



## 万物·生长

有趣 / 有味 / 有料

### Company Operation Information

#### Fantasia:

- Contracted sales in October reached approximately RMB4.08 billion, up by 11.8% year-on-year and 61.9% month-on-month.
- From January to October, accumulated contracted sales reached approximately RMB26.42 billion, up by 23.7% year-on-year.
- Fantasia Commercial made its debut in Shanghai to secure market share in the most vibrant commercial real estate city in China

#### Colour Life:

- JP Morgan issued first report on Colour Life and granted a “Buy” rating with a target price of HK\$8

(4 November, 2019 – Hong Kong) Fantasia Holdings Group Co., Limited (hereinafter referred to as “Fantasia”, HKEx stock code: 1777) announced its sales performance for October 2019. Shenzhen Fantasia Real Estate Group Limited, a subsidiary of the Group, achieved contracted sales of approximately RMB4.08 billion for its real estate business, up by 11.8% year-on-year. The sales area sold in October was approximately 397,056 sq.m.. From January to October, total contracted sales amounted to approximately RMB26.42 billion, representing an increase of 23.7% year-on-year. Total contracted sales area from January to October was approximately 2,398,720 sq.m., representing an increase of 26.0% year-on-year.



Tianjin Jinshanghua Project



Launch of First “JX Store in Colour Life Community



## Company Operation Information (Continued)

In October 2019, benefitting from the increase in sales during the National Day Golden Week Holiday and driven by the “peak selling season” of traditional “Golden September and Silver October”, the monthly performances of the top 100 real estate enterprises in China were relatively stable. In terms of policies, the central government did not introduce new policies, while the local governments implemented diverse measures based on the strategy of “differentiated policies for different cities”, upholding the general principle of “houses are for living and not for speculation” to control property price. With the consensus of “accelerating collection of receivables and promoting stable cash flow”, most real estate enterprises have increased their house supply and stepped up sales and marketing efforts since last month, with an aim to promote elimination of inventories through sales. According to the sales ranking of real estate enterprises in China published by CRIC, the overall monthly attributable sales by the top 100 real estate enterprises in China in October recorded a year-on-year increase of 13.7%, while the month-on-month decrease significantly narrowed as compared with the same period of last year. Under the backdrop of stringent housing regulation and establishment of long-term mechanism, the real estate market is demonstrating a more rational performance and the real estate enterprises are shifting from high-speed growth to high-quality development.

Fantasia achieved contracted sales of approximately RMB4.08 billion in October, representing a year-on-year increase of approximately 11.8% and a significant month-on-month increase of 61.9%, with an average sales price of approximately RMB10,276/sq.m.. During the National Day Golden Week Holiday, Fantasia bucked the trend and achieved outstanding performance by stepping up sales efforts and launching a fleet of projects, among which, Tianjin Jinshanghua, a new project launched during the month, received warm market response after being launched and recorded a sales amount of nearly RMB400 million. In addition, other projects such as Qingdao Biyunwan, Huizhou Jitianxia, Chengdu Zihui City, Guilin Lakeside Eden, Shenzhen Jitianxia and Wuhan Blue Sky also continued to achieve impressive sales. As of 31 October, Fantasia recorded contracted sales of approximately RMB26.42 billion during the first ten months of the year, representing a year-on-year increase of 23.7% and accounting for approximately 73.4% of the annual sales target, with increasing efforts to achieve the sales target for the year.

### **Fantasia Commercial made its debut in Shanghai to secure market share in the most vibrant commercial real estate city in China**

Shanghai Bestrust Property Development Co., Ltd. (上海百业信置业发展有限公司) and Fantasia Commercial (花样年商旅文) entered into the commercial project asset management contract a few days ago, pursuant to which Fantasia Commercial is entrusted with the overall operation and management of Shanghai Bairun Times Square (上海百润时代广场), which represents the pioneer light asset business presence of Fantasia Commercial in Shanghai, marking the steady expansion of business footprint by Fantasia into the most economically-developed city in China, and also demonstrating the determination of Fantasia Commercial to establish its leading position in the industry with pragmatic attitude. Fantasia Commercial has secured a number of different commercial asset management projects in Hefei, Guiyang, Guilin, Changsha, Suzhou and Shanghai during the year. With its flexible operation strategy, pragmatic cooperation style and steady expansion pace, Fantasia Commercial continued to maintain its leading position in the industry in terms of light asset business expansion.



## Company Operation Information (Continued)

### **New milestone achieved through cooperation between Colour Life and JD.com: launch of first “JX Store (京选店)” in Colour Life Community**

On 18 October, the first “JX Community Membership Store (京选社区会员店)” (“JX Store”) in Colour Life Community had its grand opening at the Huajun Community at Bao’an District, Shenzhen, and commenced operation on 19 October 2019, representing the first solid step in developing off-line community retail sector by Colour Life after signing the comprehensive strategic cooperation agreement with JD.com, and also the unwinding of a series of cooperation between the two parties based on the business scenarios of “Community + Commerce” and “Community + Logistics”.

Mr. Pan Jun, the chairman of the board of directors of Colour Life, pointed out that “Colour Life intends to establish in-depth cooperation relationship with JD.com, which will expand from a single sector to cover extensive business network. The establishment of the first JX Store is the first pilot program at the off-line business cooperation level after in-depth discussion between the two parties, which are expected to form an extensive network in the future. The effective combination and utilization of the extensive community resources possessed by Colour Life and the powerful e-commerce resources and strong operational capability of JD.com will generate great value in the future. We will join hands with JD.com to further explore the community scenario sector, and make continuous efforts to build warm and intelligent community, with an aim to offer the property owners with best community experience.”

### **JP Morgan issued first report on Colour Life and granted a “Buy” rating with a target price of HK\$8**

On 23 October, JP Morgan issued its first research report on Colour Life and granted a “Buy” rating with a target price of HK\$8. According to the report issued by JP Morgan, Colour Life has an attractive valuation given that it is currently undervalued. Furthermore, with the end of the merger and acquisition fever phase, Colour Life will see improvement in cash flows and financial leverage ratios due to the cooling down of merger and acquisition activities. Moreover, especially in view of the large size of its community and the cooperation with JD.com and 360, the value-added businesses of Colour Life continue to be the earning drivers with great growth potential.

In addition, on 18 October, DBS Bank also issued its reach report on Colour Life, which maintained a “Buy” rating with a target price of HK\$5.53. Despite that the performance of Colour life lagged behind its peer companies in the recent industry rally, DBS Bank believed that Colour Life has great potential to catch up with its peer companies.



## About Fantasia

Founded in 1998, Fantasia Holdings Group Co., Ltd. Was successfully listed on the Main Board of the Stock Exchange of Hong Kong in November 2009 under the stock code 1777 with its headquarter in Shenzhen, and has completed its business strategic layout in the upcoming era of mobile internet and customer big data. Through the “real estate + community” dual-head strategy, Fantasia Group is committed to building China's first-class real estate community “intelligence” makers and the largest community O2O service platform. Currently, Fantasia focuses its business in core first-tier and second-tier cities and metropolitan areas such as the Guangdong-Hong Kong-Macao Greater Bay Area, Chengdu-Chongqing Metropolitan Area, Central China Metropolitan Area, Yangtze River Delta Metropolitan Area and Bohai Rim Metropolitan Area. At the same time, Fantasia also has one publicly-listed subsidiary, namely Colour Life Services Group Co., Ltd. (1778.HK), which has become the world’s largest residential community service operation provider.

Fantasia is committed to becoming the leading industry participant, providing a joyful, colourful and meaningful living space and experience and aiming to deliver unique and inspiring living space and experience to value-oriented customers.

To know more about the Company, please visit Fantasia’s website at [www.cnfantasia.com](http://www.cnfantasia.com)

### For more information, please contact:

#### Fantasia Holdings Group Co., Limited

Mr. Liu Bin

Joint Company Secretary

Telephone: +852 2572 8011

Email: [liubin01@cnfantasia.com](mailto:liubin01@cnfantasia.com)

Mr. Kim Huang

Investor Relations Director

Telephone: +852 3521 1446

Email: [kimhuang@cnfantasia.com](mailto:kimhuang@cnfantasia.com)