



ARTGO HOLDINGS

雅高控股

雅高控股有限公司

ARTGO HOLDINGS LIMITED

(Stock code: 03313)

Announces the opening of the first “Stone Experience Store” in Xiamen
Cum the launching of new mid-to-high-end retail brand “ArtMore”

Eye on becoming the market leader in
Bringing marble products into mid-to-high-end retail and e-commerce
markets

(29 May 2015 - Hong Kong) ArtGo Holdings Limited (“ArtGo” or the “Group”, stock code: 3313.HK) which owns China’s largest white-grey marble quarry and a vertically integrated operating model that converges exploration, production, supply, distribution and sales of marbles is pleased to announce the opening of the Group’s first “Stone Experience Store” in Xiamen, Fujian Province on 29 May 2015. In addition, the second major brand of the Group - “ArtMore(之尚)” will be launched on the same day which targets mid-to-high-end retail market of home decorative stones, retail consumers with higher level of purchasing power and seek for quality living style.

“ArtMore” products emphasize style of nature, simplicity and delicacy. Under the new brand “ArtMore”, a wide range of standardized marble products will be launched including standard cut-to-size slabs, bathroom products and home supplies. Through the implementation of efficient and massive production and effective sales and marketing strategies, as well as to leverage our premium brand position of products, the Group aims to create a new page for China’s home decorative stones retail and e-commerce markets and become the unrivalled market leader.

To take the promotion of “ArtMore” into full swing, the Company will develop both online and offline sales channels this year. Other than establishing an e-commerce sales platform for its own brand, the Group will also consider to join hands with other online home decorating services platforms to target young and mid-to-high-end consumers who prefer to shop stylish

and uniquely designed home decorative products online. For the offline sales channel, the Group will further expand its direct sales and distributor network in the home decoration market and explore more resources and network of designers. The opening of the Stone Experience Store in Xiamen witnesses an important milestone for the Group in developing the offline sales channel.

Regarding the launching of mid-to-high-end “ArtMore” brand targeting retail market, Mr. Liu Chuanjia, the Chairman of ArtGo, said, “We will further enhance our product design capabilities, bring up more good designers and organize design competition etc. in order to inject more new ideas and growth drivers for “ArtMore” brand. We are confident in tapping into the retail market of home decorative stone products and the retail market of mid-to-high-end marbles in China with our new brand. Meanwhile, we will continue to promote our existing brand “ArtGo” in order to uphold our leading position and influence in the China’s and the world’s marble industry.”

In addition, the Group also plans to launch a B2B stone trading platform which not only provides information of the Group’s own marble products, but trading information such as the raw materials and prices of other stones products from different marble mines owners. Through this platform, the Group aims to realize two major functions which include 1) information sharing: industry information will be shared on the platform; and 2) stone trading: customers can trade stones products over the platform.

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

ArtGo Holdings Limited (“ArtGo”) is a full industrial-chain enterprise specializing in marble products. Its business cover mining, international production, automated production, product research and development, customized high-end housing and overall space decoration. ArtGo’s marble distribution network in China consists of 100 distributors and covers 87 cities across 29 provinces and municipalities. The product line of “ArtGo” covers marble slabs, standard cut-to-size slabs and handicrafts of marble. The product line of “ArtMore” covers marble artworks, bathroom products and tailor-made marble furniture. At present, ArtGo owns the largest white-grey marble quarry in China. The Company’s second largest shareholder is Carlyle Group, one of the largest investment institutions in the world.