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Company Operation Information

Fantasia:

- Contracted sales in November reached approximately RMB4.09 billion
- From January to November, accumulated contracted sales reached approximately RMB30.51 billion, up by 20.1% year-on-year.
- Early redemption of the USD250 million notes due 2020
- Fantasia reached strategic cooperation with Ping An Real Estate and Datang Real Estate

(4 December, 2019 – Hong Kong) Fantasia Holdings Group Co., Limited (hereinafter referred to as “Fantasia”, HKEx stock code: 1777) announced its sales performance for November 2019. Shenzhen Fantasia Real Estate Group Limited, a subsidiary of the Group, achieved contracted sales of approximately RMB4.09 billion for its real estate business in November. The sales area sold in November was approximately 345,581 sq.m.. From January to November, total contracted sales amounted to approximately RMB30.51 billion, representing an increase of 20.1% year-on-year. Total contracted sales area from January to November was approximately 2,744,301 sq.m., representing an increase of 23.1% year-on-year.



Fantasia reached strategic cooperation
with Datang Real Estate



美易家
HOME E&E



360
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Home E&E entered into the
strategic cooperation agreement
with 360 Group

Company Operation Information (Continued)

In November 2019, based on the basic principle of “differentiated policies for different cities” and upholding the policy of “houses are for living and not for speculation”, the central government reiterated that housing shall not be used as short-term economic stimulus and shall accelerate the establishment of a housing system with multi-agent supply, multiple-channel support and combination of house purchase and renting, with an aim to implement a long-term real estate management mechanism. As to market performance, (i) on the supply side, the overall volume of projects launched in key cities recorded steady and slight increase as compared to that of last month; (ii) on the demand side, the overall market destocking remained at a normal level; and (iii) in terms of prices, the 100-city average housing price was on a slightly steady rise with a narrowing month-on-month growth. The real estate enterprises are shifting from high-speed growth to high-quality development.

In November, the Group launched its all-in marketing campaign with the theme of “Fantasia November House Purchase Festival (花样么么月 疯狂购房节)”, with an aim to promote sales by launching a fleet of projects and offering various discounts and incentives for 34 projects in the five major regions including the Bohai Sea Rim, Yangtze River Delta, Greater Bay Area, Central China and Chengdu-Chongqing region. A number of projects in Chengdu, Shenzhen, Qingdao, Huizhou, Wuhan, Guilin and other regions achieved impressive sales. Fantasia recorded contracted sales of approximately RMB4.09 billion in November, with an average sales price of approximately RMB11,835/sq.m., representing an increase of approximately 15% as compared to the average price last month, which was mainly attributable to the efforts in accelerating destocking of projects in the first-tier cities such as Shenzhen Jiatianxia. As of 30 November, Fantasia recorded contracted sales of approximately RMB30.51 billion during the first eleven months of the year, representing a year-on-year increase of 20.1% and exceeding the sales for the whole last year.

Early redemption of the USD250 million notes due 2020 by Fantasia demonstrated its financial strength

On 27 November, Fantasia announced that all the 10.75% senior notes due 2020 (hereafter refer to as “2020 USD Bonds”) with an aggregate principle amount of USD250 million have been early redeemed with its internal resources, and the USD Bonds will be canceled and delisted from the official list of the Singapore Exchange Securities Trading Limited. The early redemption of 2020 USD Bonds by the Group not only significantly reduced the interest expenses to be incurred thereon, but also demonstrated the Group's current sound financial position and sufficient cash flow. The Group will continue to explore diverse financing channels in the future and keep its overall debt ratio at a reasonable level, with an aim to further enhance the solid financial condition of the Group.

Company Operation Information (Continued)

Fantasia reached strategic cooperation with Ping An Real Estate and Datang Real Estate to expand its alliance network

On 7 November, Fantasia announced that Shenzhen Fantasia Property Group Co., Limited, a subsidiary of the Group, has reached a strategic cooperation with Ping An Real Estate to jointly develop the urban redevelopment project in Shenzhen. This cooperation not only indicated Ping An Real Estate's confidence and trust in the operation team of Fantasia, but also demonstrated its recognition of Fantasia's strategy of focusing on the Greater Bay Area. The two parties is expected to further enhance their cooperation in the future, so as to facilitate the implementation of more projects and establish a long-term strategic cooperation relationship.

On 28 November, Fantasia entered into the strategic cooperation agreement with Datang Real Estate Group, pursuant to which both parties will establish a long-term and all-round strategic cooperation partnership to carry out strategic cooperation in the areas such as property development, property management and capital operation on a national scale. The parties will give full play to their respective expertise and resource advantages, actively explore cooperation opportunities in project reserves, project mergers and acquisitions and other aspects, and jointly screen and cultivate quality projects to be developed. At the same time, by establishing a close communication and interaction mechanism, the parties will join hands to make breakthroughs and innovations in new real estate businesses and carry out proactive explorations and experiments.

Home E&E entered into the strategic cooperation agreement with 360 Group

On 5 November, Home E&E Commercial Services Group Co., Ltd. ("Home E&E", a subsidiary of Fantasia) announced that it entered into the strategic cooperation agreement with 360 Group, the largest Internet and mobile security product and service provider in China, pursuant to which both parties will leverage on 360's advantages in Internet security products and services and IOT as well as the expertise of Home E&E and its subsidiary, namely Shenzhen Aerospace Property Management Co., Ltd. ("Aerospace Property") in areas such as property services, industrial park services and corporate services, so as to carry out strategic cooperation in the fields of property asset management, property services as well as the security and intelligence of commercial buildings and industrial parks.

Home E&E is an integrated operator under Fantasia focusing on high-end property operation and commercial services, which aims to create a new lifestyle with exquisite, sensation, taste and fashion through super powerful intelligence and sense of technology, so as to bring customers supremely interactive, trustworthy and personalized living experience and also build a light luxury property service system. The portfolio under management by Home E&E includes some large-scale high-end business complexes. Home E&E provides comprehensive management and operation services for the assets by establishing an industry-leading business platform.

Company Operation Information (Continued)

After nearly ten-year development, Home E&E currently manages an area of approximately 130 million square meters, and has established branches in over 100 core cities including Shenzhen, Changsha, Chengdu, Chongqing, Zhengzhou, Hefei, Wuxi, Tianjin and Guilin, preliminary establishing strategic presence covering core regions across the country such as Northern China, Central China, Eastern China, Southern China, Southwestern China and Northwestern China.

Continuous cooperation between Colour Life and JD.com gave birth to the second “JX Store (京选店)” in Futian, Shenzhen

The second retail store under the name of “JX Store” of Colour Life Community was officially opened at Jingshang Yayuan (景尚雅苑), Futian, Shenzhen on 9 November, which has only been 21 days since the opening of the first store. Unlike the first store, i.e. the Lover Forever Huaxiang Garden, the Jingshang Yayuan Store has adopted the van-based store mode due to the lack of store space in the community, achieving the goal of maintaining the same service quality through different way of store display. Over the past three weeks since its opening, the Jingshang Yayuan Store was highly acclaimed among residents of the community with stable orders and better-than-expected sales.

The opening of the second “JX Store” demonstrated the capability in providing various resolutions for different communities under the “community + retail” strategy through the cooperation between Colour Life and JD.com and the duplicability of the business model. As the single store mode works and has been proven to be duplicable, the strategic cooperation between Colour Life and JD.com will lead the development of the community retail industry and become the new trend of the community retail business. JX Store is expected to become the retail infrastructure for future communities, offering exclusive experience and benefits for all property owners of Colour Life.

Colour Life was granted the “Future City Operator” award by 36Kr for its efforts in developing user-friendly future communities

On 26 November, 36Kr Future City Summit under the theme of “Limited vs Unlimited Evolution (有限与无限进化)” was held in Beijing, at which Colour Life was granted the “Future City Operator” award. The award demonstrated the recognition by the society and industry of Colour Life’s continuous efforts and practice in the exploration for the development of future urban communities. In the future, Colour Life will continue to focus on community services and explore residential culture, in an effort to combine humanitarian care with innovations. We will place great emphasis on the fundamental quality of property management and the humanitarian care of community services, so as to promote community relationship and improve customer satisfaction, with an aim to develop user-friendly future communities.



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

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