



Company Operation Information

**Fantasia's contracted sales for the first quarter increased by 23% y-o-y to RMB2.063 billion
Community services reaped benefits from favourable policies due to supply-side reforms**

(5 April 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 its sales performance for March. For the first 3 months ended at 31 March 2016, the Group achieved contracted sales of approximately RMB2.063 billion in aggregate, up 23% year on year, with gross floor area (“GFA”) approximately 157,042 sq.m., in aggregate sold.

Thanks to the nationwide revival of major property markets in China, as well as the Group's ongoing efforts in promoting end-user demand products and commercial complexes, the Group's property development business recorded significant growth as compared to the previous month. According to the



花样创造价值

Suzhou Lago Paradise Project



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100 City Price Index released by China Real Estate Index System (“CREIS”) in March 2016, prices of residential units (newly built) in 100 mainland cities averaged RMB11,303 per sq.m., up 1.90% month on month. Cities where Fantasia attaches importance in developing, including Dongguan, Huizhou, Suzhou, Shenzhen and Nanjing, topped the list of the ten mainland cities with steepest price increases.

In terms of policies, representatives of the National People's Congress and the Chinese People's Political Consultative Conference (the "Two Conferences") have determined on the foci of policies towards inventory clearances according city-specific circumstances, property market adjustments according to region-specific circumstances and comprehensive rollouts of pilots on a shift from revenue tax to value-added tax. In March 2016, administrative adjustment efforts were seen strengthened in first- and second-tier cities including Shanghai, Shenzhen and Nanjing, etc., where flat prices experienced stronger rallies; while in third- and fourth-tier cities, where pressure from inventories remained high, were encouraged to have market demand unleashed. The Central Government also implemented measures to regulate order in the property market by tightening control on financial risks.

Mr. Panjun, Chairman of the Board and Chief Executive Officer of Fantasia said, 2016 is a year when the Central Government attempts to go through major hurdles in its structural reform efforts. The array of adjustment policies mentioned above are weighed more on the “demand side” . “With persistent deepening of supply-side reforms, the property industry will embrace profound adjustments and accelerated innovation-driven transformations, which will eventually return to fundamentals as a service industry.”

On 27 March 2016, the research team of the Central Committee of Jiusan Society visited Shenzhen for field research focusing on a major subject of “new-type urbanization and community services” . The research team visited the centralized management centre of Colour Life Services Group Co. Ltd., to



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comprehend in detail about Colour Life’s modern community service model of “Internet+ property management” and updates of transformations and upgrading of community economies. They also listened to briefings from Colour Life regarding community service innovations, community ecosystems as well as innovative products including “Colour Wealth Life Value-added Plan” and “Colour Life Residential”. The research team then visited Clean Water Dragon Court managed by Colour Life to study on location updates of establishment of Colour Life smart communities.

According to China Property Management Association, as at the end of 2014, China had 105,000 property service enterprises managing various types of housing with GFA aggregating 16.5 billion sq.m. and achieved revenues aggregating over RMB350 billion for the year, hiring 7.11 million employees serving nearly 500 million households. After the listing of Colour Life in 2014, China Overseas Property Holdings Limited and Zhong Ao Home Group Limited were listed on the Hong Kong Stock Exchange in 2015. In addition, there were more than 16 property management companies had been listed on the National Equities Exchange and Quotations Systems (“NEEQ”). Traditional property management in China is upgrading and transforming into modern community services.

The Colour Life model has pioneered a new scene of community services in China. Mr. Pan Jun, Chairman of the Group, has been continuously offering advices and suggestions on community service development in recent years. Mr. Pan Jun indicates, the core of supply-side reform for the community service industry is under the scientific guidance of the government, allowing market rules to play a leading role in community service resource allocation, enhancing productivity of the supply side and improving the supply ecosystem in communities. On one hand, the industry should actively explore mergers and resource integration within the industry, in order to achieve resource optimization through scalability, collective development and branding. On the other hand, enterprises should significantly enhance efficiency and service quality in community management through information reforms,



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standardization and smart reforms. Furthermore, the industry has to adapt “Internet+” trends and consumptions upgrades of residents through groundbreaking innovations in business models to mobilize internal and external resources in communities, in order to build synergistic, mutually-supporting and renewable community ecosystems.

In order to encourage core management staff to undertake roles in value creation and results performances, facilitate multi-level long-term share incentive mechanism, promote innovations in corporate governance and management structures, on 18 March 2016 Colour Life offered 34,247,488 share options, of which 1,460,000 share options went to nine directors of the Company and 32,787,488 share options went to certain employees of the Group and certain minority shareholders of the Company’s subsidiaries. The exercise price of share options was HK\$5.76.

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

Fantasia Property Group, a subsidiary of the Group, achieved contracted sales of approximately RMB858 million for the month, up 28% year on year, with gross floor area (“GFA”) of 81,304 sq.m. in aggregate sold. For the first 3 months ended at 31 March 2016, the Group achieved contracted sales of approximately RMB2.063 billion in aggregate, up 23% year on year, with gross floor area (“GFA”) approximately 157,042 sq.m., in aggregate sold.

City	Project Name	Product Type	GFA Sol.d	Sales Amount
			(sq.m.)	(RMB 0'000)
Shenzhen	Longqi Bay	Urban Complex	1,182	7,139
	Love Forever	Boutique upscale residence	8,338	59,430
	Xiangyun Tiandu Century	Boutique upscale residence	60	355
	Lenian Plaza	Urban Complex	16,270	34,526



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)
Chengdu	Love Forever	Mid-to-high residence	136	44
	Meinian Plaza	Urban Complex	1,790	1,108
	Grande Valley	Boutique upscale residence	4,966	6,116
	Long Nian International Plaza	Urban Complex	7,972	4,075
Dongguan	Jun Shan	Boutique upscale residence	13	15
	Jiangshan Hui	Mid-to-high residence	720	549
Tianjin	Meinian Plaza	Urban Complex	2,722	4,597
	Love Forever	Boutique upscale residence	1,715	980
Huizhou	Huiyang Special Town project	Mid-to-high residence	1,574	1,447
	Love Forever	Mid-to-high residence	937	450
	Kang Town	Mid-to-high residence	33,803	24,737
Suzhou	Lago Paradise	Boutique upscale residence	10,198	8,690
	Special Town	Boutique upscale residence	13	4
	Hailrun Complex	Urban Complex	4,928	10,287
Wuxi	Love Forever	Boutique upscale residence	4,207	2,250
	Hailrun Complex	Urban Complex	2,276	1,175
Guilin	Fantasia Town	Urban Complex	2,260	1,116
	Lakeside Garden	Boutique upscale residence	11,534	5,805
Shanghai	Beilun Ningbo	Boutique upscale residence	3,695	2,939
Singapore	Singapore Project	Boutique upscale residence	295	3,037
Nanjing	Nanjing Project	Urban Complex	330	701
Wuhan	Wuhan Fantasia Town	Mid-to-high residence	27,689	16,478
	Love Forever	Boutique upscale residence	7,418	8,297
Total			157,042	206,346

Company Updates

Fantasia was elected as one of the winners in “China’s Best Property Enterprises in Brand Value in 2015” in the 9th “Guandian Annual Forum” held on 21-24 March 2016. The Group also ranked 41st on “2016 Top 100 Best Property Enterprises in China” and was named “Top 10 Excellent Light-asset Operating Enterprises” jointly compiled by institutions including Enterprise Research Institute of Development Research Centre of the State Council on 24-25 March 2016. This has proven the light-asset transformation of Fantasia had been recognized by both the industry and society.

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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