



**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**

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(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 sales 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.

**Ranked among Top 100 property developers for three consecutive years**

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.

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.

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.

**Building multiple capital platforms driven by financial operations**

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.

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 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 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 ("E 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.

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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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