

## **Fantasia's contracted sales up 250% year on year to RMB1.667 billion in July Home ENE launched in resort property operation business**

(5 Aug 2015 – Hong Kong) **Fantasia Holdings Group Co., Limited** ("Fantasia", or the "Company", which together with its subsidiaries referred to as the "Group"; HKEx stock code: 1777), is pleased to announce its sales updates for July 2015. Building on steady progress in the community service business and the further enhancement of revitalising community resources, Fantasia has entered into the huge market of resort property operation in China with the official launch of Home ENE (美易家) in their subsidiary with an innovative business model.

Fantasia announced the launch of Home ENE on 19 July 2015 in Bo'ao, Hainan. Taking reference from the new shared economy model adopted by HomeAway and Airbnb, Home ENE has consolidated resources comprehensively to establish platform that enables resort property rental and provides various integrated service solutions.

This is the second attempt after the launch of Colour Life Residence, in which Fantasia had establish a brand new set another model as a community service operator in China, grasping opportunities from the booming economy in China propelled by sharing. Through a unique O2O service platform for resort properties, Home ENE provides asset custodian services and other integrated resort property services to reinvent and revitalize values of the properties. This move will drive Fantasia's commercial community business to exponential growth.

According to the National Tourism Administration, leisure tourism will account for 35% of the whole tourism market in China by 2020. Currently, there are more than 50 million vacant units in urban China, which become a major source of resort properties. Due to mismatches that occur naturally in time and space, and other elements between resort properties and the leisure tourism market, there will be enormous market demand for the massive volume of idle resort properties in China.

Taking short-term leases for resort properties as an example, China will see rapid growth in its market of short leases for tourist accommodation, according to iResearch, a third-party institution. The transaction values in this market aggregated RMB489.9 million in 2012 and exceeded RMB4 billion in 2014, setting to increase by 159.3% to RMB10.5 billion in 2015.

Fantasia's Chairman and CEO, Mr. Pan Jun indicated that the sharing-based economy is currently changing traditional business developing model. The astonishing potential of resort property market is huge enough to expedite births of Chinese versions of HomeAway and Airbnb. The Company is prepared to embrace exponential growth in industry driven by innovative business models.

According to the plan, Home ENE will focus on building a five-core-value offline system to integrate with an online platform with advantages in order to achieve a comprehensive online to offline interactions. Offline systems comprise basic property services, rental agency services, resort tourism services, marketing support for developers, asset custodian services; while the online platform constitutes a basic property service platform, a home-owner management platform, an online reservation platform and a platform of time-sharing and rights-sharing for resort properties.

By the end of 2014, Home ENE had landed in cities including Shenzhen, Chengdu, Beijing, Tianjin, Shanghai, Hefei and Chongqing, constituting primarily a nationwide core-area strategic layout which covered the Chengdu-Chongqing region, the Pearl River Delta, the Yangtze River Delta and Bohai Economic Rim that had accomplished strong profitability for years.

In order to render strong support to Home ENE, the Company will further promote integration and synergy abilities of its eight business segments, namely property development, financial service, Colour Life community services, commercial property service, cultural and tourism hotel management, business management, community senior citizen service and education to comprehensively establish the systemic competitive advantages of Fantasia's "Community +" ecosystem.

As of the end of July, Colour Life Services Group Company Limited (HKEx stock code: 1778) managed properties with gross floor area aggregated over 290 million sq.m., which is set to grow and to reach the 320 million sq.m. target for the year by end-2015 with certainty. Furthermore, Caizhiyun continued rapid growth of its active user base, and the information coverage of standardized communities continued to enhance, with ongoing improvements in customer satisfaction ratings continued to improve.

Since the Company's diversification into custodian services for commercial properties last year, the segment had been experiencing rapid growth. In July, the Company signed service agreements with Donghai Mingshang Shopping Mall (深圳東海名尚購物中心) and Kangrin International Urban Project in Lhasa (拉薩岡仁國際城市項目). Fantasia has made substantial achievements in its commercial property management business in eastern, northern and south-western China while its "asset-light" model received wide recognition in the industry.

On the real estate segment, the Company's property sales continues to grow thanks to the favourable sentiment in the mainland property market. In July 2015, the Company achieved contracted sales of RMB1.667 billion with 122,159 sq.m. in aggregated gross floor area sold, up 250.85 % and 62.92% year on year, respectively. As of 31 July 2015, the accumulated GFA sold year in 2015 was approximately 670,171 sq.m. and the corresponding contracted sales aggregated approximately RMB5.714 billion, representing increases of 86.63% and 151.15%, respectively, year on year. The Company is optimistic about its annual sales results.

With a bullish view for the full-year results, the Group's major shareholder, Fantasy Pearl International ("Fantasy Pearl"), increased its stake in the Company three times from 6 July to 8 July by acquiring a total of 10,924,500 shares for HK\$11,635,146 in aggregate. In addition, Fantasy Pearl also purchased 1,343,000 shares in Colour Life for three consecutive days from 6 July and 8 July, for HK\$8,752,756 in aggregate. These moves by the major shareholder to increase equity interests in Fantasia and Colour Life further highlighted the Company's sustainable investment value for the long term, reflecting the majority shareholder's confidence in the Company's operations and future prospects, and its determined optimism about the outlook of the market.

On 15 July, Fantasia was named "Yicai Top 10 Innovative Property Enterprise" for its ongoing continuous effort in promoting innovations in value-added services. During the 15th "Bo'ao 21st Century Real Estate Forum" held on 20 July, Fantasia received the "2015 Community Service Contribution Grand Prize" in recognition of its leading position in the community services industry in China. Meanwhile, Home ENE developed by Fantasia received the title "2015 Innovation in Commercial Community Operation Grand Prize".

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### **About Fantasia Holdings Group Co., Limited**

Founded in 1998, Fantasia was successfully listed on the main board of the Stock Exchange of Hong Kong in November 2009 under the stock code 1777. Fully completed its business strategic layout under the upcoming era of mobile internet and client database, Fantasia Group is a leading financial holding group in China, with a business model driven by financial operations, anchored on services, and supported by property development. Fantasia conducts all-rounded real estate financial operations, investments, developments, operations and community services, covering eight major areas of value-added services, namely financial services, Colour Life Group, property development, commercial community services, cultural and tourism, commercial services, senior citizen services and education.

Currently, Fantasia is progressing with its international business expansion plan by setting up branches in Hong Kong, Taipei, Singapore and Tokyo as well as investing a property development project in Singapore, the United States and Taiwan. It commits to be the leader which provides a joyful, colourful and meaningful living space and experience and aims to deliver a unique and inspiring living space and experience to value-oriented customers.

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

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