



## Company Operation Information

**Fantasia achieved contracted sales of RMB11.2 billion for 2015 and ranked among the top 100 property developers again**

**Inaugurating a new era of community services with its multiple platforms**

(5 January 2016 – 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 that it had overachieved its sale target for 2015 and consolidated its competitive edge on traditional businesses, unleashed development efforts for its multiple community service platforms, thereby enhanced its leading position further in the community service industry in China.

To consolidate the real estate business a competitive advantage while accelerating its transformation into a light-asset model are the established developing strategies of Fantasia. In 2015, Fantasia focused on building community service platforms and achieved balanced efforts in multiple platforms, showcasing preliminarily the enormous potential for Fantasia’s “Community +” business ecosystem.



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## Company Operation Information *(Cont.)*

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On 9 December 2015, Shenzhen Home E&E Commercial Services Group Co., Ltd. ( “Home E&E” ), an indirect subsidiary of Fantasia, received an approval for listing of its shares on the National Equities Exchange and Quotations Systems ( “NEEQ” ) under the stock code: 834669, making it the first listed company in in the business of short-term rentals and resort property operation.

The listing on the NEEQ enables Home E&E to build its independent unique financing platform, improve its corporate capital structure, mitigate business risks, and enhance corporate governance standards and the public’ s awareness in it as a corporation.

It is the Group’ s third public company, following listing of Colour Life (HKEx stock code: 1778) and gives rise to Fantasia’ s multi-echelon capital platforms with community services as the core business. After listing, Home E&E initiated its first round of top-up issuance via private placement. Renowned financial institutions included Shenzhen Capital and Canopy Capital participated in subscriptions for the shares that raised proceeds of approximately RMB205 million

The launch of Home E&E marked Fantasia’ s official entry to the resort property operation and short-term rentals market in China, accelerating the establishment of a comprehensive online-to-offline resort reservation system.

On 28 December 2015, Fantasia completed an acquisition of the entire interests in Morning Star Group Limited ( “Morning Star” ) through its indirect subsidiary. This move allowed the Company to tap tourism and get connected with its cultural tourism industry chain, which will help develop its community tourism business and strengthen the competitive advantages of the Group’ s community service platform.

As prescribed, Fantasia will leverage Morning Star’ s online platform and internet presence in order to establish a unique model of customized tourism business model based on its community service platform. Meanwhile, the Group is joining forces with market leaders in China to explore different models of travel services including B2B, B2C and O2O, eventually accomplishing thorough development of its cultural tourism businesses.

### **“Three wings from a trunk” inaugurates a new era of community service**

On 28 December 2015, Colour Life and Morning Star reached an “Online + Offline” strategic agreement. With management services covering over 1,000 communities in China, Colour Life’ s and Morning Star provide complementary services to jointly establish a tourism-related offering, “Morning Star Holiday” , which will be launched on Colour Cloud’ s mobile application platform soon. The



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## Company Operation Information *(Cont.)*

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integration of Morning Star and Colour Life's community platforms will give Morning star access to a strong customer base and enhance Colour Life's community business ecosystem, taking stickiness and activity of users of its O2O community platform to the next level.

Connecting Morning Star to Colour Cloud represents one of the steps towards enhancing Colour Life's community business ecosystem. In 2015, Colour Life acquired Kaiyuan International Property Management Co., Ltd. to further secure its position in the high-end community management sector; implemented "Caifu Rensheng" ("彩富人生") value-accretion plan, allowing up to 10,000 households to enjoy property management services for free; introducing residential properties under Colour Life's brand, leading the property sector towards a new era of generating profits by service provision. E-Repair ("E维修") has struck in a great success and become an important role model for community O2O. While E-Clean ("保洁") and E-Safety ("E安全"), which are currently in progress, are expected to become incredible gears on Colour Life's community service platform.

As at 31 December 2015, the residential communities under the development and management of Colour Life aggregated over 320 million sq.m. in GFA. Its competitiveness with the largest scale among the industry has further strengthened.

The community expansion of Fantasia entered into a "three wings from one trunk" model with mergers and acquisitions Colour Life, the cross-industry cooperation of Home E&E and the formation of property management alliance in Jiefangqu ("解放区"). As of the end of the 2015, the number of total registered users of "Jiefangqu", another community service platform under Fantasia has reached 1.90 million. The number of property management companies in the alliance that signed partnership agreements also reached to 450 with cooperating methods including provision of free platform services, joint operations and output of management services.

In 2015, China Overseas Property Holdings Limited and Zhong Ao Home Group Limited listed on the Hong Kong Stock Exchanges and more than 16 property management companies also listed on the NEEQ, inaugurating an era of the upgraded transformation in China's property management towards community services.

Mr. Pan Jun, Chairman of Fantasia, said that Colour Life model has created a precedent for community services in China and there will be more followers enter the industry in future. In 2015, Fantasia will be "driven by financial operations and products, anchored on services" to create a community business ecosystem based on communities and families to speed up product innovation and industry leadership.

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

The Group had been able to achieve its sales target for the year due to the steady recovery in the property market in mainland China. In 2015, China enacted an array of favourable monetary and fiscal policies, utilised more open market instruments to replace with previous restrictive measures, a move that stimulated the transaction volumes in the property market as a whole, both transaction volumes and prices recorded increases in selected first-tier cities. The property market in China led a trend for the whole year as the Group had prescribed. Fantasia perpetuated its proactive and flexible sales strategy to tap this window of opportunity. It strengthened its sales efforts and expedited the collection of sales receipts, contributing to the steady growth in sales volume. Outstanding contracted sales performances were achieved in Shenzhen, Wuhan, Huizhou, Guilin, Nanjing and Suzhou. In December 2015, the Group achieved contracted sales of approximately RMB1.163 billion with 115,100 sq.m. in aggregated sold gross floor area ( “GFA” ).

For the 12 months ended at 31 December 2015, the Group achieved contracted sales of approximately RMB11.272 billion with approximately 1,289,000 sq.m. in aggregate sold GFA, representing a year-on-year increase of 10.4% and a year-on-year decrease of 6.6%, respectively. The Group has successfully completed its RMB11 billion contracted sales target for the year.

City	Project Name	Product Type	GFA Sold	Sales Amount
			(sq.m.)	(RMB 0'000)
Shenzhen	Long Nian Plaza	Urban Complex	7,955	21,815
	Longqi Bay	Boutique upscale residence	6,819	46,436
	Meinian Plaza	Urban Complex	36,924	110,000
	TCL Project	Boutique upscale residence	39,587	78,000
	U Hotel	Boutique upscale residence	12,571	29,000
	Lenian Plaza	Boutique upscale residence	12,670	31,618
Chengdu	Love Forever	Mid-to-high residence	2,813	1,162
	Meinian Plaza	Urban Complex	23,522	18,706
	Huahao Garden	Mid-to-high residence	24	6
	Fantasia Town	Mid-to-high residence	79,419	31,571
	Funian Plaza	Urban Complex	88	50
	Grande Valley	Boutique upscale residence	43,156	29,481
	Mont Conquerant	Boutique upscale residence	12,020	5,024
	Long Nian International Plaza	Urban Complex	106,532	45,067

**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)
Dongguan	Mont Conquerant	Boutique upscale residence	61	91
	Wonderland	Mid-to-high residence	2,035	2,000
	Jiangshan Hui	Mid-to-high residence	17,492	14,897
Tianjin	Huaxiang	Boutique upscale residence	654	664
	Meinian Plaza	Urban Complex	32,555	48,018
	Love Forever	Boutique upscale residence	94,590	50,625
Huizhou	Huiyang Special Town project	Mid-to-high residence	82,873	42,873
	Love Forever	Mid-to-high residence	1,069	555
	Kang Town	Mid-to-high residence	98,280	53,219
	Xiangxie Garden	Mid-to-high residence	75	46
	Cuiya Garden (TCL remaining building)	Mid-to-high residence	100	64
Suzhou	Palm Garden	Mid-to-high residence	25	11
	Lago Paradise	Boutique upscale residence	33,547	29,986
	Special Town	Boutique upscale residence	6,994	4,008
Wuxi	Hailrun Complex	Urban Complex	52,158	92,667
	Love Forever	Boutique upscale residence	42,909	25,344
Dali	Hailrun Plaza	Urban Complex	28,697	16,217
Guilin	Yishu Huaxiang	Mid-to-high residence	84	66
	Fantasia Town	Urban Complex	55,537	24,644
Shanghai	Lakeside Garden	Boutique upscale residence	112,965	57,043
	Beilun Ningbo	Boutique upscale residence	67,928	62,615
Singapore	Singapore Project	Boutique upscale residence	1,047	10,999
Nanjing	Nanjing Project	Urban Complex	17,242	30,624
Wuhan	Wuhan Fantasia Town	Mid-to-high residence	74,541	42,214
	Love Forever	Boutique upscale residence	81,866	69,796
<b>Total</b>			<b>1,289,423</b>	<b>1,127,221</b>

## Company Updates

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On 12 December 2015, Starwood Hotels & Resorts Worldwide, Inc. and Fantasia jointly announced the completion of Four Points by Sheraton Chengdu, Pujiang Resort, marking the first international hotel ever erected in Pujiang, Chengdu. This is also the first Four Points by Sheraton in Chengdu.

According to the latest 2015 China's Real Estate Sales Ranking published by the Chinese Industry Academy, and China's Real Estate Enterprises TOP100 Sales Ranking in 2015 published by CRIC China, Fantasia was ranked among top 100 of the industry. Meanwhile, Fantasia had been included, for the third consecutive year, in the league of real estate enterprises in China with annual contracted sales exceeding RMB10 billion.

### **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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