

[Press Release]

# DYNASTY

酒の王朝

## High-speed train named after Dynasty makes its maiden trip Opening a new chapter of brand strategy

(Hong Kong, 19 March 2021) – Dynasty Fine Wines Group Limited (“Dynasty” or “the Group”) (Stock Code: 828), a premier winemaker in China, hosted “Dynasty High-speed Train Launch Ceremony” at the Shanghai Hongqiao Railway Station, marking the opening of a new chapter of its 2021 brand strategy by title sponsorship of a high-speed train to promote its brand image, helping Dynasty reach tens of millions of train passengers.

During the title sponsorship period, the train named after Dynasty will run 49 trips a day across 13 provinces and municipalities, taking passengers to and from core areas in Jiangsu, Zhejiang and Shanghai, which means the brand will be promoted intensively with reach extending to Northern and Southern China. Those are not only the country’s core economic and wine consumption areas, but also the key markets of Dynasty. Apart from carrying Dynasty’s logo on its body, the train also has the seats, luggage racks and advertising panels incorporated with Dynasty promotional visuals, creating strong visual impact and making the train a moving name card of the brand, helping publicize the brand precisely, comprehensively and in high frequency.

Complementing the high-speed train publicity, Dynasty has also kicked off marketing efforts on online and offline sales channels. Apart from mounting sales promotion activities at points-of-sale in Jiangsu-Zhejiang-Shanghai region, as well as its flagship online stores on JD.com and in TMall, it has also pushed forward with boosting the depth and breadth of its channel network and offering more refined services at points-of-sale, plus tying in with other brand promotion campaigns, to help it roll out nationwide marketing activities.

Dynasty indicated at the ceremony, “As a leader among Chinese winemakers in China, Dynasty is a firm believer in brand power and has kept striving for breakthroughs. The title sponsorship of high-speed train allows us to leverage media on the train to generate a more powerful brand voice and a stronger and better reputation. With focus on promoting Dynasty’s ‘5+4+N’ product series, efforts were made to establish a new communication channel between the brand and consumers, realizing thorough coverage of the brand’s value by the high-speed train media. This latest initiative is also an act of Dynasty to show its support in marketing to its distributor partners, facilitating more effective penetration of core markets and in turn boosting the value and competitiveness of the Dynasty brand in the market.”

This year, Dynasty will speed up implementation of its “5+4+N product strategy”, with “5” referring to its five key product series namely, air dry series, seven-year reserve series, merlot series, classic series and best-selling series, basically covering all mainstream price segments; “4” referring to the four advantageous categories i.e. dry red wines, dry white wines, brandy and sparkling wines, aiming to increase vertical market share; and “N” referring to developing various customized products to meet the diverse needs of consumers.

Dynasty concluded, “2021 marks the beginning of the ‘14th Five-Year Plan’. The title sponsorship this time is not only a show of the brand and product power of Dynasty, but has also given Dynasty a solid foundation to achieve quality growth during the ‘14th Five-Year Plan’ period. Looking ahead, we will continue to increase investment in brand building, drive market infrastructure construction, strengthen close interaction with consumers and cooperation with channel partners, working hard to realize strategic transformation and sustainable market expansion.”

Caption 1: “Dynasty High-speed Train Launch Ceremony” at Shanghai Hongqiao Railway Station



Caption 2: Promotional visuals on the body of the train



Caption 3: Promotional visuals in the train cabin



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#### **About Dynasty Fine Wines Group Limited**

Founded in 1980, Dynasty is a premier winemaker in China. It is principally engaged in the production and sale of wine products under its reputable Dynasty brand. Dynasty is the first Sino-foreign joint venture wine company in China with Tianjin Food Group Co. Ltd. and Remy Cointreau as its major shareholders. The Group produces and sells more than 100 wine products as well as markets about 130 imported ones, providing consumers across all strata in the PRC with high quality products offering excellent value for money.

For more information, please visit:

Company website: [www.dynasty-wines.com](http://www.dynasty-wines.com)

Facebook: [www.facebook.com/DynastyWines](https://www.facebook.com/DynastyWines)

To shop Dynasty's wines online, please visit: [www.dynasty-wines.com/shop/](http://www.dynasty-wines.com/shop/)

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