

【Press Release】

Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring

Partnership Signing Ceremony & Press Conference Held in Beijing

(Short title: Pinnacle Forum and Distinguished Exhibition 2015 Spring Partnership Signing Ceremony Held in Beijing)

16 April 2015, 3:00pm, Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring Partnership Signing Ceremony and Press Conference held in Super Luxury Sky Initiative, 50 meters north of the China World Trade Center CCTV. Dozens of Signing partners and hundreds of media came to the conference.

Luxury Flourishing, Top Platform

Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring signifies concepts of “Extravagant beauty, raise the sails of prestigious trend in a casual and spontaneous character”, returning to the nature brand culture. The charismatic culture has a longstanding history that brings value added experience to the fellow public, and will further cement Sparkle Roll forum’s reputation as a top luxury event in the industry.

In the press conference, Mr. Zheng Haojiang, Sparkle Roll Group Deputy Chairman and CEO, Ms. Cheng Bin, Sparkle Roll Group Marketing Communications Department Director & Vice Chairman and Secretary General of Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring Organizing Committee, and Mr. Zhai Junhua, Sparkle Roll Glory Club General Manager represent the organizer Sparkle Roll Group to attend the press conference. Other invited guests are the following: Ms. Ji Xiaoyu, Deputy General Manager of Beijing Capital Land CBD Ltd., Mr. Wang Jianhui, Orient MGM Deputy General Manager, Mr. Zhang Tiejun, President of U.S.-China Business & Culture Association, Mr. Li Boshu, Deputy Secretary General of U.S.-China Business & Culture Association, Mr. Qian Liang, Regional Project Sales Manager of Miele, a

German brand, Mr. Li Yan, Customer Director of Beijing Goldcube International Advertising Communication Co.,Ltd., Mr. Zhai Zhiyuan, General Office Director of Peking University HSBC Business School Newell Valley Research Base, Mr. Li Weiguo, Operation Director of Beijing Dongba Culture Industry Co., Ltd., Mr. Zhan Xiaoguang, Operation Director of Beijing Yibang Culture Media Co. Ltd., Ms. Pan Yichen, “Xiang Shi” Magazine Representatives & Director of Chinese Incense Culture Research Institute of China Academy of Management Science, Ms. Xue Hui, Deputy General Manager of Beijing View Media Advertising Co., Ltd., Mr. Ma Jingdong, General Manager of Beijing Mo Hua Tang Culture Co., Ltd.

At the beginning of the press conference, Ms. Cheng Bin, Sparkle Roll Group Marketing Communications Department Director & Vice Chairman and Secretary General of Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring Organizing Committee, first delivered the speech.



Ms. Cheng Bin, Sparkle Roll Group Marketing Communications Department Director & Vice Chairman and Secretary General of Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring Organizing Committee.

Ms. Cheng said, “After a much preparation, the Marketing Department of Sparkle Roll is now formally established as one of our important strategic developments. The

department will integrate resources of The Marketing Communications Department, and the existing marketing department, and will combine functions of foreign brands, brand docking, and a media cooperation agency. By integrating and combining resources, the Group will be able to exhibit a more dynamic working atmosphere, showcasing the new “Sparkle Roll Style”. An important Group brand activity, the third Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition, will deliver a mature, professional and excellent top brand event by the operation of the new Marketing Communication Department.”

Raise the curtain for the long awaited forum

After that, Ms. Ji Xiaoyu, Beijing Capital Land CBD Ltd. Deputy General Manager, the press conference site Organizer, delivered her speech. Mr. Zheng Haojiang, Sparkle Roll Group Deputy Chairman and CEO, Ms. Ji Xiaoyu, Beijing Capital Land CBD Ltd. Deputy General Manager, Mr. Wang Jianhui, Orient MGM Deputy General Manager, Mr. Zhang Tiejun, President of U.S.-China Business & Culture Association, Mr. Zhai Zhiyuan, General Office Director of Peking University HSBC Business School Newell Valley Research Base started Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring. The key message of the forum would be dispersed once the curtains are raised for the show. The Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring marking luxury brands culture tour officially launches.



From left to right: Mr. Zhang Tiejun, Mr. Wang Jianhui, Mr. Zheng Haojiang, Mr. Zhai Zhiyuan, Ms. Ji Xiaoyu

“Extravagant beauty, raise the sails of prestigious trend in a casual and spontaneous character” is the theme of this pinnacle forum & distinguished exhibition. A near 20-year history in the luxury goods industry makes Sparkle Roll a leader in Chinese luxury retail industry. With absolute knowledge of the luxury brands culture and consciousness of a luxury lifestyle, Sparkle Roll made its accurate interpretation of luxury brands culture, leading consumers for luxury brands culture consumer cognition. Not only gathered the net worth most Chinese high consumption ability population, but also subverted the consumption patterns to the “Cultural Trends” phenomenon in the interpretation of luxury brands culture and high-end lifestyle. We will again witness the bright glory of Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition at Oriental MGM, Beijing during 21-24 May 2015.

Signing collaboration to make win-win

Then, Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring was officially started. Representing the organizing committee, Ms. Cheng Bin attended the signing ceremony and took the

group photo with a number of new business partners. Those business partners are: Mr. Wang Jianhui, Orient MGM Deputy General Manager, Mr. Zhang Tiejun, President of U.S.-China Business & Culture Association, Mr. Li Yan, Customer Director of Beijing Goldcube International Advertising Communication Co.,Ltd., Mr. Zhai Zhiyuan, General Office Director of Peking University HSBC Business School Newell Valley Research Base.



**Top left: Mr. Li Yan, Top right: Mr. Wang Jianhui
Bottom left: Mr. Zhang Tiejun, Bottom right: Mr. Zhai Zhiyuan**

After the signing ceremony, Mr. Zhang Tiejun, President of U.S.-China Business & Culture Association, and Mr. Zhai Zhiyuan, General Office Director of Peking University HSBC Business School Newell Valley Research Base delivered speeches on behalf of their companies. They affirmed the strength of Sparkle Roll in their speeches, and it would become an important factor in a win-win flourishing establishment by the joint strong collaboration with Sparkle Roll. It was an inevitable move under the new situation of economic development to cater the trend of the times.

After a partnership signing ceremony, there was then a signing ceremony with invited guest speaker Miele, a German brand. And then, the new associated media had the signing ceremony on the stage. Ms. Cheng Bin on behalf of the Organizing Committee took a photo with associated media. Media who joined the signing ceremony were: Beijing Dongba Culture Industry Co., Ltd., Beijing Yibang Culture Media Co. Ltd., “Xiang Shi” Magazine & Chinese Incense Culture Research Institute of China Academy of Management Science, Beijing View Media Advertising Co., Ltd., Beijing Mo Hua Tang Culture Co., Ltd. Mr. Li Weiguo, Operating Director of Beijing Dongba Culture Industry Co., Ltd. on behalf of associated media delivers the speech.



**Top left: Mr. Zhan Xiaoguang, Top right: Ms. Xue Hui, Center left: Mr. Li Weiguo
Center right: Ms. Pan Yichen, Bottom left: Mr. Ma Jingdong, Bottom right: Mr. Qian Liang**

At the end of the event, Mr. Zheng Haojiang, Sparkle Roll Group Deputy Chairman and CEO delivered the final speech at the conference. He said, “For nearly twenty years, Sparkle Roll has always been committed to the spread of luxury lifestyle brand culture. We expect the spread of luxury brand expectations blossom fruit blue blood on Chinese land. We work to change the public’s impression regarding luxury by

stressing the blue blood behind, hundred years of culture, and the ultimate pursuit of the historical heritage. We hope we can join to hand in hand together with many signed partners to achieve win-win.”



Mr. Zheng Haojiang was delivering his speech

Near the end of the conference, Mr Zheng Hao Jiang, Ms. Cheng Bin, and all presence guests went on stage to celebrate the success of the conference. And they wished Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2015 Spring great success held while toasting together. The full glass of red wine represented a full glass of blessings and ardent expectations.



Management and VIP guests toasting

At this point, the conference ended successfully.