



Company Operation Information

The official launch of Colour Life Residence marks acceleration of Fantasia’s community service business ecosystem strategy

Fantasia Holdings Group Co., Limited (“Fantasia” , or the “Company” , which together with its subsidiaries, is referred to as the “Group” ; HKEx stock code: 1777) is pleased to announce its sales updates for June 2015, as well as the official launch of Colour Life Residence that aims at connecting and integrating the existing industry chains and accelerating Fantasia’s community service business ecosystem strategy.

Colour Life Services Group Co., Limited (“Colour Life” ; HKEx stock code: 1778), a subsidiary of Fantasia, in celebration of its first anniversary as a listed company on 30 June 2015, announced the official launch of Colour Life Residence. This marks the first time in the property development industry in China a transformation from a developer and seller of real estate to an all-rounded provider

花样创造价值



Longqi Bay Project in Shenzhen

Company Operation Information *(Cont.)*

of community services. This is an attempt to bring the real estate industry back to its fundamental attribute of serving people, aiming at accommodating the era of big consumption development trend in Mainland China better.

This Colour Life Residence model is set to mark another profound change for the property industry in China. Just as Xiaomi that seeks to profit from Internet services with a biased emphasis on services over handsets; Qihu 360 that seeks to profit from internet users with a biased emphasis on users over software; and Apple that seeks to profit from the user platform with a biased emphasis on platform over hardware, Fantasia is now establishing a business model that seeks to profit from platform and services. This model marks a migration of the role of property developers from selling flats to selling services, and community property management enterprises become strong integrator of industrial chain instead of industry affiliate.

At the moment, Colour Life Residence 1.0 is currently conducting the first batch of beta launches in Fantasia Town, Phase Two in Wuhan and Kang Tow, Phase Three in Huizhou. Property developers, business partners and financial institutions including as SF Express, JD.com, Ping An Bank, An Bang Insurance, China Minsheng Investment, UnionPay, Tenpay, Shanghai Wejoin Investment, Wuxi Lakeview Park Real Estate Company, Xi' an Rongxin Holding Company and Jiangsu City Property Group (江蘇城置集團) have signed cooperation agreements with Colour Life. The industry and business partners are optimistic about the development prospects of Colour Life Residence. Under this model, property developers will transform the one-off property purchase behaviour into community consumption behaviour that will last for 70 years. High home prices are thereby lowered by regression and home buyers become the largest beneficiaries. This will also bring mutual benefits and create a win-win situation with business partners on Colour Life community service platform.

Fantasia' s Chairman and CEO, Mr. Pan Jun, said that the launch of Colour Life Residence marks an important step in speeding up the development of a community business ecosystem. The Company is currently adopting a “Community +” strategy which consists of “4 big communities + 4 big applications + social media platform + big data centers” .

Company Operation Information *(Cont.)*

This strategy will connect and integrate numerous resources in external traditional and new industries comprehensively through a community service platform, in order to create a community business ecosystem that is based on communities and families, open to sharings and creating win-win situation with business partners.

Property Sales *(Cont.)* *(Note: Data in this news letter is unaudited and may be adjusted)*

The property market in Mainland China continues to revive and persistent growth is seen in the Group property sales. In June 2015, the Company achieved contracted sales of RMB801 million with 101,302 sq.m. in aggregated gross floor area ("GFA") sold , up 80.88% and 60.12% year on year, respectively. As of 30 June 2015, the accumulated GFA sold year to date in 2015 was approximately 548,011 sq.m. and the corresponding contracted sales aggregated approximately RMB4.047 billion, representing increases of 92.88% and 124.84%, respectively, year on year. The Company is optimistic about its annual sales results.

City	Project Name	Product Type	GFA Sold	Sales Amount
			(sq.m.)	(RMB 0'000)
Shenzhen	Long Nian Plaza	Urban Complex	4,033	10,448
	Longqi Bay	Urban Complex	973	13,771
Chengdu	Love Forever	Mid-to-high residence	350	147
	Meinian Plaza	Urban Complex	13,114	11,245
	Huahao Garden	Mid-to-high residence	24	6
	Fantasia Town	Mid-to-high residence	45,613	18,362
	Funian Plaza	Urban Complex	36	21
	Grande Valley	Boutique upscale residence	14,146	11,110
	Mont Conquerant	Boutique upscale residence	4,148	2,044
	Long Nian International Plaza	Urban Complex	46,836	21,865
Dongguan	Mont Conquerant	Boutique upscale residence	49	73
	Wonderland	Mid-to-high residence	2,035	2,000
	Jiangshan Hui	Mid-to-high residence	107	168

Property Sales (Cont.) (Note: Data in this news letter is unaudited and may be adjusted)

City	Project Name	Product Type	GFA Sold	Sales Amount
			(sq.m.)	(RMB 0'000)
Tianjin	Huaxiang	Boutique upscale residence	654	664
	Meinian Plaza	Urban Complex	9,986	17,998
	Love Forever	Boutique upscale residence	32,834	17,615
Huizhou	Huiyang Special Town project	Mid-to-high residence	55,174	26,561
	Love Forever	Mid-to-high residence	542	311
	Kang Town	Mid-to-high residence	48,403	25,524
	Xiangxie Garden	Mid-to-high residence	75	46
	Cuiya Garden (TCL remaining building)	Mid-to-high residence	63	40
	Palm Garden	Mid-to-high residence	25	11
Suzhou	6# project	Boutique upscale residence	2,379	2,222
	4# project	Boutique upscale residence	4,331	5,806
	Special Town	Boutique upscale residence	6,454	3,696
	Hailrun Complex	Urban Complex	26,413	43,916
Wuxi	Love Forever	Boutique upscale residence	11,450	7,365
	Hailrun Plaza	Urban Complex	8,361	5,837
Guilin	Fantasia Town	Urban Complex	29,471	13,916
	Lakeside Garden	Boutique upscale residence	51,111	26,777
Shanghai	Beilun Ningbo	Boutique upscale residence	34,596	31,326
Singapore	Singapore Project	Boutique upscale residence	843	8,683
Nanjing	Nanjing Project	Urban Complex	8,079	13,705
Wuhan	Wuhan Fantasia Town	Mid-to-high residence	45,962	24,634
	Love Forever	Boutique upscale residence	39,340	36,799
Total			548,011	404,714

Company Updates *(Cont.)*

During the presentation of “Research Results of Top 100 Property Service Providers in China” held on 12 June in Beijing, Colour Life scooped various awards including “2015 Top 10 All-round Property Service Providers”, “2015 Top 10 Property Service Providers in terms of Growth”, “2015 Top 100 Property Service Providers with Leading Customer Satisfaction” and “2014 World’s Largest Community Service Provider in terms of Residential Property Area Managed”.

On 29 June, China Merchants Securities issued a research report that says Colour Life has become a well-known pillar high growth enterprise in the property management industry in China. Haitong Securities also considers that the establishment of a business ecosystem will improve operating efficiency, lower the costs and accomplish better value-add on properties via the Internet platform based on big data. In addition, Citibank, which has raised its target price for Fantasia’s shares, points out that pioneering a business model transformation, Fantasia has been enjoying successes from an optimized scale of property development business and exploited synergies generated from the new businesses.

About Fantasia

Founded in 1998, Fantasia Holdings Group Co., Ltd was listed in November 2009 on The Stock Exchange of Hong Kong Ltd. under the ticker 1777.HK. Fantasia has completed compilation of its strategic blueprint based on mobile internet and businesses in the age of big customer data for the future. It has evolved into a leading financial holding group with financial services as a driver, community services as a platform, and development as a means. Its businesses cover eight major value-add service areas from community financial services, resident community services under the Colour Life brand, property development, international commercial property services, community cultural tourism, community business management, community senior living and community education industry.

At the moment, Fantasia is progressing with international development of its businesses and has established subsidiaries in Hong Kong, Taipei, Singapore and Tokyo. It has invested in projects located in Singapore, the United States of America and Taiwan.

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