[Press Release]

Royal Asscher •Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2014 Spring

〈Let Love Reign Let Mercy Win〉Pinnacle Charity Night Launch Ceremony Partnership Signing Ceremony & Press Conference

Royal Asscher •Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2014 Spring ("SR Luxfo 2014") -〈Let Love Reign Let Mercy Win〉Pinnacle Charity Night Launch Ceremony, Partnership Signing Ceremony & Press Conference was grandly held in Beijing at 3p.m. on 7 May 2014. Guests from all sectors and tens of cooperation partners and more than a hundred of media made their presence at the press conference.



Mr. Zheng Haojiang, Ms. Linda Guo and Mr. Gao Qing jointly held the opening ceremony of the〈Let Love Reign Let Mercy Win〉Pinnacle Charity Night

"Creation of a Sophisticated New World with Luxury Brands Multi-culture", implies that without innovation there is no enjoyment, and all the good and success are derived from continuous reform with creativity. Without fusion there is no vitality, be tolerant and accept diversity. On 23-26 May 2014, the 2014 SR Luxfo will once again bring the glory at Beijing International Convention Center standing by Chang'an Avenue. During the SR Luxfo period, the Beijing Jackie Chan Charitable Foundation and the SR Luxfo Organizing Committee joint

hands to hold the “Sparkle Roll Pinnacle Charity Night” and for his fourth annual warm glow. 2014 Sparkle Roll Pinnacle Charity Night themed〈Let Love Reign Let Mercy Win〉gathers charitable elites to pass over positive energy and promote charity to modern daily life. Meanwhile, the Chinese top-tier luxury brands players participating in the event shines everyone with a sparkling stage composed of historical collections of art masterpieces, charitable auctions and setup which carries positive energy, to spread the seeds of charity and develop a world of love in a luxury way, and allow us to join hands in welcoming the show coming up on 23 May.



Mr. Gao Qing, Director General of Beijing Jackie Chan Charitable Foundation delivered his speech for the 2014 Sparkle Roll Pinnacle Charity Night

At the press conference, Mr. Zheng Haojiang, Deputy Chairman, CEO and Executive Director of Sparkle Roll Group, Ms. Linda Guo, Director, Department of Exhibition and Communication of Sparkle Roll and the Vice Chairman & Executive Secretary-General of the 2014 SR Luxfo Organizing Committee and Committee Member of Beijing Jackie Chan Charitable Foundation, represented Sparkle Roll Group, the organizer, to attend the press conference; Mr. Gao Qing, Representative of the organizer of 〈Let Love Reign Let Mercy Win〉& Director General of Beijing Jackie Chan Charitable Foundation, Pinnacle Charity Night delivered his speech at the press conference. The VIPs who attended the press conference included: Ms. Yan Yinghua, Assistant to Vice-President of Jinli (Beijing) Property Development Company Limited, Ms. Zhang Miao, Vice-President of Beijing Jiamei Hospital Administration Corporation, Ms. Ye Xiu-e, General Manager and Mr. Zhu Siyang, Deputy General Manager of Beijing Qianqiangang Culture and Art Co., Ltd., Mr. Kong Lingjun, Chairman of Koncise (Beijing) International Watch Company Limited, Mr. Zhen Jianbo, President, Mr. Yang Guang, Marketing Director and Ms. Liu Jia, Senior Marketing Manager of Moneta International Limited, Ms. Zuo Wen, Fashion Stylist Consultant of YI Club, Founder & CEO of Fashion Styling Organization, Mr. Hong Taoyang, Chairman and Ms. Wu Nan of Shenzhen Ever Rich Jewelry Co., Mr. Huang Simi, Secretary-General of Huang Yue Art Charity Foundation; Mr. Li Guofeng, General Manager of LP Advertising; Mr. Liu Jian, Deputy General Manager of Beijing Gold Cube International Advertising Communication Co.,

Ltd; Mr. Liu Xiaowei, Deputy General Manager of Luxury Travel Department of China CYTS Tours Holding Co., Ltd.; Mr. Xu Fangxiu, General Manager of China Region of John Bagley; Ms. Yan Jingjing, International Marketing Manager of iKang Evergreen Medical International; Mr. Shi Qiang, General Manager of New York' Lover Luxury Cakes, Mr. Jean-Michel Floc'h, Chairman of the Board & CEO of Floch International, Mr. Oscar Casillas, CEO, Ms. Jamie Xia, COO of Xi Lin; Ms. Cecilia Chui, General Manager of Ed Berneys.



Ms. Linda Guo, Director, Department of Exhibition and Communication of Sparkle Roll, and the Vice Chairman & Executive Secretary-General of the 2014 SR Luxfo Organizing Committee represented Sparkle Roll Group, the organizer to deliver her speech

To kick off the press conference, delivered his speech for the 2014 Sparkle Roll Pinnacle Charity Night. Mr. Gao Qing, pointed out in his speech that in 2014, the Beijing Jackie Chan Charitable Foundation will continue its mission of building new hope, carry new dream with new milestone. We will continue to realize the three dreams of Jackie Chan, the Chairman of the Foundation, “I hope there will be no more the poor in China, to achieve world commonwealth and world peace”: adhering to the principle of “help the underprivileged group, help the young grow healthy, jointly build an ultimate living nature”. The Foundation is committed to its objective of “Your love to be spread through us”. The Foundation joins hand with the 2014 SR Luxfo, strives to create a platform to raise the awareness of the high-end circle about charitable consciousness and activities by presenting the〈Let Love Reign Let Mercy Win〉Pinnacle Charity Night, to increase generous people’s understanding and support, and attract more people to participate in charity business, to open up a new page of the charity business and create a brighter tomorrow together!



Ms. Linda Guo of the Organizing Committee and Ms. Yan Yinghua, Sponsor of Sparkle Roll Charity Dinner & President of Zi Yu Hua Fu engaged in contract signing

Subsequently, Ms. Linda Guo, Director, Department of Exhibition and Communication of Sparkle Roll and the Vice Chairman & Executive Secretary-General of the 2014 SR Luxfo Organizing Committee and Committee Member of Beijing Jackie Chan Charitable Foundation and Mr. Gao Qing, Director General of Beijing Jackie Chan Charitable Foundation came on stage and jointly kicked off the〈Let Love Reign Let Mercy Win〉 Pinnacle Charity Night. Following the launch ceremony, Ms. Linda Guo delivered her speech on behalf of the Organizing Committee of the Sparkle Roll Pinnacle Forum. Ms. Linda Guo expressed heartfelt thanks to the attended guests, media, cooperation partners and friends from different sectors and presented the preparation work of the pinnacle forum and dinner in detail. In line with the fund raising of the 2014 Pinnacle Charity Night, the Organizing Committee meticulously produced the "Charity Dinner Donated Items Catalogue", compiling art masterpieces and generous hearts, with an aim to displaying various exquisite treasures and allow the generous hearts to own the treasures at a charitable price, to transfer love and make charitable contributions.



Ms. Linda Guo of the Organizing Committee and Ms. Ye Xiu-e, General Manager of Beijing Qianqiangang Culture and Art Co., Ltd., the exclusive undertaker of 2014 SR Luxfo Opening and Closing Ceremonies and the distribution partner of “SR Magazine” engaged in contract signing

Next, 2014 SR Luxfo partnership signing ceremony officially launched. Ms. Linda Guo of the Organizing Committee and eleven guest speakers, business partners and brands signed the cooperation memorandum respectively during the ceremony and took a group photo for this great moment. These cooperation partners are: Ms. Yan Yinghua, Assistant to Vice-President of Zi Yu Hua Fu High-end Property Projects of Jinli (Beijing) Property Development Company Limited, Sponsor of 2014 Sparkle Roll Pinnacle Charity Night; Ms. Ye Xiu-e, General Manager of Beijing Qianqiangang Culture and Art Co., Ltd, the exclusive undertaker of 2014 SR Luxfo Opening and Closing Ceremonies and the distribution partner of “SR Magazine”; Ms. Zhang Miao, Vice President and Representative of Beijing Jiamei Hospital Administration Corporation and guest speaker of SR Luxfo; Mr. Kong Lingjun, Chairman of Koncise (Beijing) International Watch Company Limited; Ms. Zuo Wen, Fashion Stylist Consultant of YI Club, Founder & CEO of Fashion Styling Organization; Ms. Huang Yue, Chinese famous flower and bird painter; Mr. Hong Taoyang, Chairman of Shenzhen Ever Rich Jewelry Co. and Representative of ER Diamonds; Mr. Li Guofeng, General Manager of LP Advertising, the distribution partner of “SR Magazine”; Mr. Liu Jian, Deputy General Manager of Beijing Gold Cube International Advertising Communication Co., Ltd, the distribution partner of “SR Magazine”; Mr. Liu Xiaowei, Deputy General Manager of Luxury Travel Department of China CYTS Tours Holding Co., Ltd., “Sparkle Roll Honor Club" luxury travel partner.



Mr. Hong Taoyang, Shenzhen Ever Rich Jewelry Co., the exhibitor, delivered his speech

After the grand signing ceremony, Mr. Zheng Haojiang, Deputy Chairman, CEO and Executive Director of Sparkle Roll Group delivered his speech on stage to wrap up the press conference. Mr. Zheng Haojiang said, “With the signing of various contracts and formation of cooperation one after another, this not only proves that the exhibitors recruitment work of the

2014 SR Luxfo has achieved initial success within the short preparation period, but also marks the great vision of the SR Luxfo to lead all exhibitors and participating brands to realize “Share, Cooperate, Winwin, Multiwin”. Adhering to the theme of “Creation of a Sophisticated New World with Luxury Brands Multi-culture”, 2014 SR Luxfo aims to joint-hand again with independent and niche luxury brands to create a new era bounding on the successful completion of great migration of luxury brands culture between East and West.



Ms. Linda Guo of the Organizing Committee and Mr. Liu Xiaowei, Deputy General Manager of Luxury Travel Department of China CYTS Tours Holding Co., Ltd., “Sparkle Roll Honor Club" luxury travel partner engaged in contract signing

Sparkle Roll Group, as the industry leader, which possesses the “luxury products kingdom” is always committed to its mission of conveying and spreading the luxury, independent and unique brands culture to China. In 2013, through the first SR Luxfo, with the goal of “Conveying of Luxury Brands culture from the World to China”, the Group was dedicated to maintaining the brands’ original essence when first bringing the international independent brands into the China market. Now, the second SR Luxfo in 2014 through comprehensive business presentation and high-end media promotion and its sophisticated operation platform for luxury brands, to establish a super luxury products platform connecting from investors, dealers, agencies to channels, and from planning, marketing and public relations events for global independent, luxurious and niche brands as well as the upstream and downstream elites which develop in China luxury industry, and strives to achieve the new realm of multi-culture.



Mr. Zheng Haojiang, Deputy Chairman, CEO and Executive Director of Sparkle Roll Group delivered his speech on stage to wrap up the press conference

To end the press conference, Mr. Zheng Haojiang, Ms. Linda Guo, Mr. Gao Qing and the VIPs came on stage to celebrate the success of the press conference, raised their toasting glasses fully filled with red wine, wishing the "2014 SR Luxfo" a great success. The press conference was brought to a successful close.