



To: Business Editor
[For immediate release]

ARTINI

雅天妮中國有限公司
ARTINI CHINA CO. LTD.

ARTINI Announces Proposed Listing on the Main Board of the HKEX

* * *

Offer Price between HK\$2.22 - HK\$3.43 per share Raising Up to HK\$960 million To Expand Fashion Accessories Retail Business in the PRC

[1st May 2008, Hong Kong] Retail chain operator and manufacturer of fashion accessories in the PRC – **Artini China Co. Ltd.** (“**Artini**” or the “**Group**”), today announced its proposed listing on the Main Board of the Stock Exchange of Hong Kong Limited (“**HKEX**”).

Artini plans to offer a total of 280,000,000 Shares with 90% International Placing Shares and 10% Hong Kong Offer Shares, at an Offer Price within the range between HK\$2.22 per share and HK\$3.43 per share. The Public Offer is expected to begin on 2nd May 2008 (Friday) and close on 7th May 2008 (Wednesday) noon; and dealings in the Shares of the Group are expected to commence on 16th May 2008 (Friday). The Shares, with the stock code of 789, will be traded in board lots of 1,000 Shares. The Over-allotment Option will be up to 42,000,000 additional new Shares (“**Over-allotment Option**”), representing 15% of the initial Offer Shares.

Cazenove Asia Limited is the Sole Global Coordinator, Sole Bookrunner, Sole Sponsor and Lead Manager in relation to the listing of the Group.

Artini is one of the leading fashion accessories suppliers in the PRC with two major businesses including fashion accessories retailing and concurrent design manufacturing (“**CDM**”). The Group has established and owned two proprietary brands including “*Artini*” and “*Q’ggle*” brands. As at 31st March 2008, it owned and managed a retail sales network that consists of 138 retail sales points, covering over 34 provinces, autonomous regions and municipalities of the PRC, Hong Kong and Macau. The Group has also maintained a leading position in the first-tier cities of the PRC such as Beijing, Shanghai, Shenzhen and Guangzhou.

Commenting on the Group’s upcoming listing, **Mr. Eric Tse, Chairman and Executive Director** of **Artini** said, “**Artini** has accumulated a wealth of experience of over 10 years in the fashion accessories industry.

~ more ~



Leveraging on the extensive experience in fashion accessories and its vertically integrated business model, the Group supplied fashion accessories to internationally renowned brands over the years, while absorbing the world vision and fashion sense from different brands. In 2003, the Group expanded into the retail business and entered the fashion accessories market in Hong Kong and subsequently to the PRC. Our retail business has expanded rapidly since then. **Artini**'s mission is to become one of the largest fashion accessories retail brand operators in the PRC."

The Group's high-end brand, "*Artini*" established the first retail store in 2003, with fashion accessories and gift and premium items inspired by European style with classic and elegant elements, targeting fashion conscious female consumers who value lifestyle and taste. Nowadays, "*Artini*" has established a total of 93 retail sales points in the PRC, Hong Kong and Macau, mainly located in high-end shopping malls and department stores in first-tier cities in the PRC. In the future, "*Artini*" will expand its coverage in second-tier cities with its influence and with the established foundation in the first-tier cities.

The Group's another brand "*Q'ggle*" was established in 2006, targeting fresh, vigorous, bright and energetic youngsters. At present "*Q'ggle*" has established 45 retail sales points, mainly located in the popular shopping malls amongst the youngsters of the first-tier and second-tier cities in the PRC. In the future, the brand will expand its sales network to high growth potential third-tier cities.

The rapid growth of the Group's retail business was attributable to the solid foundation of the Group's CDM business. The CDM business has enable the Group to keep alerts of latest trends in the industry, benefiting the Group in designing unique and stylish fashion accessories. Over the years, the Group has designed and manufactured fashion accessories for numerous internationally renowned brands.

Looking forward, the Group plans to increase the number of retail sales points to 256 by March 2009. The Group will also increase channels of distribution, enhance the profitability of products and implement multi-brand strategy in order to expand its market share. The Group will further develop its CDM business, expand its international customer base, and enrich its product portfolio of gift and premium items.

"The economy of the PRC has been growing rapidly, benefiting the consumption and retail sales growth in the PRC. **Artini** will continue to promote the philosophy in fashion accessories in the PRC as a pioneer of the fashion accessories industry in the PRC. The Group will seize the opportunities from the PRC market and further enhance the brand awareness and loyalty of "*Artini*" and "*Q'ggle*", strengthen the Group's leading position in the fashion accessories industry in the PRC and bring the best returns to the investors.

~ end ~



ARTINI

雅天妮中國有限公司
ARTINI CHINA CO. LTD.

Offering Summary:

Number of Offer Shares	:	280,000,000 Shares (subject to the Over-allotment Option) 250,000,000 New Shares 30,000,000 Sale Shares
Number of Placing Shares	:	252,000,000 Shares (subject to adjustment and the Over-allotment Option)
Number of Public Offer Shares	:	28,000,000 Shares (subject to adjustment)
Offer Price	:	HK\$2.22 - HK\$3.43 per Offer Share
Public Offer Begins	:	2 May 2008 (Friday)
Public Offer Ends	:	7 May 2008 (Wednesday)
Pricing	:	8 May 2008 (Thursday)
Announcement of allotment results	:	15 May 2008 (Thursday)
Listing	:	16 May 2008 (Friday)
Stock Code	:	789

Use of Proceeds:

The net proceeds of the Global Offering accruing to the Group after deduction of underwriting fees and estimated expenses payable by the Group in relation to the Global Offering, assuming the Offer Price is 2.825 (being the midpoint of the range of Offer Price) and over-allotment Option is not exercised, are estimated to be approximately HK\$633.5 million. The Group intends to apply the net proceeds from the Global Offering as follows:

Use of Proceeds	Amount(HK\$)	As a percentage of Net Proceed %
Expansion of the PRC retail network	253.4 million	40.0
Acquisition in machines and facilities, and increase production lines in existing locations, and expansion of 50% of the existing production capacity	126.7 million	20.0
Marketing and promotion of "Artini" and "Q'ggle" brands	95.0 million	15.0
Addition and improvement of the operational system	63.4 million	10.0
Development of an advanced information technology management system	31.6 million	5.0
General working capital	63.4 million	10.0



Track Record and Profit Forecast:

Set out below is the summary of the consolidated audited results of the Group for the financial years ended 31 March of 2005 to 2007 and for the eight months ended 30 November 2006 and 30 November 2007 respectively:

	Year ended 31 March			8 months ended 30 November	
	2005	2006	2007	2006	2007
	HK\$ '000	HK\$ '000	HK\$ '000	HK\$ '000	HK\$ '000
Revenue	241,210	291,739	339,480	225,739	363,463
Gross Profit Margin	35.9%	39.2%	56.5%	55.3%	61.6%
Profit attributable to share holders	41,697	52,773	73,488	57,542	66,707

Profit forecast for the year ended 31 March, 2008 is as follows:

Consolidated profit attributable to equity holders	Not less than HK\$ 110 million
Unaudited pro-forma forecast earnings per Share	Not less than HK\$ 0.11

Issued by Porda International PR Company Limited for and on behalf of **Artini China Co. Ltd.** For further information, please contact:

Porda International (Finance) PR Company Limited

Ms. Kate Lam	3150 6738/9122 7942	kate@pordafinance.com.hk
Ms. Phoebe Sou	3150 6736/9174 1743	phoebe@pordafinance.com.hk
Ms. Fiona Ko	3150 6750/6025 0533	fiona@pordafinance.com.hk
Fax : 3150 6728		

