

[Press Release]



**Luxury Brands Culture Pinnacle Forum Spring 2013
and Distinguished Exhibition Launching Ceremony held in Beijing**

On January 15, the Launching Ceremony Press Conference of Luxury Brands Culture Pinnacle Forum Spring 2013 and Distinguished Exhibition (“2013 SR Luxfo”) was held at Sparkle Roll Luxury World at Sanlituan, Beijing.

Many guests and dignitaries attended the ceremony, including: 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 2013 SR Luxfo Organizing Committee; Mr. Xu Tao, General Manager of Beijing Guangzhong Decoration Co. Ltd.; 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.; Ms. Luana Wang, Chairman of Italy China Friendship Association; Mr. Antonio Bridietto, Secretary-General of Associazione Culturale Sardegna Cina; Mr. Shi Lie, Chairman and Mr. Lin Ximing, General Manager of Beijing Blueriver Food Co. Ltd.; Mr. Liu Qiang, Chairman of Mega Choice (International) Limited; Mr. Ouyang Chaosong, Deputy General Manager and Mr. Zhao Liang, Strategic Manager of Trading Up Vision Advertising Co. Ltd.; Mr. Li Tairui, CEO of A Dream's Lifestyle; Mr. Kang Shaoyong, Deputy General Manager of Beijing Winbright Medical Management Co., Ltd.; Mr. Yao Qingwei, Deputy General Manager of Yong Feng Yuan Ceramic Valley and Culture (Beijing) Co.,Ltd.; Mr. Chen Feng, Chairman of Hong Kong Ji Sheng Hong Ye Bio-pharmaceutical Technology Development Co., Limited; Ms. Lin Hong, Chairman and Mr. He Bin, Marketing Director of Kiton Shanghai Limited; Mr. Zhao Xiaofei, Branding Director of HANMAC; Mr. Hiroshi Natsukawa, Chairman of Japan Brisian Co. Ltd.; Ms. Li Rui, Business Manager of China Construction Bank Beijing Branch; Mr. Li Gang, Distribution Channel Manager of Remy Rentouma Trading Limited; Mr. Wang Mingqian, Business Development Manager of BNP Paribas; and Mr. Zhu Weiming, General Manager of Shanghai International Fashion Centre, etc. Mr. Zheng Hao Jiang, Ms. Linda Guo, Mr. Ma Ke, Mr. Shi Lei, Ms. Pan Xue and Mr. Duan Bing and other distinguished guests made speeches, introducing the progress of cooperation and wishing 2013 SR Luxfo a great success.



Mr. Zheng Hao Jiang delivered his speech during 2013 SR Luxfo Press Conference

Mr. Zheng Hao Jiang, CEO of Sparkle Roll Group Limited (“Sparkle Roll”), said in his speech that the start of the 2013 SR Luxfo marked a new beginning of the cooperation between Sparkle Roll and the luxury brands culture sector. As the initiator of the forum, Sparkle Roll will establish a platform that is effective, correlated and developed sustainably for all the old and new friends, which is always in line with the principle of serving, innovating and gaining. With the brand advantage, brand culture and brand appeal of Sparkle Roll and all the partners, Sparkle Roll will create brilliant glory in the unfolding luxury brand market in China.

Ms. Linda Guo, Director, Department of Exhibition and Communication of Sparkle Roll, said in her speech that 2012 was the year in which China luxury consumption made adjustments and accumulated strength. In the context of the global financial crisis, the world top luxury brands shifted their focus to the mainland China market which developed vigorously against the tide. The total luxury consumption in the Greater China region reached RMB 306 billion last year alone. She also mentioned that when legendary luxury brands, especially independent niche brands, entered the China market, most of them failed to interpret high-end consumer behavior precisely in the mainland China and failed to find the appropriate cooperative partners and development mode. Sparkle Roll, as the active first-line China’s biggest luxury retail platform, took the initiative to launch the forum with the aim of establishing a high-end luxury platform which includes investors, distributors, agents to channels and brand planning, communication to public relations activities for international luxury independent niche brands intending to enter the China market. 2013 SR Luxfo provides the opportunity for dialogue between the top brands and the top business people, and the best occasion to gather the top industry players and build personal connections.

A strategic cooperation signing ceremony was held between 2013 SR Luxfo Organizing Committee, and the business partner of the forum, Beijing Bosstrong International Culture & Media Co. Ltd. as well as the “TRADING UP” magazine which was the representative of the media partners.



The guests of 2013 SR Luxfo Press Conference

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.



Ms. Linda Guo of Sparkle Roll delivered her speech during 2013 SR Luxfo Press Conference

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.



Ms. Linda Guo and Mr. Ouyang Chaosong of “TRADING UP” magazine were invited to host the signing ceremony of media strategic partnership during 2013 SR Luxfo Press Conference

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.



Mr. Zheng Hao Jiang, Ms. Linda Guo, Mr. Shi Lei, Mr. Xu Hui, Mr. Ma Ke, Ms. Pan Xue, and Mr. Ouyang Chaosong hosted the Launching Ceremony at 2013 SR Luxfo Press Conference

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.



Mr. Zheng Hao Jiang, Ms. Linda Guo, Mr. Shi Lei, Ms. Pan Xue and Mr. Ouyang Chaosong wished the Pinnacle Forum a complete success at the 2013 SR Luxfo Press Conference

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".



Ms Linda Guo and Ms. Pan Xue engaged into a business partner
strategic cooperation agreement at the Luxfo

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.