports Town in Shijiazhuang recorded growth rates of close to 50% and 100% respectively. In addition, Lakeside Eden in Guilin and Meinian Plaza in Tianjin also achieved outstanding sales performance.

#### **Fantasia has won the industry's recognition for its steady development**

In 2018, Fantasia has been awarded the titles of one of the top 100 real estate companies and of one of the top 100 listed companies. The accolades have represented the industry's high praises for the Group's overall strength. On 16 May, Fantasia Holdings (01777.HK) was honoured with the title of one of the “Top 100 China Real Estate Listed Companies” at the “2018 Top 100 China Real Estate Listed Companies Summit”. The event was co-organised by EH Consulting and China.org.cn in Beijing. Fantasia was also awarded the Certificate of Excellence of the HKIRA's 4th session of Investor Relations Awards 2018 held by Hong Kong Investor Relations Association on 21 May. In addition, at the “2018 China Real Estate Listed Companies Results Evaluation Presentation” held on 25 May in Shenzhen, Fantasia Holdings (01777.HK) was included in the list of the “Top 100 China Real Estate Listed Companies in Overall Strength” again and ranked 73rd on the list.

During Fantasia's Annual General Meeting held on 29 May, Mr. Pan Jun, Chairman of Fantasia, said, “Fantasia has already acquired a sufficient land bank to support its development for three years. In 2016 and 2017, the Group acquired a quality land bank to enable it to meet the sales targets for the coming three years. The Group has recently been working to clear the housing inventory.

#### **GTJA upgraded Colour Life's rating to “Buy” and revised up the target share price to HK\$8**

Guotai Junan Securities Co., Ltd. has published a research report on Colour Life, stating that it will expand the GFA covered by its property management contract and those through cooperation by providing its services, which will be accompanied by accelerating growth in revenue from value-added services. The GFA covered by the property management contracts is expected to increase by approximately 60 million sq.m. each year during the period from 2018 to 2020. The area covered by property management contracts through cooperation will increase at a CAGR of 11.5% during the period from 2018 to 2020. Colour Life can expect to enjoy consistent growth in revenue with

improved gross profit margin. During the years 2017 to 2020, revenue from property management services is estimated to increase at a CAGR of 37.2% and revenue from engineering services is likely to continue to grow steadily. During the period from January to October 2017, Wanxiangmei recorded net profit of approximately RMB235 million. Guotai Junan upgraded Colour Life's rating to "Buy" and revised up the target price to HK\$8.

### **Colour Life innovated the co-management model for communities; "Cai Hui Rensheng" benefits the merchants, home owners and property management companies**

"Cai Hui Rensheng" is a Caizhiyun-based community service platform, aiming at enabling the home owners to "Earn property management fee through shopping on Cai Hui Rensheng". Since it was launched on 31 March 2018, "Cai Hui Rensheng" has been accessible to more than 6,000 communities under Colour Life's management, and the volume of daily online orders has been growing by 10% per day. "Cai Hui Rensheng" has gained the recognition from home owners as a property management fee earning platform in the form of online shopping.

Tang Xuebin, the CEO of Colour Life, said that the products selected by "Cai Hui Rensheng" are all standardized products that meet the home owners' daily needs. From placing orders to delivering, the whole B2F procedure is traceable and under supervision. And collecting the home owners' reviews through visits to the communities is also part of Colour Life community staffs' work.

Colour Life has carried out the regional marketing campaigns of "Cai Hui Rensheng" in thousands of communities in Shenzhen, Shanghai, Chengdu and Shenyang, etc. "Cai Hui Rensheng" not only saved the expenditure on property management fee for home owners, but also improved the relationship between the property management firm and its owners, and improved the management fee collection rate in order to create a more harmonious environment in communities. At the same time, "Cai Hui Rensheng" provided the channels for the products to gain more market share in the communities. Without the existence of middleman, the merchants can provide the products directly to families at lower costs. Considering the huge amount of user traffic on the platform and significant potential in the community market, the merchants are willing to offer more benefits to home owners, including a rebate in the form of property management fee. This arrangement has thus benefited the merchants, home owners and property management companies. "Cai Hui Rensheng" has helped to defuse the tension between the property managers and the home owners.

The community's economy and culture can only flourish and grow after conflicts are eliminated in the community. This can also enhance the sense of belonging among the residents and managers of the community.

Under its "community +" strategy, Fantasia will not only rely on the management fee for income but will also generate income through community-based value-added services. The neighbourhood can be likened to a hardware, while the community can be likened to a software. As the world's leading provider of community-based integrated services, 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 community-based services and products with a human touch.

Fantasia has to grow together with the community service industry, make every effort to create a "community +" ecosystem of businesses as an organic whole, and provide its community members a fun and interesting living environment and experience.

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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

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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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