

[Press Release]

DYNASTY

酒の王朝

**Dynasty shows off full product series at
2021 Spring Food & Drinks Fair and
receives enthusiastic market response**

**Core product mix in shape
First quarter sales record commendable year-on-year growth**



(Hong Kong – April 19, 2021) **Dynasty Fine Wines Group Limited** (“Dynasty” or “the Group”) (Stock Code: 828), a premier winemaker in China, recently took part in the three-day 104th China Food & Drinks Fair (“Spring Food & Drinks Fair”) held in Chengdu this month, during which it actively promoted its latest product mix that covers all product lines, and received enthusiastic market response.

Dynasty indicated that last year, it adjusted its product strategy and pursued a series of innovative initiatives, helping it shape up its core product mix and establish a product system with a complete structure and rational layout. With all operating indicators being positive, its business turned around for the first time in recent years. Sales in the first quarter this year also saw commendable year-on-year growth, marking a good beginning for the Group’s business performance this year. Looking ahead to 2021, it will focus on product quality, reinvent consumption scenarios and strive to guide market spending, while continuing to build Dynasty into a brand representative of Chinese wines and

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its wines into iconic products. It will all be geared up to take the fast track on the revival journey and lead the development of Chinese wines.”



Regarding product strategy, Dynasty has been building a portfolio of high quality products that can satisfy different consumption scenarios, and cover all product categories and price ranges. After combing through its product portfolio, Dynasty has established its core product series: the air dry series of leading value in the industry, the seven-year reserve series targeting at the high-end and state-banquet-worthy, the merlot series for business banquets, the classic series for mass-market banquets, and the existing dry red wines with already 500 million bottles sold and the medium dry white wines series that won 14 Gold Awards presented by Consours Mondial De Bruxelles. To reach more consumers, Dynasty has also launched its new brandy series, catering for local taste for spirits. Besides, the Group also named dry red wines, dry white wines, brandy and sparkling wines as its four advantageous categories, as such achieving an optimized product layout matching the implementation of its “5+4+N product strategy” to exploit the full potential of the consumer market and keep empowering Dynasty.

Furthermore, agreeing with its quality-oriented product strategy, the Group started work to expand its technical centre this March, with the aim of ensuring continuous upgrade of the quality and craftsmanship of its wines. The centre is expected to begin operation in the second half this year.

Regarding channel strategy, Dynasty will strengthen promotion, particularly advertising on high-speed railway and online media, to increase product and brand exposure and strengthen brand image. Furthermore, it will push to expand distribution channels, including tobacco and liquor shops, convenience stores and medium and large supermarkets, catering outlets and social community. On top of fortifying the foundation of traditional sales channels, it will also penetrate social community through flexibly organizing interactive and

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thematic activities, and engaging opinion leaders plus content marketing, so that it may have the benefit of diverse yet all-connected channels. It will also press ahead with its mass-scale marketing campaign that showcasing in 10,000 shops, hosting 1,000 wine tasting events and organizing 100 plant visits, so as to keep building the point-of-sales network.

Dynasty concluded that it has insisted on creating value for customers, building its image as a provider of high-quality services and products to best serve every market, and perfecting its strategy to transform business, thereby achieving sustainable market growth. In 2021, Dynasty will focus yet more attention on quality, and with a well-defined development plan drawn up, it will work to strengthen and zest up our brand power and market vitality.

During the food and drinks fair, Dynasty also bagged several accolades from industry associations and experts. It was named “2019-2021 China Wine Market – Valuable Company of the Year” and its wine products received the “2019-2021 China Wine Market – Valuable Product of the Year” awarded by the judging panel of the “China Wine Market of the Year Ranking (中國葡萄酒市場年度榜單)”. And, it made the title of “2020 China Wine Market – Influential Company of the Year” by “China Wine Market Influential Company Ranking (中國葡萄酒市場年度風雲榜)” and was also named by Wine Business Observation (WBO) among the “Top 10 Influential Wine Brands in 2020”.

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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

Facebook: www.facebook.com/DynastyWines

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

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