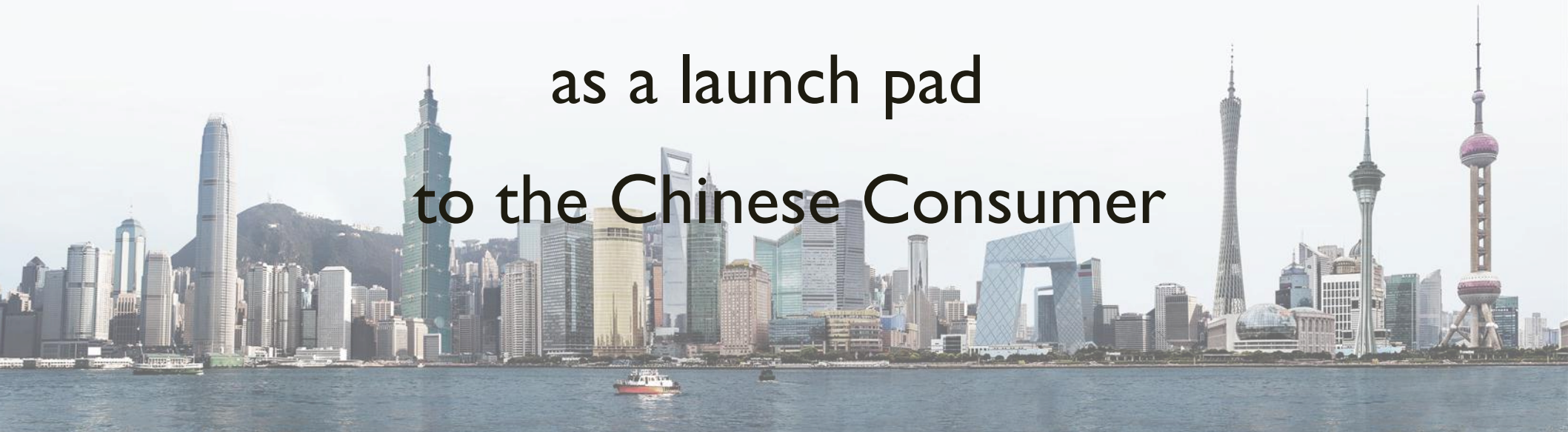




JEBSEN

Hong Kong
as a launch pad
to the Chinese Consumer

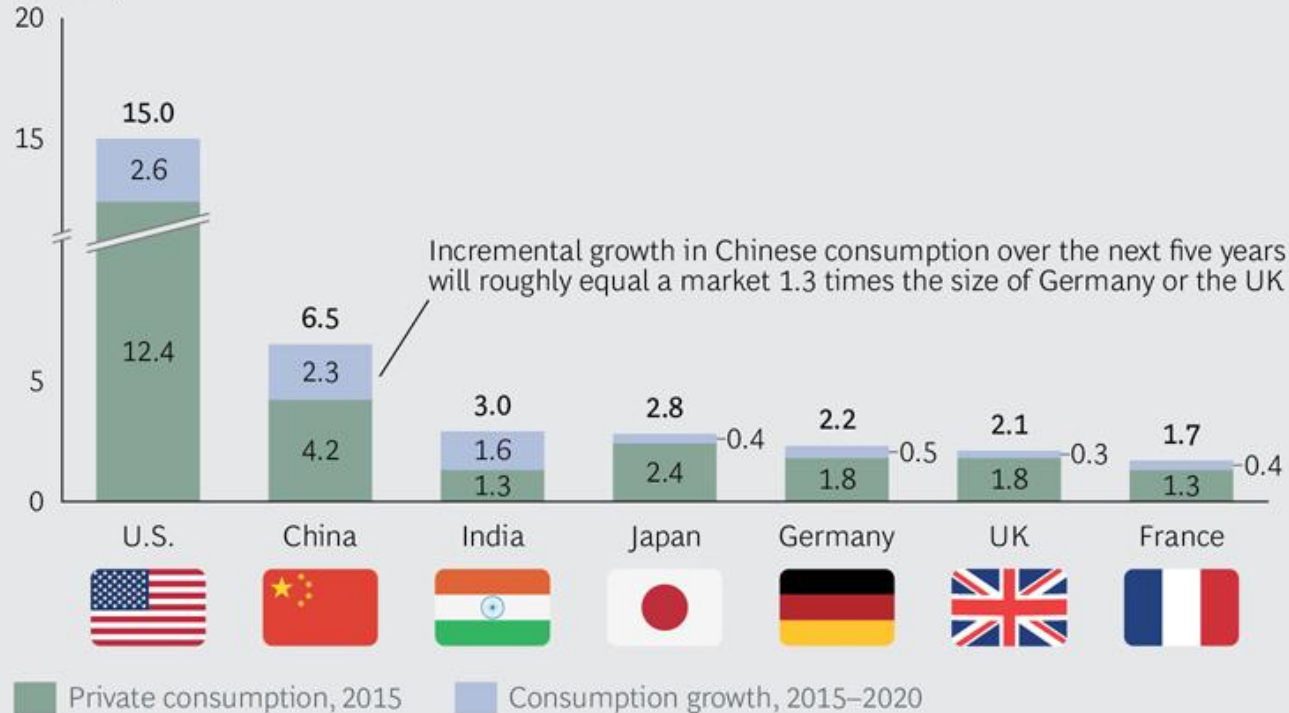


Think Asia, Think Hong Kong
September 2016

Chinese Consumers

By 2020, Chinese Consumption Will Have Grown by \$2.3 Trillion—Even if GDP Growth Slows to 5.5%

Nominal private consumption, 2020
(\$trillions)



Sources: Economist Intelligence Unit; BCG analysis.

Note: Assumes annual GDP growth rate of 5.5%. Because of rounding, not all numbers add up to the totals shown.

Aims to enhance the quality of development in order to ensure the establishment of a moderately prosperous society, despite the challenges of changing domestic and international environment.

Hong Kong plays an important part as an international financial, shipping and trade centre.

- ❑ Innovation
- ❑ Coordination
- ❑ Green growth
- ❑ Opening up and sharing

Maintaining Economic Growth at Medium to High Speed, 2016-2020

Average annual real growth rate of over 6.5%
(actual average annual growth rate in real terms during 2011-2015: 7.8%)

Total GDP exceeding RMB92.7 trillion
by 2020
(about RMB67.7 trillion in 2015)

Service sector accounting for 56% of GDP
by 2020
(50.5% in 2015)

Developing industries towards medium- to high-end outputs, modernising agriculture, accelerating development of advanced manufacturing industries and strategic emerging industries

Hong Kong: a formidable platform to access China



Hong Kong has been ranked the world's freest economy for more than two decades

- ❑ Strategic location
- ❑ Talent & expertise
- ❑ Service culture
- ❑ Rich pool of service sector companies: 90% of GDP from service industry
- ❑ No import or export tariffs on most goods
- ❑ No sales tax
- ❑ International trading and logistic hub
- ❑ Commonwealth law and clear regulatory environment
- ❑ Compliance Culture

Hong Kong is the best place to showcase your products:



- ❑ Shopping paradise ~ 60 millions visitors per year in the territory
- ❑ Top destination for MICE events
- ❑ Over HKD 475 bn in retail sales (2015)
- ❑ High quality of goods and “No Fakes” Pledge
- ❑ Mature and sophisticated consumer market
- ❑ Testing ground of Chinese market

As a shopping window, Hong Kong accelerates your product's exposure and brings a regional scale to your business

Why lifestyle products are a good fit for Hong Kong



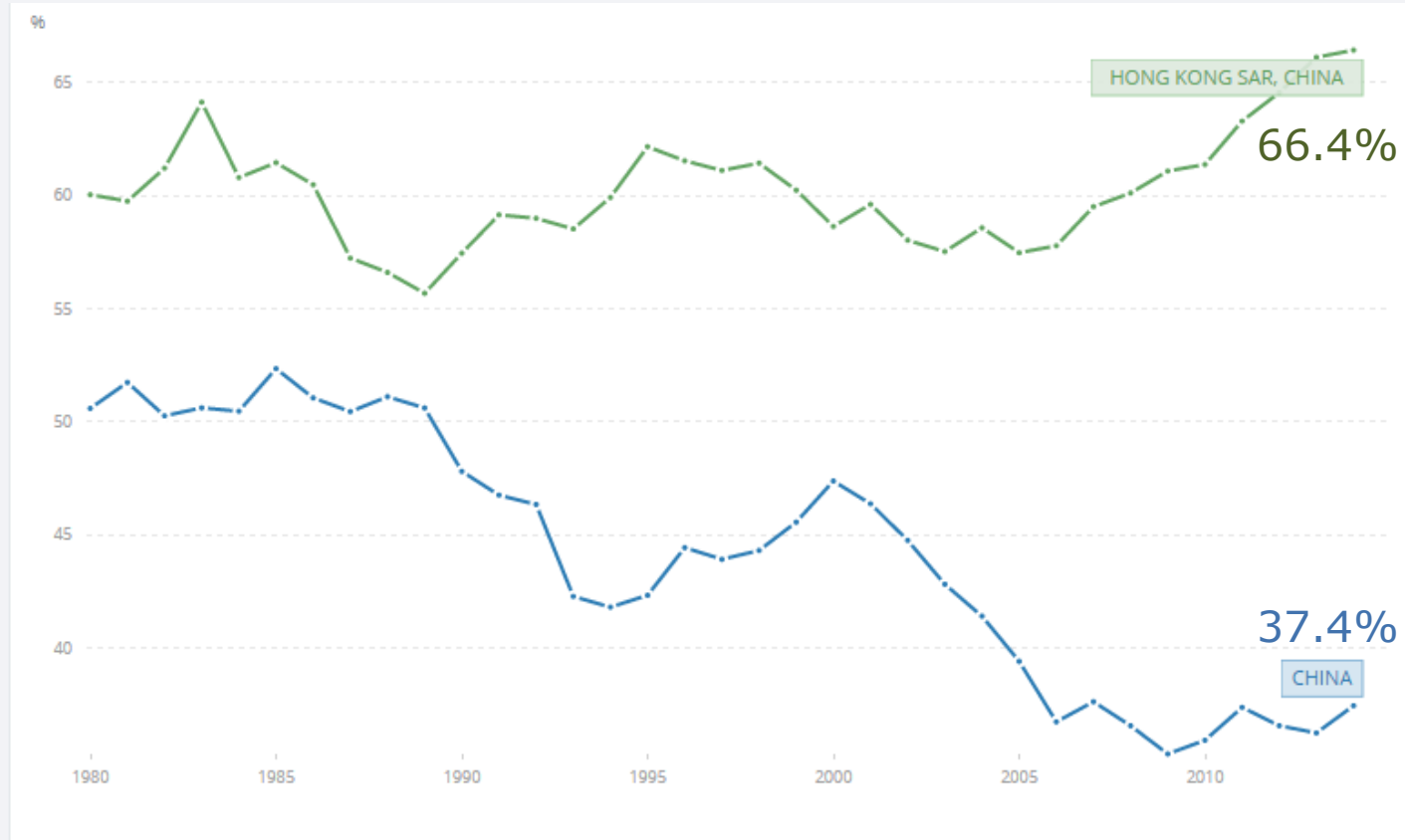
- ❑ Spending power: 2015 GBP per capita (Data from World Bank, 2015)
 - Hong Kong - USD 42,422.9
 - China - USD 7,924.7
- ❑ From Michelin-starred restaurants to Art Fairs to local vanguard creative scene, Hong Kong shines internationally
- ❑ Trendsetter on shopping experience: K11 Art mall, pop-up stores, high-profile marketing campaign and Luxury flagship stores
- ❑ Lifestyle brands such as Apple, Dyson, Nespresso or Fitbit are well received here in Hong Kong

A track record of lifestyle products and brands being well received
Setting a presence in Hong Kong is a statement for international brands

Consumer Spending: Hong Kong vs China

Household final consumption expenditure, etc. (% of GDP)

World Bank national accounts data, and OECD National Accounts data files.



1980 - 2014

Jebsen has helped Brands to establish and succeed for 120 years



Jebsen represents more than 200 premium brands across various industries, with long-term relationships forming the basis of success



BOLLINGER
20 YEARS



30 YEARS
PENTAX



ARRI
50 YEARS

60 YEARS
PORSCHE



BOSCH
100 YEARS

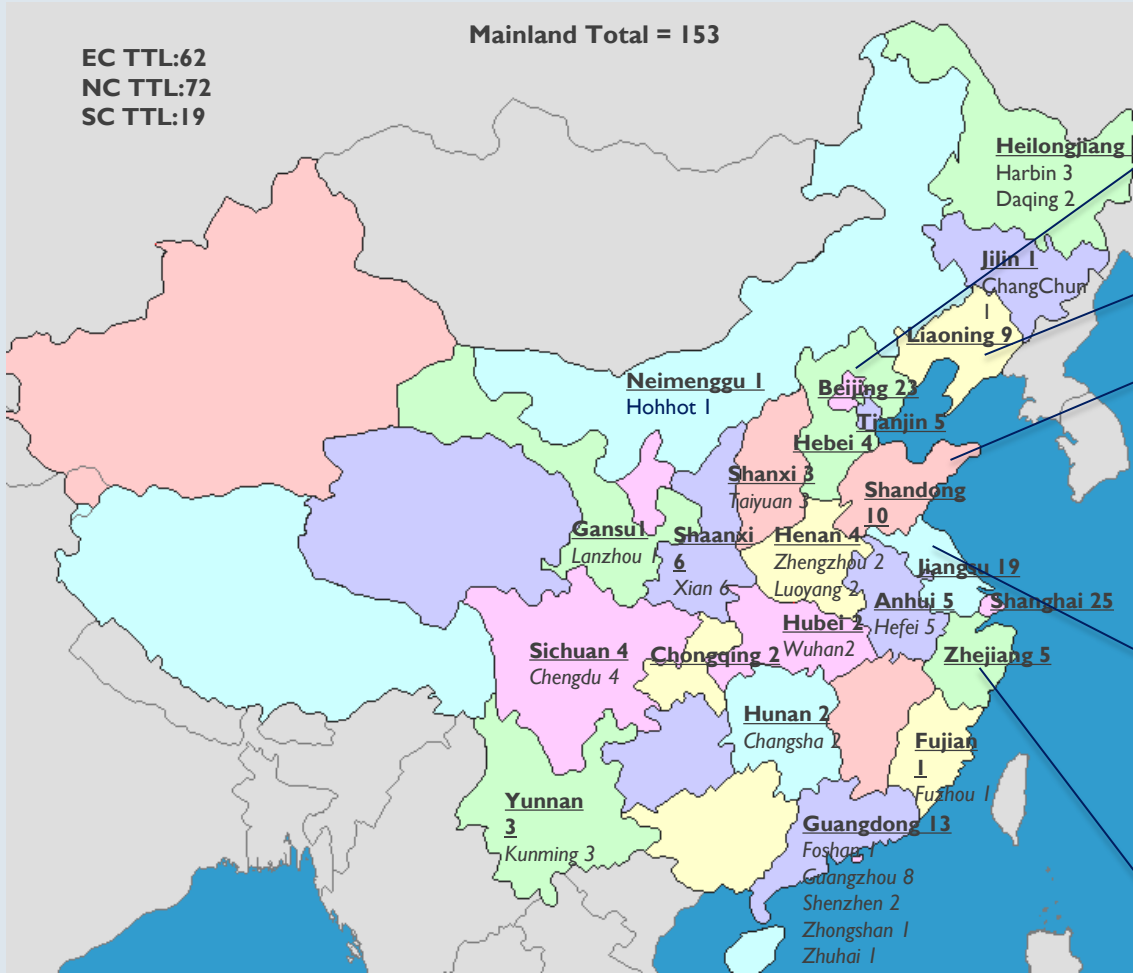


110 YEARS
BLUE GIRL BEER



DYSON

Dyson : in Hong Kong & China



Hong Kong

First Launched Sept 2008

PRC

End of July 2016, 153 high-end retail stores

- ❑ 63 stores in Tier 1 cities
- ❑ 90 stores in Tier 2 & 3 cities.

THANK YOU