

[Press Release]

DYNASTY

酒的王朝

Dynasty organizes a professional exchange forum with the Global MBA – Major in Wine & Spirits Management Programme of KEDGE Business School

(Hong Kong – 11 June 2015) Dynasty Fine Wines Group Limited (“Dynasty” or “the Group”) (Stock Code: 828), a premier grape winemaker in China, has organized a professional exchange forum with KEDGE Business School and Hong Kong Wine Chamber of Commerce, in which students of the Global MBA – Major in Wine & Spirits Management Programme visited Dynasty’s Hong Kong office and tasted its selected wines. The course at KEDGE is currently the world’s only MBA programme designed for the wine and liquor industry, and enjoys an outstanding reputation.

Mr. Hao Feifei, Chairman and Executive Director of the Group, said, “We warmly welcome the visit of the students and the Academic Head of the Global MBA – Major in Wine & Spirits Management Programme of KEDGE Business School to Dynasty. We are pleased to exchange the latest developments in the domestic and Hong Kong wine industry with recognized and aspiring wine and spirits lovers and experts from overseas. This exchange represents groundbreaking recognition from Europe’s world-leading wine academic sector of Dynasty’s role as a major industry player.”

The visit and professional exchange forum was held at Dynasty’s Hong Kong office on 10 June. At the event, 11 students and the Academic Head from the KEDGE MBA programme tasted the wine produced by Dynasty, while Dynasty and the President of the Hong Kong Wine Chamber of Commerce shared information about market conditions in the wine (and spirits) industry in Mainland China and Hong Kong, along with challenges in Mainland China. At the event’s conclusion, Dynasty presented a gift set of Dynasty Wisemanship Collection as a souvenir to participating students and the Academic Head.

Mr. Hao concluded, “In recent years, factors such as overcapacity of overseas wines and tariff reductions have accelerated the penetration of overseas wines into China, presenting challenges to the local wine market. However, with the growing popularity of wines and a more widespread appreciation of the culture, the penetration of wines in the market has continued to rise. According to national statistics, the wine production

volume in the first quarter of 2015 has achieved double digit growth of nearly 17%, demonstrating healthy and stable development of China's wine market. In the future, while continuing to reinforce the Group's market position in the Mainland China, Dynasty will also strive to heighten awareness of the "Dynasty" brand outside China and to promote our wine to wine lovers around the world."

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Dynasty and Hong Kong Wine Chamber of Commerce share knowledge and information with students and the Academic Head of the Global MBA – Major in Wine & Spirits Management Programme of KEDGE Business School



Dynasty along with Hong Kong Wine Chamber of Commerce present a gift set of Dynasty Wisemanship Collection to Mr. Hervé Remaud, the Academic Head of the Global MBA –Major in Wine & Spirits Management Programme of KEDGE Business School (right)

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About Dynasty Fine Wines Group Limited

Founded in 1980, Dynasty is the premier grape winemaker in China. It is principally engaged in the production and sale of grape wine products under its reputable Dynasty brand. Dynasty is the first Sino-foreign joint venture wine company in China with Tsinlien Group Company Limited and Remy Cointreau as its major shareholders. The Group produces and sells more than 100 grape wine products as well as markets 520 imported ones, providing customers across all consumer strata in the PRC with high quality products offering excellent value for money. Dynasty wines have been included 13 times on the list of Best Selling Grape Wines in China published by the China Industry and Enterprise Information Centre between 1997 and 2014. During recent years, Dynasty has won many industry and capital market awards included in the chart below.

Year	Awards
2010	<ul style="list-style-type: none"> - <i>China Wine</i> magazine “The Most Innovative and Competitive Brand in China’s Liquor Industry” - The China General Chamber of Commerce “Top Ten Greatest Satisfaction Brands (Industry) in China”
2011	<ul style="list-style-type: none"> - <i>The Asset</i> magazine “The Asset Triple A – China’s Most Promising Companies” - The China General Chamber of Commerce “Top Ten Greatest Satisfaction Brands (Industry) in China” - “Chinese Listed Companies with the Most Influential Brand Overseas” in the 2011 China Securities Golden Bauhinia Award - The Bronze Award in the 2011 Cathay Pacific Hong Kong International Wine & Spirits Competition (HKIWSC)
2012	<ul style="list-style-type: none"> - <i>metroBox</i> “Prime Awards for the Best Brand Enterprise in Greater China 2012” - Four wines were honored at the first Decanter Asia Wine Awards winning two Bronze and two Commendation medals - Two wines were awarded as the Best Wines from China and with the Silver Award respectively at the 2012 Cathay Pacific HKIWSC
2013	<ul style="list-style-type: none"> - <i>metroBox</i> “Prime Awards for the Best Brand Enterprise in Greater China 2013” - Three wines were awarded a Silver, a Bronze and Seal of Approval respectively at the Hong Kong International Wine Challenge - A total of three wines were awarded two Bronze and one Commendation medals at the Decanter World Wine Awards - A total of three wines were awarded as Best Wine from China and with two Bronze Awards respectively at the 2013 Cathay Pacific HKIWSC
2014	<ul style="list-style-type: none"> - Gold Award at <i>metroBox</i> “Prime Awards for the Best Brand Enterprise in Greater China 2014” - Wisemanship Collection – Fiera was awarded the Silver medal at the Decanter World Wine Awards - Two wines garnered the Bronze Awards at the 2014 Cathay Pacific HKIWSC - Two dry red wines garnered “Excellent Quality Grand Award”, the top honor, and “Quality – Silver Award” at the China Fine Wines Challenge - Wisemanship Collection – Ravissantia garnered the Silver Award at the first-ever “Master Competition for Chinese Fine Wines”
2015	<ul style="list-style-type: none"> - Six wines were awarded a Best of Show, four Silver and a Bronze medals respectively at the Hong Kong International Wine Challenge - A total of two wines were awarded one Bronze and one Commendation medals at the Decanter World Wine Awards

For more information, please visit:
 Company website: www.dynasty-wines.com
 Facebook: www.facebook.com/DynastyWines

To shop Dynasty’s wines online, please visit: www.dynasty-wines.com/shop/

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