



新宇亨得利控股有限公司

XINYU HENGDELI HOLDINGS LIMITED

To: Editors  
[For Immediate Release]

**Xinyu Hengdeli Holdings Limited**  
**Opening a New Cartier Watch Boutique**

*~ Strengthening the cooperation with Leading Brands  
and actively developing the Retail Watch Market ~*

[14 February 2006, Hong Kong] – **Xinyu Hengdeli Holdings Limited** (“**Xinyu Hengdeli**” or the “**Group**”; stock code: **3389**), a leading group engaged in the retail and wholesale of luxurious imported watches in the PRC, announced that the Group had stepped up its co-operation with the internationally renowned Richemont Group with the opening of a new watch boutique for the top brand Cartier in Huayu International luxury Shopping Mall in Taiyuan city of Shanxi province in January 2006. The “Tankissime Watch Show” was held on the opening day to mark the event, in which the popular Hong Kong movie star Ms Anita Yuen Wing Yi (袁詠儀小姐) was also a guest.

This newly opened Cartier watch boutique is the first of its line in Shanxi province. The shop, located in a prime area with very high traffic, mainly carries Cartier watches and accessories.

From the end of November 2005 to late January 2006, **Xinyu Hengdeli** opened 4 watch boutiques in co-operation with a number of internationally renowned brand suppliers. They include Beijing Dongfang Junyue Zenith Flagship Store, Shenzhen Yangguang TAG Heuer Flagship Store, Beijing Dongfang Junyue TAG Heuer Flagship Store and Taiyuan Huayu International Cartier Boutique (Zenith and TAG Heuer are both owned by the world’s biggest luxury group LVMH). These 4 retail boutiques are located in the flourishing business districts of Beijing, Shanxi, and Shenzhen. They mainly target the middle and high income consumers.

**Mr. Zhang Yuping, Chairman of Xinyu Hengdeli Holdings Limited**, is very pleased, “Through years of hard work, we have formed very strong and sound relationships with numerous well-known international watch brands. Besides, with our extensive retail network, we provide a super highway allowing different world-class brands to enter the PRC market with a head start.”

**Mr. Zhang** continued, “Moving forward, further building up our retail network will remain our group’s strategic direction. Hence, we will widely extend our retail sales network in multiple ways, such as, as a case in point, opening single brand watch boutiques together with our brand suppliers. As the purchasing power of the high and medium income groups in the PRC continues to increase, there is growing demand for high quality and stylish international watch brands in the market. In light of this, we seek to satisfy the huge demand by opening such watch boutiques. We believe that such initiatives will also help Xinyu Hengdeli win more business opportunities and deliver the best returns for our shareholders.”

~ more ~

**Background Information of Xinyu Hengdeli**

**Xinyu Hengdeli**, listed on the Main Board of the Stock Exchange of Hong Kong Limited on 26 September 2005 (Monday), is a leading retailer and distributor of high-end Swiss watches in the PRC. Its strategic shareholder, The Swatch Group (Hong Kong), subsidiary of the Swatch Group Limited - the world's biggest watch manufacturer and distributor has acquired up to 6.27% of the shares of Xinyu Hengdeli. The Group has an extensive sales network that includes over 60 retail outlets in prosperous major Chinese cities. Besides, it has approximately 300 wholesale customers from more than 40 cities in the PRC. The Group has established solid relationships with the world's top brand-owners, including Swatch Group, Richemont Group, LVMH Group, Rolex Group and Desco Group. Currently, it sells as distributor and/or authorized seller around 30 internationally renowned brands. And also owns proprietary brand NIVADA.

*~ end ~*

Issued by Porda International (Finance) PR Company Limited for and on behalf of **Xinyu Hengdeli Holdings Limited**. For further information, please contact:

**Mr. Zhang Yu Ping**

**Chairman**

**Xinyu Hengdeli Holdings Limited**

c/o Porda International (Finance) PR Company Limited

Tel: 2544-6388

Fax: 2544-6126

Ms. Barbara Yuen / Ms. Kelly Fung

Porda International (Finance) PR Company Limited

Tel: 2180-9211 / 2151-0915

Fax: 2544-6126

Email: [barbara@pordafinance.com.hk](mailto:barbara@pordafinance.com.hk) / [kelly@pordafinance.com.hk](mailto:kelly@pordafinance.com.hk)