



ArtGo Launches New Brand to Boost Retail Presence

(3 Decemeber 2014, Hong Kong) Holding China’s largest marble distribution network, **ArtGo Mining Holdings Limited** (“ArtGo” or the “Company,” Stock Code: 3313.HK) is pleased to announce the launch of “ArtMore” -- a new high-end brand in 2015. With the Company’s substantial resources of quality marble and extensive experience in the industry, ArtGo took into account the entire marble industry chain as well as its long-term development strategies for the new plan. ArtMore is to provide the Company a broader sales channel, with a view towards ArtGo being the benchmark of the marble industry.



ArtGo has a solid foundation in the B2B development model with its customers mainly developers and construction contractors. Its reputable marble slabs and standard cut-to-size slabs have been extensively applied in luxury hotels and commercial projects of well-known developers, such as Vanke, Wanda, Hang Lung Properties and Intime. After conducting comprehensive market research into the consumer behavior of new generations as well as product planning, ArtGo decided to tap into the B2C market via its new brand -- “ArtMore” in 2015. The new brand will target high-end consumers with a series of products. ArtMore will provide a wide range of products including standard cut-to-size slabs, asymmetric slabs, tailor-made bathroom products and furniture as well as one-stop interior solutions.

Different from other usual stone enterprises that sell hybrid slabs, ArtGo mainly provides pure marble products with refined craftsmanship and naturally perfect quality. This is part of ArtGo’s core competence which is favourable to the product diversity of ArtMore. ArtMore

will feature natural marbles with trendy and innovative designs. Consumers will be able to commune with ArtMore marble in person in experience stores which are to be opened in major cities. Via the experience stores, the Company would like to showcase the spirit of “LOHAS” that the brand advocates.

Mr. Liu Chuanjia, Chairman of the Board of ArtGo commented: “As natural and environmental-friendly lifestyles become popular, the design industry is also quietly following the new trend. The trend is very similar with ArtGo’s product concept of ‘the most beautiful thing comes from nature’. ArtMore, the new retail market brand of ArtGo Mining, will give new impetus to ArtGo in 2015.” ArtMore is based on ArtGo Mining’s marble art aesthetics, and is expected to further solidify ArtGo Mining’s vision of continuing create new business models and integrate global resources to build a benchmark company and lead industry change.

“ARTMORE”

The aesthetics of nature’s life.

Brand Explanation :

“ArtMore” , means higher quality and taste, from life, but transcending life.

“ArtMore” , advocates praise for nature, art and a high-end lifestyle.

“ArtMore” , is fashionable, a fusion of eastern and western aesthetics, leading to fashion and culture.

“ArtMore” , is not only one of nature's porters, but takes artistic products as carriers, with high quality lifestyles and aesthetic concepts, to the public.

Brand Vision : Let the aesthetics of nature flow into our lives.

- End -

About ArtGo Mining Holdings Limited (Stock code: 3313.HK)

ArtGo Mining Holdings Limited is a marble industrial chain enterprise specializes in mining, fabrication, product research and development, customized high-end housing and overall space decoration, it has the investment from one of the largest international investment institutions - “The Carlyle Group.” At present, the group owns the largest white-grey marble mine in China, products include marble slabs, standard cut-to-size slabs and handicrafts of marble, tailor-made bathroom products and furniture. The Company also has the largest marble distribution network in China, consisting of 94 distributors across the country, covering 80 cities across 29 provinces and

municipalities. Meanwhile, ArtGo will build automated production and processing bases near its self-owned mine, introduce international standard production and automated production lines. The processing base is expected to increase production capacity, and enrich the product line after final completion.



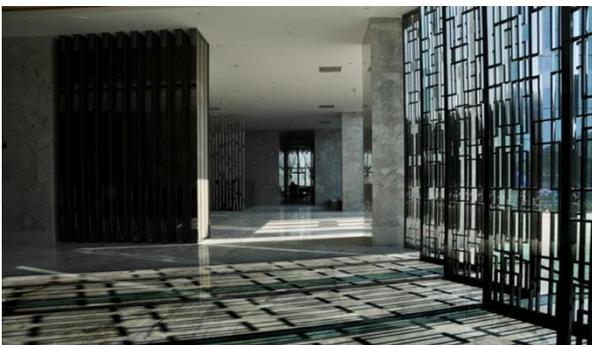
Projects:



Vanke Emerald Riverside, Shanghai: used the light grey marble of Abba stuck as a whole, natural texture and small amounts of off-white create a natural and elegant space.



Wanda Vista Hotel, Nanning: wall and floor used "Van Gogh" product series, build a special aesthetic feeling.



Liudong Ramada Plaza, Liuzhou: light and shadow reflected in the plain and neat marble ground, the space to add artistic conception.



Guanghua School of Management, Peking University: neutral of ArtGo's marble and the clean space of Ivory Tower are interpenetrated with each other, create a strong artistic atmosphere.