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Company Operation Information

Fantasia:

- Contracted sales in December reached approximately RMB 5.70 billion and achieved a record high of sales in single month
- Contracted sales for the year reached approximately RMB 36.21 billion, representing a y-o-y increase of 20.0%
- Acquired three land parcels located in Jiangbei New District of Nanjing, Jiaozhou of Qingdao and Pidu District of Chengdu respectively
- Win the award of “Outstanding Operational Capacity Award for Listed Real Estate Enterprises in China”

Colour Life:

- Win the award of “Outstanding Business Innovation Award for Listed Real Estate Enterprises in China”



Taicang Zhimatang (太仓芝麻唐) in Suzhou officially commenced business



Fantasia awarded with the prize of “Outstanding Operational Capacity Award for Listed Real Estate Enterprises in China”



Company Operation Information (Continued)

(3 January, 2020 Hong Kong) Fantasia Holdings Group Co., Limited (hereinafter referred to as “Fantasia”, HKEx stock code: 1777) announced its sales performance for December 2019. Shenzhen Fantasia Real Estate Group Limited, a subsidiary of the Group, achieved contracted sales of approximately RMB5.70 billion. The sales area sold in December was approximately 464,062 sq.m.. From January to December, Fantasia successfully achieved the sale target by achieving total contracted sales of approximately RMB36.21 billion which representing an increase of 20.0% year-on-year with the total contracted sales area of approximately 3,208,364sq.m..

Sales for the month achieved a record high and contracted sales for the year increased by 20% year-on-year

Looking back at the year 2019, the property market showed positive and resilient performance amidst downward pressure. Supported by stable sales of new properties in the core cities and persistent project volume in third- and fourth-tier cities, the overall industry scale continued to achieve a slight growth as compared to 2018, of which first-tier representative cities saw a decline while second- and third-tier representative cities recorded an increase as compared to last year. The overall land supply increased year-on-year, with an increase in both trading volume and land premium. In terms of prices, according to the China Real Estate Index System (CREIS), the 100-city newly-built housing price for the year rallied from a low point, and the 100-city average newly-built housing price in December rose by 0.42% month-on-month, recording a year-on-year increase of 3.34%, up by 0.17 percentage point from last month. Focusing on real estate financial risks and upholding the policy of “houses are for living”, the central government reiterated that real estate shall not be used as a short-term means of stimulating the economy, while the local governments implemented differentiated policies for various cities, districts and situations, so as to maintain a stable real estate market. Meanwhile, great efforts have been made to perfect the fundamental operation system of the real estate sector, laying a more solid foundation for further implementation of a long-term real estate management mechanism.



Company Operation Information (Continued)

In December, Fantasia's contracted sales amounted to approximately RMB5.70 billion, which represents a month-on-month increase of 39% and a year-on-year increase of 20% respectively, hitting a new monthly contracted sales record. The overall average sales price in December was approximately RMB12,283/sqm. In particular, Shenzhen Jiatianxia, Chengdu Jiatianxia, Huizhou Jiatianxia, Qingdao Biyun Bay, Tianjin Jinshanghua and other projects achieved satisfactory sales performance with remarkable results. During the whole year of 2019, Fantasia recorded contracted sales of approximately RMB36.21 billion, which represents a year-on-year increase of approximately 20%, successfully accomplishing the annual sales target. The Chengdu-Chongqing Economic Zone continued to be the main contributor, while the Guangdong-Hong Kong-Macao Greater Bay Area and the Bohai Rim Region also recorded remarkable sales performance driven by the excellent projects in Shenzhen, Huizhou, Qingdao, Tianjin and other cities. By exploring markets in the popular regions, upgrading product lines and increasing marketing efforts, Fantasia has achieved stable growth and operation expansion during 2019 against the sluggish real estate market. It rose to 74th in the ranking of top 100 real estate companies (data released by China Index Academy).

Fantasia seized the opportunities to acquire three land parcels located in Jiangbei New District of Nanjing, Jiaozhou of Qingdao and Pidu District of Chengdu respectively

On 31 December, through competitive biddings, Fantasia successfully won the bidding for the land parcel No. 2019G18 in Jiangbei New District, Nanjing. The land is located at Jiangbei Hi-tech Zone and adjacent to the main city area of Jiangbei with a transferred area of 20,294.71 sq.m. and a gross floor area of 56,825 sq.m..

On the same day, Fantasia won the bidding for the land parcel No. 3036 located at the core district of Jiaozhou, Qingdao, with a transferred area of 41,270.52 sq.m. and a gross floor area of 119,684.51 sq.m., which was later named as Fantasia Endless Blue Project. This is the second project operated by Fantasia in Jiaozhou, while the first project Fantasia Biyun Bay was met with enormous success when it was launched and sold over 2,000 units during 2019, becoming one of the leading projects in Qingdao.



Company Operation Information (Continued)

On 23 December, Fantasia successfully won the bidding for the land parcel located at Xipu Town, Pidu District, Chengdu, further increasing its land bank in Chengdu. Having a transferred area of 23,466.02 sq.m. and a gross floor area of 46,932.04 sq.m., the land is adjacent to Metro Line 2 with convenient traffic transportation and well-developed living facilities.

In view of the narrowing window period for the real estate sector, Fantasia accelerated collection of sales receivables and, at the same time, actively seized the market opportunities. Fantasia returned to the auction market in the second half of the year and won the biddings for three parcels of quality land in a row in December, which not only stocked up its land bank and also demonstrated the Group's commitment and pursuit for business expansion.

Taicang Zhimatang International Street District (太仓芝麻唐国际街区) in Suzhou officially commenced business, marking Fantasia's another move to expand its business footprint

On 27 December, the much-anticipated trendy landmark - Fantasia · Taicang Zhimatang International Street District was opened under the witness of owners, merchants, medias and consumers, marking the commencement of a new chapter for Taicang business. As the first "Zhimatang" project in Suzhou, Taicang Zhimatang is an international integrated residential and commercial community comprising sports, leisure, catering, residence and offices. The project has attracted a number of first-class brands, which is expected to drive the business development and enrich urban life of the region with its diversified business portfolio.

Fantasia and Colour Life were granted the "2019 Operational Capacity Award for Listed Real Estate Enterprises in China (2019中国上市房企运营能力奖)" and the "2019 Business Innovation Award for Listed Real Estate Enterprises in China (2019中国上市房企商业创新奖)" respectively



Company Operation Information (Continued)

On 12 December, the 2019 Guru Club Real Estate Summit Forum (“高屋建瓴” 房地产高峰论坛) organized by Gelonghui (格隆汇) was held in Shenzhen, where Fantasia was granted the “2019 Operational Capacity Award for Listed Real Estate Enterprises in China” for its outstanding operation, organisation and management capacity, while Colour Life Services Group Co., Limited (hereinafter referred to as “Colour Life”, SEHK: 1778), a subsidiary of Fantasia, was granted the “2019 Business Innovation Award for Listed Real Estate Enterprises in China” for its remarkable achievements in the exploration of new business modes and paths.

This appraisal covered over 100 companies in the real estate and related industries listed in the capital markets. The winner list of the “2019 Operational Capacity Award for Listed Real Estate Enterprises in China” was the final result yielded through a set of comprehensive appraisals which gauged the overall operational capacity of the companies over the past years, specifically the operational capacity, organisation capacity, strategic visions and so on by applying a method of “expert panel review + big data analysis” .

In a fast-changing economic environment, Fantasia maintains its outstanding operational capacity, achieving its organic growth and acquisition expansion. In addition, the award demonstrates Fantasia’s remarkable performance in integrating its business strategy and organisation capacity under the current macro-economic environment, and also represents the market’s high recognition for the human resource strategy, organisation structure and operation framework of Fantasia.

First message from new CEO of Colour Life after the redesignation: Focusing on combination of online and offline businesses to expand customer touchpoints

On 3 December, Colour Life announced that Mr. Tang Xuebin has been redesignated as the non-executive director and has resigned from the office of chief executive officer, and Mr. Huang Wei has been appointed to succeed him as the chief executive officer.



Company Operation Information (Continued)

Mr. Huang Wei explained that “this change does not represent a U-turn of the company’s strategy nor a shift from online business to offline business due to higher profits from the offline business, but aims to strengthen the integration of our online and offline businesses and improve operation efficiency.”

Just like the “asset-light and heavy” strategy implemented by Fantasia, this change carried out by Colour Life is aimed to expand both its online and offline businesses. “Mr. Tang Xuebin will continue to focus on the online business. It is the company’s policy to combine our online and offline businesses as these two segments are not separate,” Huang Wei explained, “In light of the changing competition landscape of the industry, Colour Life needs to catch up with the industry development, and recognizes the fact that we will not be able to maintain competitive edge in the industry only with internet presence. We are going to compete with industrial peers across different dimensions in the future. Amid a comprehensive competition environment, every company needs to establish online and offline business presence.” He further pointed out that “against such industry backdrop, Colour Life aims to diversify its sole internet business presence into a combination of online and offline business network.”

He concluded that “On one hand, we are committed to developing our offline business by providing our customers with differentiated services, so as to create our core competitive strength. Meanwhile, instead of a U-turn change, we will improve and enrich our online services. Colour Life will focus on the integration of its online and offline businesses as these two segments are inter-dependent. Looking forward, we will push forward the integration of the internet business and property management by promoting online and offline community interactions and connecting various service channels, so as to establish our core competitive competence.”



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 Pearl River Delta, Yangtze River Delta, Beijing-Tianjin-Hebei region, Chengdu-Chongqing Economic Zone and Central China. 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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