

Royal Asscher • Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum & Distinguished Exhibition 2013 Spring Partnership Signing Ceremony & Press Conference and Charity Tour Launch Ceremony

On March 13, the partnership signing ceremony and press conference of Royal Asscher-Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum & Distinguished Exhibition 2013 Spring (2013 SR LUXFO) & Charity Tour Launch Ceremony was held in Beijing International Hotel.

The Press Conference was attended by the Vice-chairman, Mr. Zheng Hao Jiang, CEO and Deputy Chairman of Sparkle Roll Group Limited; Ms. Linda Guo, Director, Department of Exhibition and Communication of Sparkle Roll Group Limited & Secretary-General of SRLUXFO 2013 Organizing Committee; Mr. Duan Bing, Chief Editor of SR Magazine; Mr. Ma Ke, Chairman of the Board, The East Morning Public Communication Organization; Ms. Pan Xue, Chairman of Beijing Bosstrong International Culture & Media Co., Ltd.; Mr. Chan Feng, The President of Hong Kong Ji Sheng Hong Ye Bio-pharmaceutical Technology Development Limited Company; Mr. Shi Lie, Chairman of Beijing Blueriver Food Co., Ltd.; Mr. Chu Guang Lei, General Manager of Marketing Center and Mr. Zhao Nan, The director of the marketing department of OASIS International Wellness Club; Mr. Zhang Jun, assistant general manager of corporation car dealer and Mr. Du Chun You, general manager of Beijing branch' car dealer of China Taiping Insurance Group; Ms. Erica Park, general manager of De Chocolate Coffee; Ms. Zou Bin, senior marketing manager, Wealth Management division of China International Capital Corporation Limited; Ms. Chen Min, managing director of Pomellato Trading (Shanghai) Co., Ltd.; Ms. Jiang Wei Wei, marketing director of Zhaoyi Green House; Mr. Yao Xue Fei, president, Beijing Dongcheng sub-branch of Bank of China; Mr. Ji Bao Liang, president and Mr. Qu Hao, assistant president, Beijing Xinfu Square sub-branch of Bank of China; Mr. Tu Chun Rong, chairman of Xiamen Zero Still Commodities Trading Company; Ms. Zhang Ya Juan, who is from Langfang Aumay Group; Mr. Wang Zhong Ming, general manager of Home Global Inc; Ms. Zhu Ying Qi, who is from commercial office of French Embassy; Ms. Liu Xiao Tong, etc. Mr. Zheng Hao Jiang, Ms. Linda, and Ms. Dang Qun and other distinguished guests delivered speeches. Ms. Linda emphasized on the introduction of preparations for Pinnacle Forum. Ms. Dang Qun said in her speech that the charitable activities of great significance, Jackie Chan Charitable Foundation (Beijing) was honored to continue cooperation with Sparkle Roll Group after Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall (2012 SR LUXPO), what made Charity Tour Launch Ceremony has special significance, and she trust Jackie Chan Charitable Foundation (Beijing) and Sparkle Roll Company will continue deepen cooperation in the future. Mr. Zheng Hao Jiang on behalf of Sparkle Roll Group two paintings worth 400,000 donations to the Jackie Chan Charitable Foundation Beijing.



The Organizer of 2013 SR LUXFO was held strategic cooperation signing ceremonies with three Gold Sponsors, a guest speaker as well as two strategic partners. The gold sponsors of 2013 SR LUXFO are OASIS International Wellness Club,MDMI Biomedical Technology Company,Taiping General Insurance Co., Ltd, New Zealand Blue River Pure Sheep's Milk Powder is guest speaker, And De Chocolate Coffee,Xiamen zero still Commodities Trading Company are exhibitor .

OASIS International Wellness Club, MDMI Biomedical Technology Company, China Taiping Insurance Group participate 2013 SR LUXFO

OASIS International Wellness Club is one of the investment leaders in the healthcare industry in China. It is funded heavily by OASIS International Wellness Club to become a modern sophisticated globalized healthcare management hub. It has innovatively incorporated medical technology into its function space, merged its fine customer service into medical service, enriched the medical service model in China and supplied medical service with privacy, elegance, safety and efficiency to the high-end customers.

Germany Gottschalck fresh cellular and molecular treatment center, headquartered at Stuttgart, Germany, holds many globally patented technologies, is affirmed to its leading role in the global life science research and development (R and D) and medicine industry. Its inferior company, Germany Gottschalck fresh cellular and molecular treatment center is one of the few recognized by the government as a Nursing Care Institutions of Living Cells Treatment professional. It carries out actively and prevention-oriented sub-clinical means to ensure the health, promotes health, prolongs life, counters aging and reduces the risk of diseases.

Taiping General Insurance Co., Ltd, a member company of China Taiping Insurance Group, is a national brand with the longest history in the insurance market in China. It is also the main force from Taiping General Insurance Co., Ltd, to develop property insurance business in China. Since the year 2012, after its partnership with 2012 SR LUXPO, it is going to partner with Sparkle Roll Group to clinch a new height.

Guest speaker of New Zealand Blue River Pure Sheep's Milk Powder, for further expand the domestic advanced milk powder market

The history of sheep milk can be traced back to thousands of years ago. It is recognized as “The King of Milk” and it is also known as “God's Breakfast”. Over the years, due to its scarcity and difficulty in storing, it is almost impossible to find it in the market. Blue River has spent ten years of time and invested one billion US dollars to become the first and only one to present “God's Breakfast” to the people. He has brought its superior nutritious value onto our dining table and attracted the rich ones' attention with its naturalness, pureness and uniqueness. In year 2012, Blue River participated in 2012 SR LUXPO and achieved a great sale. His then partnered with Exhibition department of Sparkle Roll and hoped to achieve a greater success at the coming 2013 SR LUXFO.

De Chocolate Coffee, Xiamen Zero Still Commodities Trading Company debut Exhibition

De chocolate Coffee is a brand name for hand-made coffee in Korea. Originated from Korea Gangnam, it uses cocoa beans imported from France and Belgium to make chocolate manually while its coffee is made from the original cocoa beans from Africa and Columbia. De Chocolate Coffee is well known for its superior quality, service, crystallization and value as its core standards to produce its extraordinary coffee and chocolate, together with its friendly service, it brings superior experience to its customers.

In Italy, leather shoe not only daily necessities but is also an artwork. Even after years of wearing, it is able to show the wearer's fashion sense and virtue, but not following it blindly. This concept is also what ZERO is trying to deliver. ZERO promotes "simplicity" in its artwork for leather shoe. A pair of leather shoes has to go through at least thirty five processing steps, to inherit the traditional way of making leather shoe. At ZERO's point of view, the value of a pair of leather shoe comes from the inheritance of quality and the innovation of artwork.



Background of 2013 SR LUXFO

Steady development of China luxury market in adverse economic conditions

Reviewing the China luxury consumer market in the past, people had not accepted the western consumption culture yet. Thus top-tier brands could not deliver their brand connotation and values precisely, not to mention to create their own legend in China. Currently, despite global economic recession, the China luxury consumer market has been developing rapidly in adverse economic conditions. It impresses the global high-end brands and investment consortiums which speed up the pace to enter the China high-end consumer market.

Leading "Luxury Brand Culture Consumption" new concept

Distinguished and unique top-tier luxury brands originate from the persistent pursuit of ultimate classics. As time goes by, the existence of the brands not only represents the excellence of the quality, but also interprets their unique philosophy and culture. It contains the profound power attracting the eyes of the elites who are proud of owning them. The aim of Sparkle Roll to propose the idea of "Luxury brand culture consumption" is to help customers to identify the luxury brands which align with their own culture and values, reflect their different attitude in life from all aspects, share their pleasure on a spiritual level, and change the cognition and consumption mode of luxury products of Chinese social elites.

Sponsor of 2013 SR LUXFO

After 17 years of development, Sparkle Roll Group has successfully obtained the dealerships of 26 of the world's top luxury brands which cover categories such as ultra-luxury automobile, jewelry, watch, red wine and others. These include renowned brands such as Bentley, Rolls-Royce, Richard Mille, PARMIGIANI, DeWitt, BOUCHERON, DUCLOT EXPORT, etc. This has created an exclusive and ultimate channel for independent luxury brands in China. Sparkle Roll Group Limited has a thorough understanding of the independent luxury brands culture and consumer behavior of the high networth population, and has accumulated extensive luxury retail and channel experiences. The Group has up to 10,000 high net worth

customers, including “Sparkle Roll Glory Club” members and socialites, and thus creates the legend of China’s luxury retail business. The Group has obtained various awards including “Outstanding sales success of 2011 – the most cars sold in a single year in 107 year history of Rolls-Royce” and aims to lead the full-scale development of the China luxury market!

Class A expo, Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall, organized by Sparkle Roll for the cultivation of niche luxury brand culture, opened the gateway for both brands and high-end consumer group successfully. Relying on an extensive high-end business network from 17 years of experience in operating luxury retail business in China, the group cordially invites the elites of both the upstream and downstream luxury industry players to take luxury brands culture to a broader business horizon and construct a communication dialogue platform between brands and businesses. In addition, the group has selected some cities with potential high-end consumption power as the venue of “Sparkle Roll Luxury Brand Culture Expo Roadshow”, striving to build up a never-ending banquet for luxury brands.

At the same time, to accelerate the rapid and healthy development of the China luxury industry, “Sparkle Roll Pinnacle Brand Industry Alliance” which was founded and established by Sparkle Roll Group, will invite leading upstream and downstream enterprises of the luxury industry to build up an effective and interactive communication platform together with alliance members.

Overview of 2013 SR LUXFO

After Sparkle Roll Group’s endeavor to organize Luxpo 2012 which received an overwhelming positive response, Sparkle Roll Group will organize Sparkle Roll Luxury Brands Culture Pinnacle Forum 2013 with the theme of “Conveying of Luxury Brands Culture from the world to China” at Beijing International Hotel Convention Center. The forum is the first commercial dialogue platform in China targeting top-tier brands to promote their business through comprehensive business presentation and high-end media promotion.

2013 SR Luxfo will be held at Beijing International Hotel Convention Center on 23-24 May for a period of two days. Activities include exclusive exhibitions, closed-door meetings, keynote speech, roundtable forum, charity banquet, business lunch, theme salon, and brands meetings with media, etc. The organizer, Sparkle Roll Group, will leverage its 17 years of experience in dealership of top luxury brands and accumulated top-end business connections in Mainland China to cordially invite more than 300 top luxury brand elites from both upstream and downstream of luxury industry to participate in the forum, including representatives/individuals of international and domestic investment institutions in the luxury goods industry; high-end commercial property, multinational high-end retail groups, domestic high-end retail groups, brand agents, and distributors; institutions like chambers of commerce, associations, polo clubs, high-end clubs, and top-tier private clubs; and VVIP members, representatives of local and regional government investment sector, public relations and marketing institutions of luxury industry, China first-line fashion, consumption and finance and property media, powerful buyers such as members of Sparkle Roll Glory Club, and well-known famous buyers and collectors, etc.

The forum will also arrange the distinguished exhibition. The spacious Grand Hall of the Beijing International Convention Center is close to 1,500 square meters, with dozens of luxury brands participating in the exhibition, to showcase the newly released products to industry partners. At the same time, the 2013 SR Luxfo Organizing Committee will invite few thousands of luxury car and watch owners, and customers of private banks with assets of over ten million dollar, etc. More importantly, the grand brand events will be visited by both consumers and business partners at the same time.

The unique value of Luxury Brands Culture Pinnacle Forum 2013 Spring

The first exclusive pinnacle dialogue of luxury brands in China

The first time to put the luxury brands instead of government officials or academic specialists in the luxury sector worldwide as the main focus, to interpret luxury brand market’s needs and cultural elements in an in-depth way from a business angle, facilitating business cooperation.

Where high-end business audience in the luxury sector gather

With 17 years of experience in dealership of top luxury brands in Mainland China and accumulated top-end business connections, Sparkle Roll Group cordially invites top luxury brand elites of both the upstream and downstream luxury industry, to seek and explore new opportunities in the China luxury market.

To build multi-directional, precise and highly effective business communication platform

Through in-depth and multi-directional business arrangements, integrated keynote speech, pinnacle

communication/ roundtable forum, closed-door meetings, distinguished exhibition, charity dinner, theme salon, in-depth seminar for media and other forms of communications, the forum aims to thoroughly interpret and seize the business opportunities in the luxury sector, and thus achieving deeper and more effective business cooperation.

Boosting communication through finance, property and high-end lifestyle media

Through precise media channels, fully cover luxury products in China; commercial and high-end consumer group, multi-directional and precise communication, luxury brand cultural content, arouse public opinion in the industry, gradually spreading the influence of the pinnacle forum and luxury brand culture.

The first sharing of Sparkle Roll Group's successful business philosophy

Sparkle Roll is dedicated to the development of the China luxury industry, and will openly share its 17 years of practical experience in the distribution of luxury brands with the business philosophy of "to share and enjoy together; win-win and to win more".

As the first pinnacle forum with the theme of B to B based luxury brand culture in China, Sparkle Roll is dedicated to creating an unprecedented, effective and direct communication platform for upstream and downstream players, to witness the migration of luxury brands from the world to China, an ancient civilization that is now rapidly developing.