**[Press Release]**

耀 萊 集 團 有 限 公 司
SPARKLE ROLL GROUP LTD

# Royal Asscher •Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2014 Spring
# Royal Asscher Black Gold Title Sponsor Strategic Partner Launch Ceremony
# Partnership Signing Ceremony & Press Conference held in Beijing




Royal Asscher • Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2014 Spring ("2014 SR Luxfo") - Royal Asscher Black Gold Title Sponsor Strategic Partner Launch Ceremony and Partnership Signing Ceremony & Press Conference was honorably held in Beijing at 3p.m. on 13 February 2014. More than ten contracted cooperative partners and over a hundred media attended the press conference.

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.

Mr. Ivan Tong, Chairman & Executive Director of the board and Mr. Zheng Hao Jiang, Deputy Chairman, CEO & Executive Director of Sparkle Roll Group as well as 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 attend and deliver speeches during the press conference.




Honorable guests attended the press conference

Honorable Guests attending the press conference included: Mr. Edward Asscher, President of Royal Asscher Diamond Company; Mr. Stefano Solaro, Managing Director and Mr. Massimo Marocco, Purchasing Director of Italian jewellery brand Utopia; Mr. Chu Guang Lei, Deputy General Manager and Mr. Zhao Nan, Marketing Director of OASIS International Hospital; Mr. Chen Ying, Design Director of Bestspoke Tailor; Ms. Yan Ping, Founder and Ms. Li Dan, Marketing Director of high-end hand carved leather brand Tokomys, Mr. Lei Yun, Executive Director of Herby Refreshing Beverage Company; Mr. Deng Yue, Public Relations Department of Luxupak & OC International Trading (Beijing) Company; Ms. Ren Man Li, General Manager of Yi Cheng He Xin Media & Advertising (Beijing) Company Limited; Mr. Liu Zhe Yu, Deputy General Manager of Beijing Pilot Hiji Culture Media Limited; Mr. Li Xiao Long; Deputy General Manager of Beijing Lighting Media Limited; Mr. Han Qi, General Manger of Beijing RunZe Media Limited; Mr. Yu Yang, Advertising Director of Beijing Genuine & Profound Culture Media Co., Ltd. ; Ms. Pan Xue, Chairman of Beijing Bosstrong International Culture & Media Co. Ltd.; Mr. Zhao Kai, Vice President of

Outdoor QQ; Mr. Zhen Jian Bo, China Managing Director of Moneta; Mr. Yan Jun, Operation Director of Mei's Collection; Ms. Zhao Yan Qiang, Sales Manager of Waldman Diamond Company; Ms. Yu Shan Shan, Assistant Sales Manager of Luneng Hotels & Resorts, Beijing Mangshan Resort; Mr. Wang Chun Ning, General Manager and Mr. Li Nan, Channel Director of Zyston Capital (Beijing) Fund Investment Management Co., Ltd.; Ms. Wei Wei, Marketing Manager of Henry Global Consulting Group; Mr. Zhao Zhi Long, General Manager of Beijing Mavin Marvy Fashion Co. Ltd.; Mr. Tian Zhi Yong, Secretary-General of Strategic Planning Department of Fen Ji Tea Co., Ltd.; Ms. Peng Qiu Lian, Assistant to Chairman of Koncise (Beijing) Watch Co., Ltd.; Mr. Miao Nai Chuan, Executive Director of Longmarch Partners Consulting.




Mr. Ivan Tong, Chairman & Executive Director of the board of Sparkle Roll Group delivered his speech

Mr. Ivan Tong, Chairman & Executive Director of the board of Sparkle Roll Group delivered his speech to start the press conference. Mr. Tong said, "Luxfo has become the most influential luxury summit in China, looking forwards, Sparkle Roll Group will continue to lead and support the positive development of luxury goods industry, strive to promote the luxury culture as well as to provide a platform for international brands to tap into China market and create a warm glow." At the same time, Mr. Tong expressed sincere thanks to Royal Asscher, the black gold title sponsor and strategic business partner of this year's Luxfo. Royal Asscher is a Europe brand adhering to legendary history, which targeted the royal members and prominent persons. Sparkle Roll will leverage the professionalism of promoting and distributing high-end luxury products and the thorough understanding of the industry to bring valuable synergies to the brand and sustain the legend of the Holland Royal Diamond Company, expand the unique diamond cutting series of Royal Asscher, Royal

Asscher jewelry Collection and boost the sales growth of prestigious star of Africa series in mainland.

Subsequently, Mr. Edward Asscher, the fifth-generation heir of Royal Asscher, the Diamond Company, stepped on the grand stage and the presenter solemnly announced that Royal Asscher become the black gold title and strategic partner of Sparkle Roll Luxfo. Mr. Edward Asscher said, “Almost 160 years of history and heritage have proved the long-term vision and strategy of constructing the global luxury brand Royal Asscher. For a long time, with the collaboration with Sparkle Roll Group, SR Luxfo and SR Luxpo, virtue of Royal Asscher’s bright brand value and strong industry background of Sparkle Roll, we are confident to occupy a place in the jewelry industry in China.”




Mr. Edward Asscher, President of Royal Asscher Diamond Company, the black gold title sponsor and strategic partner of this year’s Luxfo

Mr. Ivan Tong, Chairman of the board of Sparkle Roll Group and Mr Edward Asscher joined hands to host the launch ceremony of 2014 SR Luxfo. Lifting the curtain, the themes of SR Luxfo this year appeared vividly. This marked launching of 2014 SR Luxfo and officially set sail for the tour of luxury brands culture.

The theme "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 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.

After the launch ceremony, Ms. Linda Guo, Director, Department of Exhibition and Communication of Sparkle Roll Group and the Vice Chairman & Executive Secretary-General of the 2014 SR Luxfo Organizing Committee delivered her speech. In her speech. Ms. Linda Guo first expressed heartfelt thanks to all the guests, friends of media, strategic partners and other parties, and presented the highlights and theme of this forum. Ms. Linda Guo mentioned that the speech content is all about the strong brands culture, profound brands spirit therefore selecting 6 keynote speakers from brands worldwide has become the top priority. It is a truly global brands cultural fusion with our guest speakers coming from all around the world.




Ms. Linda Guo represented the organizer to deliver her speech

Ms. Linda Guo explained, "It is no doubt about the influence and authority of SR Luxfo. Our forum provides platform for niche luxury brands to tap in China without boasting. Here I would like to share with you a pleasant message, Phillippe Tournaire, a jewellery brand from Paris, France, being one of the guest speakers of 2013 SR Luxfo, has officially tapped into the China market on 17 December 2013 through the platform of SR Luxfo. The brand held a grand opening of new store located at Beijing China Central Place at the end of 2013 and established an independent studio and exhibition hall. This piece of good news not only marked the success for the brand Philippe Tournaire, but also the greatest recognition of the importance of the forum by the market, cooperative partners and consumers."

Mr. Massimo Marocco, Purchasing Director of famous Italian pearl brand Utopia, was invited to deliver his speech as the representative of one of the guest speakers of this year's SR Luxfo on stage. The brand Utopia was sought after by the Chinese consumers since its first presence at the Royal Asscher • Beijing Sparkle Roll Luxury Brands Culture Expo 2013 Fall ("2013 SR Luxpo"). The brand's refined design workmanship and perfect pearl quality has so impressed the world. By leveraging these advantages, Utopia stays ahead of numerous renown brands, and became the champion of highest sale at the 2013 SR Luxpo.




Mr. Massimo Marocco, Purchasing Director of Utopia delivered his speech
as the representative of guest speaker

Next, Royal Asscher • Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2014 Spring Partnership Signing Ceremony officially kicked off. Ms. Linda Guo of the

Organizing Committee and six business partners and brands signed the cooperation memorandum during the signing ceremony and a group photo was taken for this great moment. The business partners entering into cooperation included: Mr. Stefano Solaro, Managing Director of Utopia; Mr. Chu Guang Lei, Deputy General Manager of OASIS International Hospital; Mr. Chen Ying, Design Director of Bestspoke Tailor; Ms. Yan Ping, Founder of the luxury customized hand carved leather brand Tokomys; Mr. Lei Yun, Executive Director of Herby Refreshing Beverage Company; Mr. Deng Yue Public Relations Department of Luxupak & OC International Trading (Beijing) Company.




After the exhibitors signing ceremony of the SR Luxfo, the Emcee invited the new advertising agency partners of Sparkle's Roll Group on stage to proceed to the signing ceremony, a group photo was taken for Ms. Linda Guo of the Organizing Committee and partners of advertising agencies. The advertising agencies which entered into cooperation included: Beijing Pilot Hiji Culture Media Limited, Yi Cheng He Xin Media & Advertising (Beijing) Company Limited and Beijing Lighting Media Limited.

Since 2013, Sparkle Roll Group has engaged into cooperation with 7 advertising agencies, principally undertaking excellent advertisers recruitment work for Sparkle Roll Group, the SR Luxpos, the SR Luxfos, Roadshows at various locations and the "SR Magazine", and provided great support to various events of Sparkle Roll Group.



Mr. Li Xiao Long, Deputy General Manager of Beijing Lighting Media Limited delivered his speech

Following the signing ceremony, Mr. Li Xiao Long, Deputy General Manager of Beijing Lighting Media Limited delivered his speech. Mr. Li especially stressed the exceptional strengths of Sparkle Roll Group, and expressed that the joint co-operation between the two companies will definitely achieve a win-win situation, at the same time, lead to the success of the new transformation of the traditional media.

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




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

Nowadays, the SR Luxfo has entered its second year. With the extensive experience of the luxury industry and sensitivity for the luxury brands culture, the SR Luxfo highlighted the brands culture and has come under during the season of spring in Beijing.

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.




To end the press conference, Mr. Ivan Tong, Mr. Zheng Hao Jiang, Ms. Linda Guo and the VIPs 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.