



FANTASIA  
花樣年

**Fantasia Holdings Group Co., Limited**  
**花樣年控股集團有限公司**

**Stock code: 1777**

**2013 Interim Results Presentation**

**August 2013**

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## Section

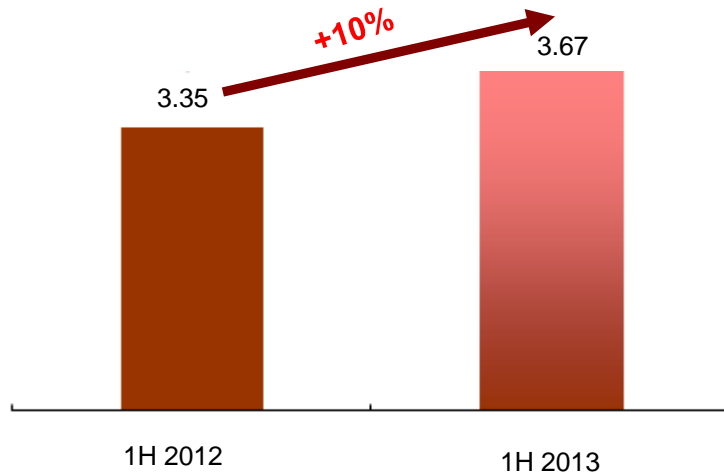
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1. **1H 2013 Results Overview**
  2. 1H 2013 Business Review
  3. Market Outlook and Corporate Strategy
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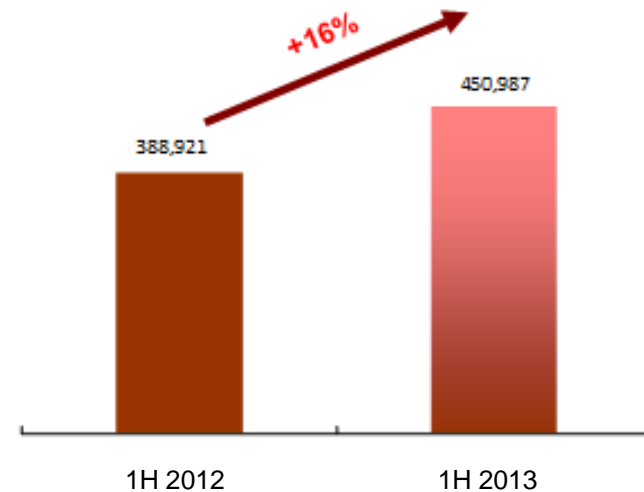
## Steady Growth in Contract Sales

- Contract sales area for 1H 2013 reached 450,987 sq.m., recorded YoY growth of 16%;
- Contract sales for 1H 2013 reached RMB3.67 billion, recorded YoY growth of 10%;
- Realized sales target for first half year

**Contract Sales**  
(RMB billion)



**Contract Sales Area**  
(sq.m)



## Steady Profitability

### ■ Steady profitability

- Gross profit margin: 37.5%
- Net profit margin: 11.5%
- EPS: RMB0.06

### ■ Financial position

- Cash on hand: RMB4.2 billion
- Net Gearing Ratio: 90.7%

### ■ Senior Note Insurance

- USD 0.25 billion 10.75% due 2020 in Jan.2013
- RMB1 billion 7.875% due 2016 in May.2013

## Steady Profitability

RMB mn	June 30		Change %
	2012	2013	
Revenue	1,205	2,751	128.3%
Gross Profit	503	1,030	104.8%
EBITDA <sup>(1)</sup>	252	807	220.2%
Net profit	201	317	57.7%
EPS(RMB)	0.04	0.06	50.0%
Gross Profit margin	41.7%	37.5%	(4.2pts)
EBITDA <sup>(1)</sup> margin	20.9%	29.3%	8.4pts
Net profit margin	16.7%	11.5%	(5.2pts)

(1) Excluding profit attributed to revaluation of investment prosperities

## Healthy and Steady Financial Position

RMB mn	31 Dec 2012	30 Jun 2013	Change %
Cash <sup>(1)</sup>	3,496	4,200	20.1%
Non-restricted cash	2,788	3,595	28.9%
Total assets	24,527	28,785	17.4%
Short-term debt	2,452	2,981	21.6%
Long-term debt	5,429	7,865	44.9%
Total debt	7,881	10,846	37.6%
Shareholders' equity	6,601	6,797	3.0%
Total debt over total assets ratio	32.1%	37.7%	5.6pts
Net gearing ratio	66.4%	90.7%	31.4pts

(1) Including bank balance and cash and restricted bank deposit

## Section

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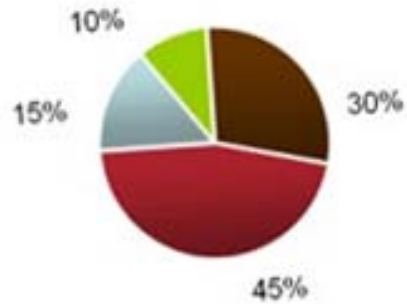
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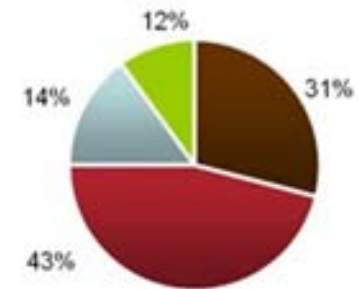
## Increasingly Diversified Revenue and Enhanced Sales Contribution from Multi-regions

### Contract sales breakdown: by region

1H 2012



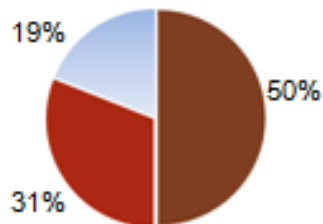
1H 2013



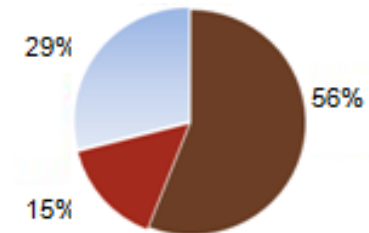
■ Chengdu-Chongqing ■ The Pearl River Delta  
■ The Yangtze River Delta ■ Beijing-Tianjin

### Contract sales breakdown: by product

1H 2012



1H 2013



■ Urban Complexes  
■ Boutique Upscale Residences  
■ Mid-to-high End Residences

## Strategic Project Planning and Execution

### 1H 2013 Newly Commenced Projects

City	Project	Product Category	GFA (sq.m)
Huizhou	Fantasia Special Town	Mid-to-high End	149,981
Guilin	Fantasia Town	Urban complex	298,619
Guilin	Lakeside Eden	Boutique Upscale	206,788
Chengdu	Long Nian International Center	Urban complex	145,113
Chengdu	Grande Valley	Boutique Upscale	26,000
Chengdu	Meinian International Plaza	Urban Complex	72,972
Suzhou	Fantasia Special Town	Boutique Upscale	136,485
Suzhou	Hailrun Complex	Urban Complex	170,309
Tianjin	Love Forever	Boutique Upscale	31,611
<b>Total</b>			<b>1,237,877</b>

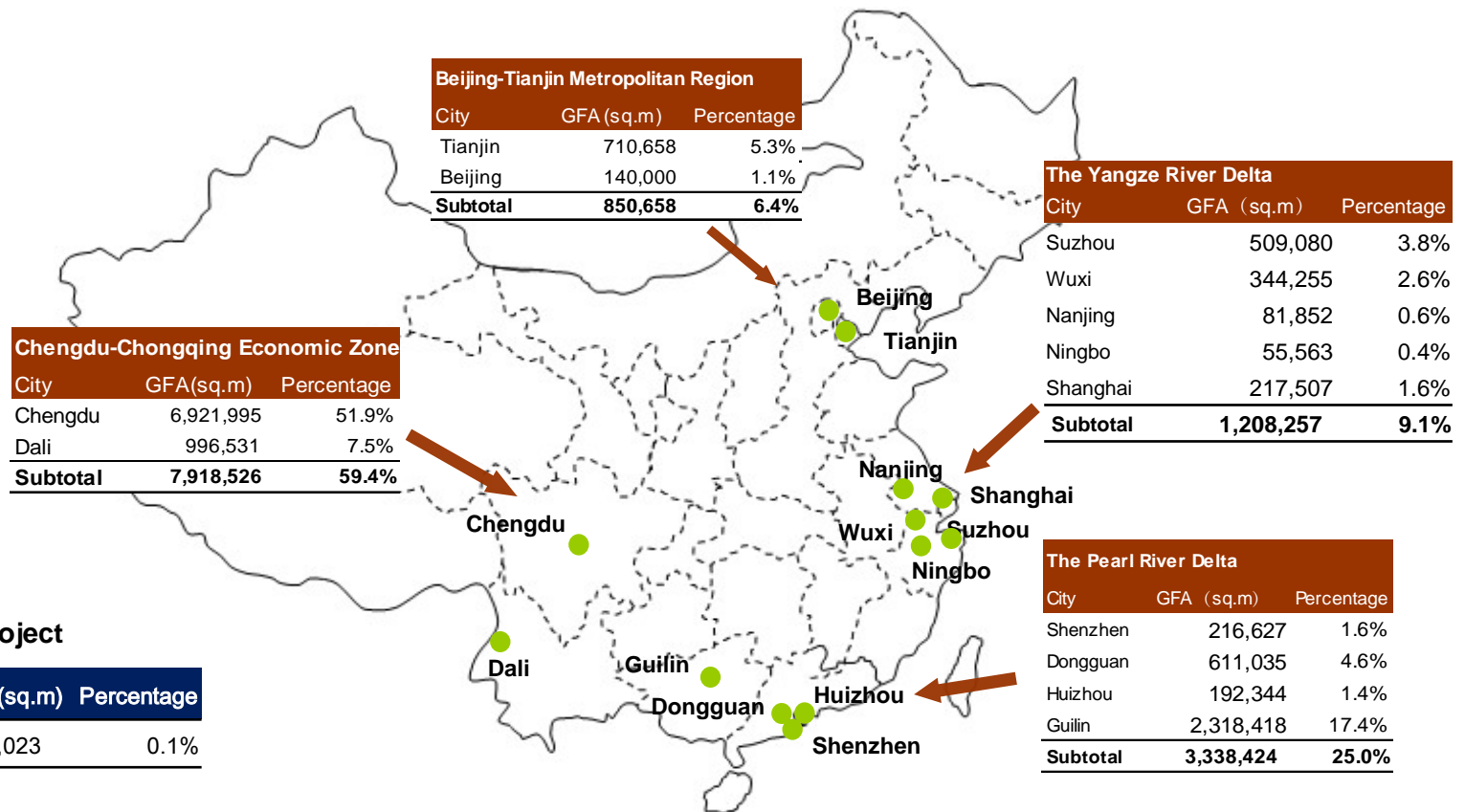
## Strategic Project Planning and Execution

### 1H 2013 Completed Projects

City	Project	Product Category	GFA (sq.m)
Dongguan	Wonderland	Boutique Upscale	75,557
Guilin	Fantasia Town	Urban complex	108,656
Dali	Art Wisdom	Mid-to-high End	77,408
Nanjing	Yuhuatai Project	Urban complex	94,774
Suzhou	Lago Paradise	Boutique upscale	24,871
<b>Total</b>			<b>381,266</b>

# High Quality Land Bank: prudent investment and operations

Land bank spanning four major regions and 13 core cities of high strategic importance



## High Quality and Low Cost Land Bank

### Land bank with use right

City	Project	GFA (sq.m)	Product Category	Avg.Cost (RMB/sqm)
Shenzhen	Zhizhou Building Project	77,500	Urban Complex	2,754
	Nanshan TCL Project	39,587	Urban Complex	7,970
Suzhou	Hailrun Plaza	290,309	Urban Complex	2,271
	Lago Paradise	169,525	Boutique upscale	1,522
Singapore	Ultra Mansion	13,023	Boutique upscale	56,111
Huizhou	Fantasia Special Town	472,269	Mid-to-high end	423
	Love Forever	138,766	Mid-to-high end	312
Donguan	Wonderland	192,344	Boutique upscale	934
Guilin	Lakeside Eden	1,687,524	Boutique upscale	393
	Fantasia Town	630,894	Mid-to-high end	393

### Land bank with framework agreement

City	GFA (sq.m)	Product Category	Interest
Nanjing	81,852	Urban Complex	100%
Shanghai	38,000	Boutique upscale	100%
Chengdu	3,364,599	Mid-to-high end	100%
Dali	996,531	Mid-to-high end	100%
Shenzhen	99,540	Urban Complex	100%
Suzhou	49,246	Hotel	100%
<b>Total</b>	<b>4,629,768</b>		

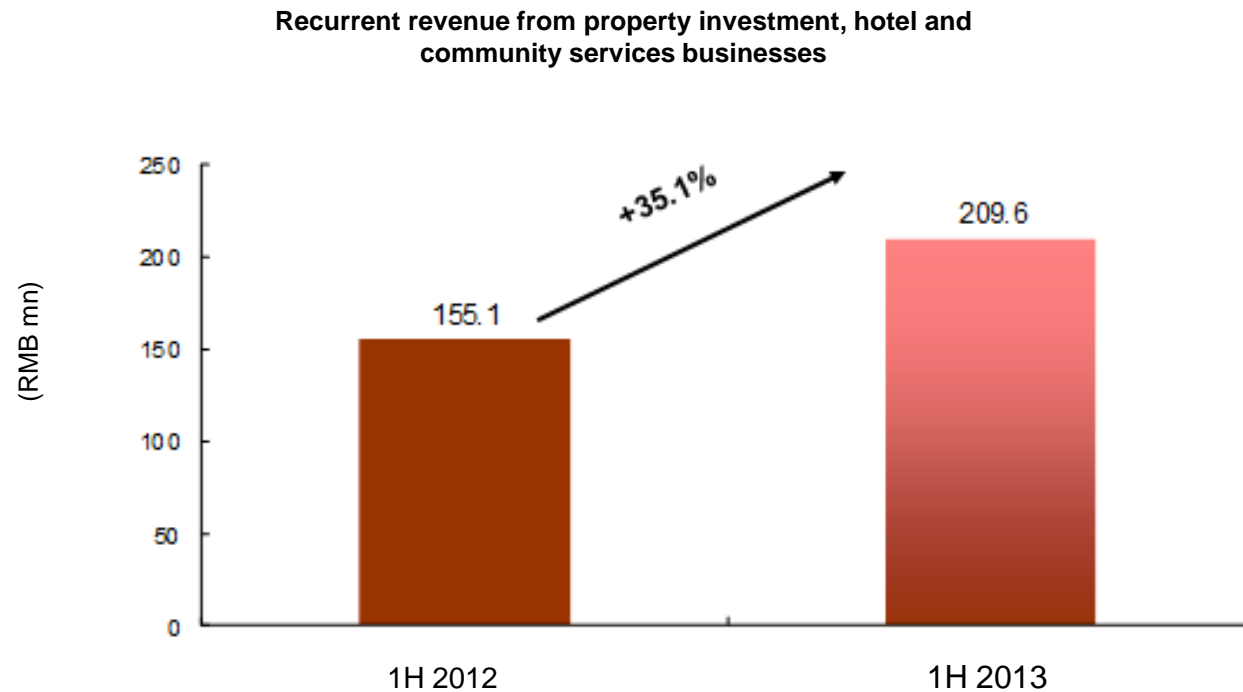
Above is the land bank data as at June 30 2013

City	Project	GFA (sq.m)	Product Category	Avg.Cost (RMB/sqm)
Chengdu	Belle Epoque	283,304	Boutique upscale	823
	Grande Valley	1,556,986	Boutique upscale	281
	Meinian Plaza	521,747	Urban Complex	669
	Longnian International Center	411,552	Urban Complex	781
	Chengdu Pi county	129,814	Mid-to-high end	1,196
	Chengdu Wenjiang	293,588	Mid-to-high end	726
Beijing	Fantasia Town	180,237	Mid-to-high end	81
	Funian Plaza	180,168	Urban Complex	555
Beijing	Qingnian Road Project	140,000	Urban Complex	5,195
Tianjin	Love Forever	542,319	Boutique upscale	1,183
	Yingcheng Lake Project	168,339	Urban Complex	766
Shanghai	Belgravia	17,563	Boutique upscale	16,085
Ningbo	Beilun	217,507	Mid-to-high end	2,667
Wuxi	Love Forever	241,288	Mid-to-high end	1,523
	Hailrun Complex	102,967	Urban Complex	680
<b>Total</b>		<b>8,699,120</b>		

**Total Land Bank: 13.33 million sq.m**

## Continuous Expansion of Property Services and Business Operating Capacity

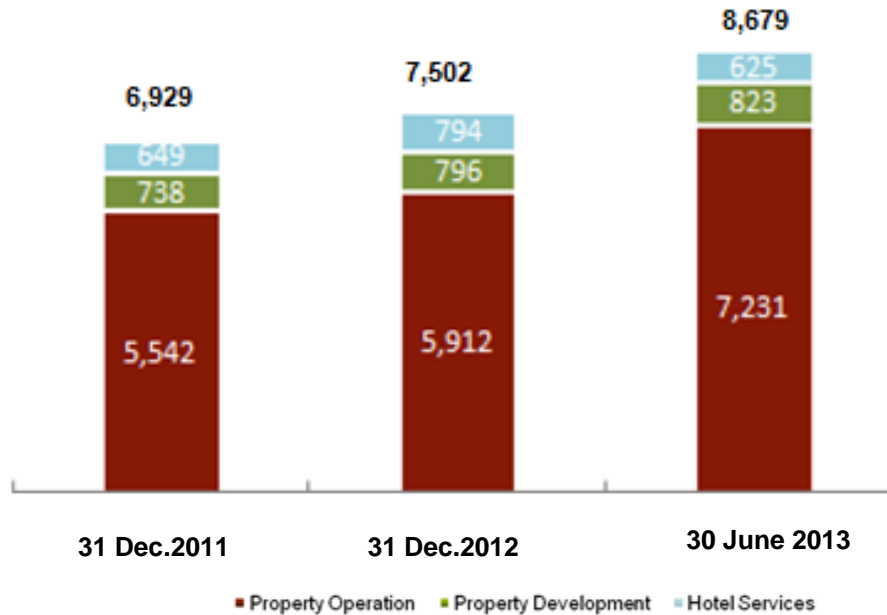
*In 1H 2013, our other business such as property operation and hotel services also achieved sustainable growth.*



## Maintaining Competitive Team Scale

*Maintaining competitive team scale is in line with the expansion of business operations*

Number of Total Employees



Business Segment	2011 Dec 31	2012 Dec 31	2013 June 30
Property Development	738	796	823
Property Operation	5,542	5,912	7,231
Hotel Services	649	794	625
<b>Total</b>	<b>6,929</b>	<b>7,502</b>	<b>8,679</b>

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## Market Outlook - 2013

- New PRC government officials aim to maintain a comprehensive stable environment in 2013, especially social stability. The overall objective has been adjusted from maintenance of high economic growth to emphasis on social order and stability
- It is expected that the “purchase restriction and loan restriction” policy will continue, implementation of the property duty may have limited impact on the market in short-term
- PRC property market - steady growth
  - property price and market scale are expected to increase at the similar pace
  - “Rigid demand” products will continue to be mainstream products, while improved and investment products will also flourish
  - Market differentiation between cities may continue and become more prominent
- For the land market, we believe the government policies may not have substantial changes
- Demand for and supply of land is expected to increase.

## Corporate Strategy - 2013

By virtue of the solid foundation in the real estate industry, Fantasia transformed to a property services–related enterprise mainly covering : financial service, community service, real estate development, business management, hotel management, cultural tourism and senior housing

1. Color Life is looking for IPO as the Company paid great attention to developing light-asset business
2. Developing financial business with the support from our real estate and various service platforms, Fantasia launches its Microcredit business
3. Emphasizing the ability in providing business, hotel, healthcare, cultural tourism sectors and etc. with a transition from heavy to light
4. Pursuing quality growth in the real estate business and gradually expanding its size through cooperation and provision of management services
5. Actively seeking investment opportunity in overseas emerging markets and integrating the eight property related businesses of the Group through a global vision

## 2013 Target

	2013 Target
<b>Contract sales (RMB mn)</b>	10,000
<b>GFA of newly commenced projects ('000 sq.m)</b>	1,520
<b>GFA of completed projects ('000 sq.m)</b>	1,150
<b>GFA of available for sale projects ('000 sq.m)</b>	1,950

\* Most of the projects plan to be completed in 2H 2013.

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Make Life in Style

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

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## Appendix I: Contract Sales in 1H 2013

City	Project	GFA Sold (sq.m)	Contract sales (RMB'000)	ASP (RMB/sq.m)
Chengdu	Future Plaza	25,485	27,218	10,680
	Fantasia Town	26,485	12,351	4,663
	Funian Plaza	45,123	52,142	11,556
	Grande Valley	9,866	10,779	10,925
	Mont Conquerant	2,177	1,576	7,239
	Long Nian International Center	19,766	28,560	14,449
Dongguan	Mont Conquerant	2,441	2,462	10,086
	Wonderland	54,302	37,567	6,918
Tianjin	Love Forever	31,137	22,099	7,097
Huizhou	Fantasia Special Town	55,685	29,590	5,314
	Love Forever	20,851	9,910	4,753
Suzhou	Lago Paradise	3,445	4,627	13,431
Wuxi	Hailrun Complex	9,604	7,209	7,506
	Love Forever	4,427	5,382	12,157
Dali	Art Wisdom	7,641	4,993	6,534
Guilin	Fantasia Town	98,652	54,004	5,474
	Lakeside Eden	15,476	18,563	11,995
Nanjing	Yuhuatai Project	17,282	36,975	21,395
Other		1,142	757	6,629
<b>Total</b>		<b>450,987</b>	<b>366,764</b>	<b>8,132</b>

## Appendix II: Newly Completed Projects in 1H 2013

City	Project	Product Category	GFA (sq.m)
Dongguan	Wonderland Phase 2	Boutique upscale residence	75,557
Guilin	Fantasia Town Phase 1	Urban complex	108,656
Dali	Art Wisdom	Mid-to-high end residence	77,408
Nanjing	Yuhuatai Project	Urban complex	94,774
Suzhou	Lago Paradise Plot 4 Phase 1.1	Boutique upscale residence	24,871
<b>Total</b>			<b>381,266</b>

## Appendix III: Planned Newly Commenced Projects in 2H 2013

City	Project	Product Category	GFA (sq.m)
Shenzhen	Zhizhou Building Project	Urban Complex	40,000
Dongguan	Wonderland	Boutique upscale residence	37,774
Tianjin	Love Forever Phase 1.4	Mid-to-high end residence	90,000
Suzhou	Hailrun Plaza (East side)	Urban Complex	160,000
Beijing	Shunyi C15 Project	Urban Complex	99,000
Chengdu	Fantasia Town	Mid-to-high end residence	350,000
	Grande Valley	Boutique upscale residence	25,000
<b>Total</b>			<b>801,774</b>