

## LINMARK'S PARENT COMPANY CO-HOSTS CHINA DEPARTMENT STORE SUMMIT 2004

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### STRATEGIC STEP IN PENETRATING CHINA'S RETAIL MARKET

(Hong Kong – 1 April 2004) **Linmark Group Limited** (“Linmark” or the “Group”) (stock code: 915), through its parent company Roly International Holdings Ltd., co-hosts the China Department Store Summit 2004 (the “Summit” / 第二屆中國百貨業高峰論壇) to be held from 2 - 4 April 2004 in Beijing. China Commerce Association for General Merchandise (中國百貨商業協會) is the host to the Summit. It has also been rendered the full support from the Ministry of Commerce, PRC (中國國家商務部).

**Mr. Lu-Yen Wang, Chairman of Linmark** commented, “Last year’s Summit, which was the first of its kind in China was a huge success, and we are delighted to have the opportunity to co-host the event again this year. It is the largest department store summit in China which brings together over 300 department store operators, retailers and brand owners from both the international and Chinese markets. For Linmark, this is a strategically important stepping-stone, enabling us to tighten our bonds with these retailers and identify business opportunities in the timeliest manner. With our global exposure, we are committed to taking business forward by offering our wide range of buying agency services to these leading retail groups in China.”

The opening of market in recent years has altered the operating environment for many Chinese department store operators, inducing them to look for new business strategies. At the same time, foreign operators are showing immense interests in tapping opportunities in China. The Summit hence creates a valuable platform for these participants to meet and exchange ideas. To broaden audience base, a booth exhibition will be introduced to this year’s Summit. The exhibition has received overwhelming response and all booths have been fully undertaken.

At the Summit, a comprehensive range of topics will be covered including the latest operating environment, branding and development strategies. Speakers include senior officials from the Ministry of Commerce, top executives from foreign retailers/brands namely Ikea, L’Oreal, United Colors of Benetton, Selfridges, Lotte Shopping Co., Ltd. as well as Chinese chain store groups namely Beijing Wang Fu Jing Department Store Group, Yan Sha Friendship Shopping Center and Scitech Group.

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To secure long term business growth, Linmark actively seeks to introduce supply chain management solutions to department stores and retailers in China. This will open further horizon for the Group to conquer.

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**About Linmark Group Limited**

Linmark, listed on The Stock Exchange of Hong Kong Limited in May 2002, is a one-stop global sourcing agent. With presence in 29 cities in 20 countries and territories, the Group offers comprehensive and efficient sourcing solutions to its customers, the majority of whom are leading retail chain operators, well-known brands, wholesalers, mail order houses and departments stores in North America, Europe, Asia and Africa. Examples include Hudson's Bay Company, Brylane, Federated Department Stores, Jockey, J.C. Penney, Mothercare, Calvin Klein®Jeans, Chaps by Ralph Lauren®, Speedo®, Edcon, etc.

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