

Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall 2012' 秋季北京耀莱奢华品牌文化博览会

Press Release

Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall Grand Opening in China National Convention Centre, Beijing in September To Taste the Heritage of the Classic Global Luxury Brands, Establish a Chinese Brand of Consumption Benchmark & Build a New Social Elite Circle

(July 9, 2012) Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall ("SR Luxpo") press conference and countdown cocktail was held in Legendale Hotel Beijing today.

Attending guests of this press conference included, Ms. Chen Jing Yue, Vice-Secretary-General of the China-Europe Association for Technical and Economic Co-operation, and SR Luxpo Organizing Committee, who is one of the organizers; Mr. Zheng Hao Jiang, CEO of Sparkle Roll Group Limited; Ms. Linda Guo, Secretary-General of SR Luxpo Organizing Committee; Mr. Hu Guang, Trustee of Beijing Chenglong Charity Foundation; Mr. Zhang Shu Jia, General Manager of Automobile Sales Department, Taiping General Insurance Co., Ltd.; Mr. Ma Ke, Chairman of the Board of Qi Ming Dong Fang Nuang (China) Big Scale Activity Group(启明东方暖(中国)大型活动集团); Mr. Yao Shi, Chief Publisher and Chief editor of Fortune Character, Ms. Zhou Ting, Executive Director of Research Centre for Luxury Goods and Services, UIBE, and Principal Researcher of Luxury of Fortune Character; and Mr. Zhu Rong Guo, Publisher and President of The Discerning Lifestyle.

This year's SR Luxpo is the only Chinese luxury brands culture expo that was approved by the Ministry of Commerce of People's Republic of China. During the press conference, to mark the final phrase of the SR Luxpo, Ms. Chen Jing Yue, Vice-Secretary-General of The China-Europe Association for Technical and Economic Co-operation and SR Luxpo Organizing Committee, and Ms. Linda Guo, Secretary-General of SR Luxpo Organizing Committee jointly unveiled two luxury watches: "The Count-Up Luxury Watch" from RICHARD MILLE and PARMIGIANI at the event.

Upon the end of the ceremony, Ms. Zhou Ting, Executive Director of Research Centre for Luxury Goods and Services, UIBE, and Principal Researcher of Luxury of Fortune Character pointed out the positive effects brought by SR Luxpo to the China luxury market.

At the same time, Mr. Zheng Hao Jiang, CEO of Sparkle Roll Group Limited and Mr. Zhang Shu Jia, General Manager of Automobile Sales Department, Taiping General Insurance Co., Ltd. jointly signed the co-operation agreement.

As invited by the organizer, the Beijing Jackie Chan Charitable Foundation and the SR Luxpo Organizing Committee signed the contract concerning jointly holding "Love, Care and Grow Luxury Brands Culture Charity Dinner". Mr. Zheng Hao Jiang, CEO of Sparkle Roll Group Limited, specifically expressed that, 'All the donations raised during the dinner will be donated to "Dragon's Heart Construction Project – the reconstruction of school for 5.10 serve hail, floods and mudslides disaster" (5.10 特大冰雹山洪泥石流灾害学校重建等龙子心工程项目). This year's SR Luxpo is the only one luxury brands culture expo in China that holds a charity dinner.

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➤ **SR Luxpo Background**

It is well-known that China market has already become the main consumption force for top famous brands in the world. The net value of luxury brands consumption amounted to USD 9.4 billion in 2009, and increased to USD10.7 billion in 2010, accounting for one-fourth of the global value. Some of these brands' revenue is increasing as high as 50% per year. The China luxury market is growing faster than any other countries in the world and is expected to surpass Japan and becomes the world's largest luxury consumption country in 2012. It is predicted that China luxury market will grow drastically in the coming 3 to 5 years. To the top luxury product producer, the China market represents double-digit growth each year.

In the meantime, Beijing has become the largest consumption city in China. The retail consumption amount ranks top of the country for 2 consecutive years. It became one of the cities with the highest concentration of headquarters of top 500 companies, ranking top 3 in the world, following Tokyo and Paris. Amongst the 294 famous retailers over the world, 41% of them have moved in Beijing which has made the city ranks sixth in the world. The prosperity and the strong purchasing power make Beijing the no. 1 ranked consumption city in China. Following the booming and large-scale conglomerate commercial area and high-end shopping area, and the settlement of international famous brands, Beijing has become the consumption high land in the North District. A lot of high-end consumers in the nearby areas like those in North-East, Shanxi, Hebei, and Inner-Mongolia choose Beijing as a principal city for consumption.

Clearly stated in "Beijing to speed up the International Trade Center building(北京市加快国际商贸中心建设的意见), the plan targets to develop the impact on commercial and trading expos and its related industries by utilizing the expo platform to push forward planning, negotiation, trading, and clearing in high-traffic and high-end mode concentrated in Beijing, which becomes a top spot of trade development.

In response to and implement the policy spirit of "Beijing" 12th Five-Year Plan ", Beijing to speed up the International Trade Center building(北京市加快国际商贸中心建设的意见), this year's SR Luxpo will be held in China National Convention Centre, Beijing, on September 6-9 to attract more international famous brands to China, set up their headquarters in Beijing, promote their communication and co-operation with Chinese brands and utilize the successful design concepts and operation mode of these international top brands to inspire Chinese enterprises . In addition, it is aimed to integrate and upgrade the level and connotation of China's famous brands, at the same time to establish a promotional and learning platform for the potential China's famous brand and independent designers.

➤ **SR Luxpo Overview**

Approved by China Ministry of Commerce of The People's Republic, SR Luxpo is jointly organized by China-Europe Association for Technical and Economic Cooperation, the only affiliate of Ministry of Commerce in facing to Europe and dealing with trade and business activities, and Beijing Sparkle Roll Air Advertising Media Limited. The Luxpo is solely planned by Beijing Sparkle Roll Air Advertising Media Limited.

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SR Luxpo is going to be staged from September 6 to 9 at China National Convention Centre, Beijing. About 60-80 worldwide famous luxury brands are to be exhibited in gross exhibit area of 13,000 square meters during the four-day Luxpo. Senior management from luxury brands both in China and overseas, leaders of industry associations, and management from potential luxury brands in China are invited to attend SR Luxpo for exclusive visits and idea exchange.

This year, SR Luxpo is China's first large-scale exhibition with the theme of "In-depth interpretation to high-end, independent, scarce luxury brand culture" by offering the high-end and detailed professional services, reasonable and creative booth planning, precise and highly effective media platform, premium and direct public relations events. Apart from building the bridge for exchange and cooperation between high-end and elite consumers and supreme international luxury brands, it enables the creation of the direct platform for luxury brands to better understand, explore and get involved in the China market.

The SR Luxpo theme of New Age of Luxury is the best acknowledgement of the kind of culture and prestige represented by supreme luxury brands.

➤ **Smooth Preparation Work & Active Participation of International Luxury Brands**

There are a total of seven exhibiting areas in SR Luxpo, namely Gem of Life, Drive in the Wind, Luxury Life, Extraordinary Taste, Exclusive Glory, Home Sweet Home and Private Moment. The organizer takes into consideration of the exhibition location and space design for brand's features, offering the most reasonable plan to ensure the privacy and privilege for audience and exhibiting brands. Up to now, the following brands have confirmed they will participate in SR Luxpo.

Honorable Exhibiting Brands

- (1) Top-tier jewelry – Boucheron, Royal Asscher and Cyrus;
- (2) Luxury watch - RICHARD MILLE, PARMIGIANI, DeWitt and DeLaCour (BiTourbillon Collection);
- (3) Watch winder and time mover - BUBEN&ZORWEG;
- (4) Top-ranked white wine, cigar, Jackie Chan's Moutai, Davidoff cigar and cigar accessories, high-end Japanese cuisine - NOBU;
- (5) Ultra-luxury automobiles - Rolls-Royce and Bentley;
- (6) Super-luxury roadster - Lamborghini ;
- (7) Embraer S.A. legacy executive aircraft;
- (8) Top house wine cellars in France - Petrus, Chateau Lafite Rothschild, Chateau Latour, Chateau Cheval Blanc, Chateau Margaux, Chateau D'Yquem, Chateau Haut-Brion, Chateau Mouton Rothschild, Chateau Cheval Blanc, Chateau Ausone ;
- (9) France XO: Moulin de la Grange XO ;
- (10) USA California famous wine cellar : OPUS ONE & etc

➤ **4、Exclusive Luxpo**

1、Over 10,000 invitation to high net- growth wealth group, emphasizing experience with privacy、privilege、luxury

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The invitation is sent to socialites, financial elites, owners of ultra-luxury automobiles, super-luxury roadsters, luxury watches and top-tier jewelries and a group of fine wine connoisseurs. They are expected to show off their lifestyle and symbolize luxury and prestige.

2、Exhibit Customized Luxury Service and offer precise and multi-dimensional platform

SR Luxpo is offering the opportunity to enable the world famous luxury brands to understand the high-end consumer market in China and to build a precious and multi-dimensional platform for China's luxury market, further leading the benchmark on culture in the China luxury market. Organizing Committee specially pointed out 4 highlights in SR Luxpo which is totally different from other luxury expos.

- (1). Media Value: the luxury brand culture will be disseminated in the most efficient way to the most precise group by choosing the top 10 luxury-brands magazines on professional standards.
- (2). Social Value: Sparkle' Roll's top 5 exclusive high-end clubs are selected to offer tailor-made official and themed activities which best fit the luxury brands culture.
- (3). On-site Value: The Chinese top-tier luxury brand strategic team specially sets up a luxury brand exclusive private platform in a multi-centred artistic format which carries the contents of brand culture.
- (4). Additional Value: Comprehensive business cars pick-up services, presales services, and a full range of support services are provided to offer you the ideal exhibiting experience.

4. Mixture of authorized activities and brand activities creates the magic and cultural journey for luxury brands.

Apart from the exhibition held during the four-day Luxpo, the organizer will host different events according to Luxpo's positioning and designated audience, including "Brand • Culture" Sparkle Roll Luxury Expo Opening Ceremony, "Love, Care and Grow" Cultural Luxury Brands Charity Night and the promotion events with different themes and formats. In addition, the organizer will join hands with other worldwide luxury brands to organize salons and appreciation fairs, inviting specific guests to attend and exchange ideas with brand management to experience the charm of the brands.

To offer the exclusive and cultural journey to the designated audience and guests, four secret brands will customize specific events during the Luxpo. Ms Linda Gao, Secretary-General of SR Luxpo Organizing Committee, said, " If you wish to know the exclusive offer by those secret luxury brands, please visit official website (www.srluxpo.com) and Sina-Wenbo, the organizer will disclose more information in the coming two months.

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