



## **Fantasia's contracted sales in May meet expectations with outstanding sales performance at projects in Wuhan, Huizhou, Guilin**

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(5 Jun 2017 – 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 May 2017. Fantasia Property Group, a subsidiary of the Group, sold an aggregate of 87,174 square metres (sq.m.) in gross floor area ("GFA") and recorded contracted sales of RMB695 million in the month. From January to May 2017, accumulated sold GFA surged to 563,551 sq.m., representing a significant increase 65.13% year on year from the 341,286 sq.m. in the same period of last year. Accumulated contracted sales rose by 11.83% to RMB4.322 billion. For the first five months of the year, the Group achieved 28.8% of the Group's full-year contracted sales target of RMB15 billion.

From January to May of 2017, the Group achieved great regional sales growth in the core areas such as Pearl River Delta, Yangtze River Delta and Central China. Specifically, its property projects in Wuhan, Huizhou and Guilin recorded outstanding sales performance as an aggregate of sold GFA and sales value rose significantly in the period compared to those in the same period last year. Rated as one of "China's top 100 real estate enterprises" for nine consecutive years, the Group has been engaged in real estate development in China's most economically developed regions and areas, including Pearl River Delta, the Yangtze River Delta, the metropolitan area encompassing Beijing and Tianjin, the Chengdu-Chongqing Economic Zone and the country's central region.

In the year to date, the government has been stepping up austerity policies on the property markets. As a result, the real estate industry has been undergoing significant changes and seeking new growth drivers. Building on the steady growth in its real estate business, the Group has put in place its strategic initiatives based on mobile internet and large data to prepare its businesses for the future. Looking forward, the Group will focus on real estate business development, and will gradually shift its focus to asset operations, the combined operations of real estate and other businesses, joint development of projects. All of them are part of the Group's business diversification that contributes to the Group's core business of real estate development throughout the entire value chain of the industry. Fantasia will explore opportunities for growth by getting itself involved in land acquisition and real estate development in the upstream of the sector to the operation of property projects in the downstream of the sector. It will also seek to develop and operate property projects with economies of scale.

### **Building New Type of Smart Community with Economies of Scale**

Fantasia Property Group will launch its first smart community — Jitianxia Project (家天下项目) in the second half of this year. The project, with total GFA of approximately 250,000 sq.m. is located in the core district of Dapeng New District, Kuichong, which is in the eastern zone of the city centre of Shenzhen. Moreover, the Kuichong Station of Metro Line 8 will be built at the location of the project. The metro station will contain upmarket commercial properties with 38,000 sq.m. of GFA.

The Jitianxia Project aims to build a smart community that caters for the needs of people throughout a human life. Under the concept of "Smart home, trendy technology", the Group develops the residential property project with economies of scale, new materials and new technologies so as to achieve "zero defect" at the buildings and to reduce the construction costs. At the same time, the Jitianxia Project will adopt a smart home system and Colour Life's service platform. On behalf of the project, the Group has signed up Kaiyuan International as a provider of high-end services for the households' daily home life. With the whole system of leisure and health affiliated facilities, the project will provide a new type of personalized smart life to the residents at the property project.

### **Model of "Colour Life Residential" Smart Community**

“Colour Life” is the community service platform of the Group, using the internet thinking to transform the traditional properties and turning the community into a platform for services which are enabled by the internet and big data. Such a platform will also enable the Group to provide financial services, health care, cultural and tourism service, etc. With the Caizhiyun Platform, the Group combines the quality properties, O2O business services for community and relationships of the neighbourhoods. The online service platform enables such service providers to serve the home owners in the communities of the Group’s property projects. As a result, Colour Life has become the world’s largest smart community operator by the area of the residential community served.

“Colour Life Residence” is the first “internet +” housing service introduced by Colour Life Group in China. “Colour Life Residence” aims to transform the business model of property developers from one-off property sales to the sale of “housing + services”. Colour Life Group has adopted this business model in 43 cities nationwide through agreements with 31 developers for cooperation. In addition to property ownership, buyers of “Colour Life Residence” also receive Caizhiyun APP vouchers, which can be used to pay for daily necessities, entertainment, online shopping and travel, etc.

Colour Life Group has recently entered into strategic cooperation with Chongqing’s Guibo International Group to foster a long-term, sustainable and in-depth partnership to develop smart community infrastructure, community B2F platform operation, and the formation of an ecosystem of businesses for the smart community. They will share resources, and facilitate the upgrading of traditional Chinese real-estate industry through such cooperation between strong enterprises. The Group will also provide necessary support to Guibo International Group in its endeavours to construct and operate the smart community infrastructure so as to enable Guibo to become the model enterprise of the smart community in southwestern China.

Fantasia began the strategic transformation of its business in 2013, and has put in place its strategic initiatives based on mobile internet and customer big data for the future. By integrating its businesses of community services, financial services and real estate development, the Group aspires to become a leading industrial and financial group. The Group’s market coverage has been extended to 165 cities through its eight value-added businesses, including real estate development, community financial service, Colour Life Residence community service, international commercial and holiday property operation, community cultural tourism, community commercial property management, community elderly care and community education. With its three listing vehicles, namely Fantasia Holdings, Colour Life and Home E&E, the Group aims to develop itself into a leading integrated community service operator in the world.

Mr. Pan Jun, Chairman of Fantasia, said, “Fantasia is building such a large community service arm as Colour Life because it aims to enable the two companies to leverage each other’s strengths. The Group would continue to reinforce its foothold in the markets of communities and to become a developer and operator of residential communities with the highest customer loyalty in China. This will also allow us to build up a ‘community+’ business model.”

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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. Having completed its business strategic layout in the upcoming era of mobile internet and customer big data, Fantasia Group has evolved into a leading financial holding group in China, with a business model driven by financial operations, anchoring on services, and supported by property development. Fantasia conducts full-range of operations and community services, covering eight major areas of value-added services in 181 cities in mainland China, namely – financial services, Colour Life Group, property development, international commercial community services, cultural and tourism, commercial services, senior citizen services and education. So far, the Group has three publicly-listed companies – Fantasia Holdings Group (01777.HK), Colour Life (01778.HK) and Home E&E (834669.CC). It has become the world’s largest residential community service operation provider.

Currently, Fantasia is progressing with its international business expansion plan and has established branches in Hong Kong, Taipei, Singapore and Tokyo as well as investing property development projects in Singapore, the United States of America and Taiwan.

It is committing to be the leading industry participant which provides a joyful, colourful and meaningful living space and experience and aims to deliver 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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