

【Press Release】



Black Gold Title Sponsor Contract Signing Ceremony for the Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum & Distinguished Exhibition 2013 Spring with Royal Asscher held in Beijing

On 31 January, the Black Gold Title Sponsor Contract Signing Ceremony for the Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum & Distinguished Exhibition Spring 2013 (“2013’SR Luxfo”) with the strategic partner, Royal Asscher was held in Beijing.



Mr. Tong Kai Lap, Chairman of the Board of Sparkle Roll Group delivered his speech

Guests which attended the signing ceremony included: Mr. Tong Kai Lap, Chairman & Executive Director of Sparkle Roll Group Limited, Mr. Zheng Hao Jiang, Deputy Chairman & CEO of

Sparkle Roll Group Limited, Mr Mok Wing Kai, Henry, Chief Financial Officer of Sparkle Roll Group Limited; Mr. Mike Asscher, Vice President of Royal Asscher Diamond Co.; Ms. Linda Guo, Director, Department of Exhibition and Communication of Sparkle Roll Group Limited & Secretary-General of SR Luxfo Organizing Committee, Ms. Polly Chan, PR & Marketing Manager of Sparkle Roll Group Limited; Ms. Pan Xue, Chairman of Beijing Bosstrong International Culture & Media Co. Ltd., Ms. Chengcheng Li, Head of Business Department in Asia, Barcelona Fang Consulting, Mr. Li Tairui, CEO of A Dream's Lifestyle; Mr. Chen Feng, Chairman of Hong Kong Ji Sheng Hong Ye Bio-pharmaceutical Technology Development Co., Limited. Mr. Tong Kai Lap, Mr. Zheng Hao Jiang and Mr. Mike Asscher made their speeches at the ceremony. Mr. Mike Asscher said, “The Royal Dutch diamond, Royal Asscher, as an international independent diamond brand, entering China market through Sparkle Roll Group’s luxury platform, now has successfully operated 3 brand stores. The 2012’ Sparkle Roll Luxpo has unprecedentedly promoted Royal Asscher in the luxury goods industry extensively, which has built his greater trust in Sparkle Roll’s influences in the Chinese luxury goods industry. Being the title sponsor of the Luxfo, Royal Asscher believes that the brand will obtain highly efficient promotion effects that cannot be benefited from other channels. Mr. Tong said, “Royal Asscher has a legendary European heritage and an exclusive clientele of international royalty and celebrities. Sparkle Roll’s expertise in marketing, distribution of top-tier luxury products and in-depth insight to the industry will definitely bring the brand with valuable synergy effect, including assisting the brand in continuing the Royal Asscher legacy and facilitating the growth and expansion of sales of the Royal Asscher Cut diamond collections, other Royal Asscher jewelry lines and notably the Stars of Africa Collection in the PRC. At the ceremony, Ms. Linda Guo presented the Black Gold Title Sponsor & Strategic Partner Cup to Mr. Mike Asscher, which brought the prelude to a climax of the event.



Mr. Mike Asscher, the 6th heir of Royal Asscher delivered his speech

The contract signing ceremony took place at Sparkle Roll Luxury World (China Headquarter) at Sanlitun. Royal Asscher, Boucheron, Parmigiani, DeWitt, Buben & Zorweg, Bang & Olufsen and

other sparkling jewelry, watch, watch mover and highly distinctive audio brands added extra sparkles to the Royal Asscher Title Sponsor Contract Signing Ceremony, and enabled the attending guests to enjoy lavish, independent and distinguished brand enchantment at Sparkle Roll Luxury World.

Dazzling Royal Dutch diamond brand - Royal Asscher

Royal Asscher is regarded as one of the finest diamonds in the world. The company is still owned by the reputable Asscher family, with its focus on the innovation, refinement and industry ethics in the diamond field ever, and creation of legend of cutting the world's largest diamond (the Cullinnan diamond of 3,106 carats) in its 160 years of glorious history. Royal Asscher was awarded the privilege of a "Royal" title by Queen Juliana of the Netherlands. The Asscher Family has endless enthusiasm for diamond which has led them to go through all the challenges from time to time.

In 2001, 100 years after Joseph Asscher patented the original Asscher Cut, Edward Asscher and Joop Asscher continued to write a beautiful page for the 21st century to the original Asscher cut after two years of preparation and optimization. The Royal Asscher Cut conquered the heart of the world with its breathtaking beautiful, twinkling and shining features since its launch. Royal Asscher cut diamond is perfectly symmetrical, every part is made according to strict specifications, and every facet is measured for absolute accuracy. The Royal Asscher Cut has 74 facets (16 more facets than the square-emeralds) and a high crown. Royal Asscher Cut is the signature cut of Royal Asscher, which is regarded as one of the most beautiful cutting techniques in the history of diamonds.

The diamond collections designed by the 6th heir of the Asscher family, Lita Asscher, also bear these signature cutting features. An innovative technique was applied on the Stars of Africa Collection launched by Royal Asscher in 2009 - floating diamonds design, which led the industry's development trend again and was highly sought after by the jewelery market.

Royal Asscher is proud to announce that, each Royal Asscher diamond is produced with extraordinary quality and expertise, and can be collected as treasures over decades, this is what all diamonds should be; Royal Asscher hopes to bring the enjoyment of beauty to the world with its indubitable quality and long history background of its diamonds.



Ms. Linda Guo presented the Black Gold Sponsor Cup to Mr. Mike Asscher

2013' SR Luxfo – to bring the distinguished luxury brands into China

Many international independent distinguished brands failed to precisely capture the spending behavior and intention of Chinese consumers when entering into China, so these eye-catching brands were overshadowed at the early stage of entering the market. Sparkle Roll Group, being the leading industry player which owns the title of “luxury kingdom”, is committed to the transmission of the luxury, independent and distinguished brand culture to China. Following the well-organized Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall, Sparkle Roll Group will hold the first forum in China with ultra-luxury brands as the absolute focus, through comprehensive business presentation and high-end media promotion, leveraging its smooth running operation platform, to build a super platform which links from investors, distributors, agents to channels, from brand building, publicity to public relations activities for luxury industry for the elites of the independent and distinguished international luxury brands from the upstream and downstream industries which intend to develop the China market.



Mr. Zheng Hao Jiang, Deputy Chairman and CEO of Sparkle Roll Group delivered his speech

The Distinguished Exhibition and the Pinnacle Forum will be held at the same period – which keeps the luxury distinguished brands always under spotlight

Luxury Brands Culture Pinnacle Forum Spring 2013 will be held at Beijing International Hotel Convention Center from 23 to 25 May, with a forum being held for a period of two days, and a Distinguished Exhibition being held until 25 May. The forum will be held in forms of keynote speech, distinguished exhibition, closed-door meetings, summit dialogue, 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 to participate in the event.

In addition, the Distinguished Exhibition will be held at the same time, at the spacious Grand Hall of the Beijing International Convention Center which is close to 2,500 square meters, with dozens of luxury brands participating in the exhibition, to showcase the newly released products to industry partners. Meanwhile, 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 dollars, etc. as visitors. More importantly, the grand brand events will be visited by both consumers and business partners at the same time.

About Sparkle Roll Group Limited (Stock Code: 0970.HK)

Sparkle Roll Group Limited is principally engaged in the distribution and dealerships of top-tier luxury goods in the PRC, including dealerships of ultra-luxury automobiles such as Bentley in Beijing and Tianjin, Lamborghini in Beijing and Rolls-Royce in Beijing and Tianjin; exclusive distributorships of super deluxe branded watches Richard Mille, DeWitt, Parmigiani in the PRC; exclusive global distributorship of deLaCour's BiTourbillon; cohesive partnership with top-tier branded jewellery Boucheron, and exclusive distributorships of Royal Asscher in the PRC respectively; cohesive partnership with renowned French fine wines merchant Duclot Export in the PRC and dealerships of Bordeaux fine wines from renowned French fine wines merchants Maison Joanne, Ulysse Cazabonne and Compagnie Medocaine Des Grands Crus in the PRC. As for other businesses, in October 2011, the Group entered into a cooperation agreement with Buben & Zorweg Group, a top-notch manufacturer in Object of time based in Austria.