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ARTGO HOLDINGS LIMITED

雅高控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 3313)

VOLUNTARY ANNOUNCEMENT

LAUNCH OF A NEW MID-TO-HIGH-END RETAIL BRAND “ARTMORE”

This is a voluntary announcement made by ArtGo Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The Company owns the largest marble mine in the PRC and has a vertically integrated operating model that converges exploration, production, supply, distribution and sale of marbles. In order to further lead the sales market of the PRC marble products and in tight line with the rapid growth of the retail market of household decorative stone products in China, the Company is pleased to announce that, the “Opening Ceremony for the first Stone Experience Store” in Xiamen, Fujian province, is held on 29 May 2015. At the ceremony, the second major brand “ArtMore (之尚)” (“**ArtMore**”) created by the Company, will be launched officially aiming for a presence in the retail market of household decorative stones and targeting retail buyers with high level of purchasing power and seek for quality lifestyle.

“ArtMore” products are designed with a style of nature, simplicity and delicacy. Under the new brand “ArtMore”, the Company will launch diversified standard marble products, including standard cut-to-size slabs, bathroom products and home supplies. This brand will be positioned in the mid-to-high-end market to create a new page for the retail and e-commerce market of the PRC home decorative stones through efficient and massive production and marketing.

As for sales channels, the Company will develop online and offline sales channels this year to promote the “ArtMore” brand. For the online sales channels, the Company will, in addition to building an e-commerce sales platform for its own brand, consider to join hands with other online household decorative service platforms to keep abreast with the current trend of young mid-to-high-end consumers towards purchasing stylish and uniquely designed home decorative products online. The self-owned e-commerce platform of “ArtMore” will serve as a sales platform which provides standard branded products and shares information. This e-commerce platform will contain product images, patterns, selections and etc. For the offline sales channels, the Company will further expand its direct sale and distribution network in the home decoration industry and explore more resources and network of designers. The stone experience store to be opened in Xiamen, Fujian province is an important part of the offline sales.

In the future, the Group will enhance product design capabilities, foster designers and host design contests to bring more new ideas and drivers for the “ArtMore” brand. In addition, the Company will continue to maintain and increase the influence of its marbles under the existing brand “ArtGo (雅高)” (“**ArtGo**”) in the PRC market. The major product under the “ArtGo” brand is slab and the major customers are large real estate developers.

In addition, the Group also plans to launch a stone trading network for the B2B market. Besides providing information of the marble products of the Group, this platform also allows other marble mine owners to share information such as the raw materials and prices of their stones. Through this platform, the Group can realize two functions, including (1) information sharing, whereby industry information can be shared on this platform; (2) stone trading, whereby stone customers can trade stones over this platform.

The Company is strongly confident with the prospect of tapping into the retail market of the PRC household decorative stone products and the retail market of the PRC future mid-to-high-end marbles with its “ArtMore” brand.

By order of the Board
ArtGo Holdings Limited
LIU Chuanjia
Chairman and Executive Director

Xiamen, the People’s Republic of China, 29 May 2015

As at the date of this announcement, the executive Directors are LIU Chuanjia, WU Wenzhen, LI Dingcheng and HAN Yingfeng, the non-executive Director is WU Yun, and the independent non-executive Directors are LIU Jianhua, WANG Hengzhong and JIN Sheng.