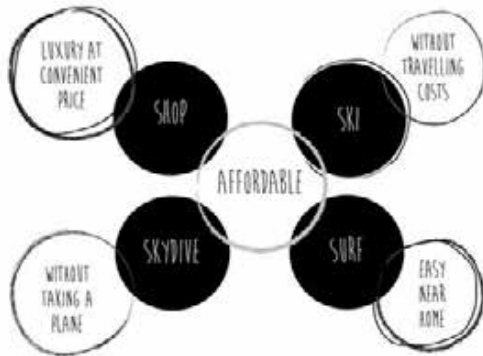
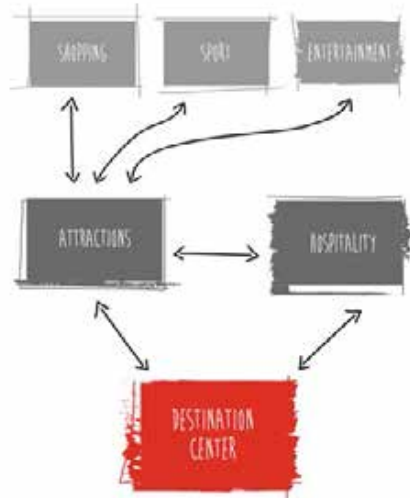




JIHUA PARK

THE FASHION SPORT & LEISURE
DESTINATION IN CHINA



TOURISTIC DESTINATION CENTERS

More than 35 destination centers offering a travel, shopping, sports and exclusive entertainment experience that you will find nowhere else in China, together with world-class hotel and restaurant facilities.

The Jihua Park project will ensure between 3 and 4 million visitors per location and is already a winner with Chinese tourism professionals, reassured by the guarantee of exclusive content and experienced management.

THE NETWORK

MORE THAN 35
DESTINATION CENTERS
IN CHINA

The locations of the destination centers have been carefully selected based on the most advanced market research.

To ensure optimum performance and profitability, the development, management, and promotion teams comprise a blend of international and local professionals, all of them with proven track records and strong educational backgrounds.

JIHUA PARK CONCEPT

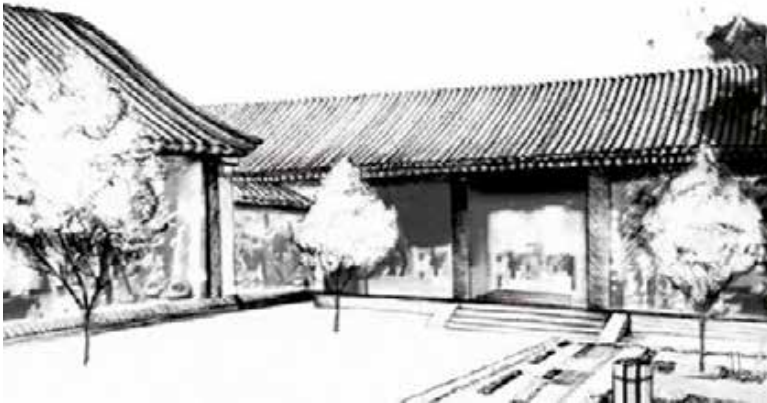


FASHION VILLAGE

"A SHOPPING EXPERIENCE
YOU WON'T FIND ANYWHERE ELSE"

We are creating unprecedented Fashion and Luxury Villages in mainland China to address the demands and expectations of Chinese people.

Our stringent quality standards will offer fashion and luxury brands an image-enhancing environment ideally suited to a new shopping experience, with a perfect mix of products and services, quality and price, innovative marketing and communication concepts, high-level construction and professional management.



TRAVEL RETAIL OUR RETAIL MODEL

The very positive trend we are seeing in the travel and tourism sector is underpinned by rapid growth in the number of middle-class Chinese consumers with sufficient disposable income to travel.

The 'new Chinese traveler' is young, wealthy, better educated, urban and technologically skilled in social media and internet usage, but remains price-sensitive. Travel tribes with new interests are emerging, from the more socially-oriented, who are interested in personal experiences, to the 'connoisseurs', who focus on quality, to active, experience-centered travelers, who want to explore and discover, to those who are primarily interested in Chinese history and culture.

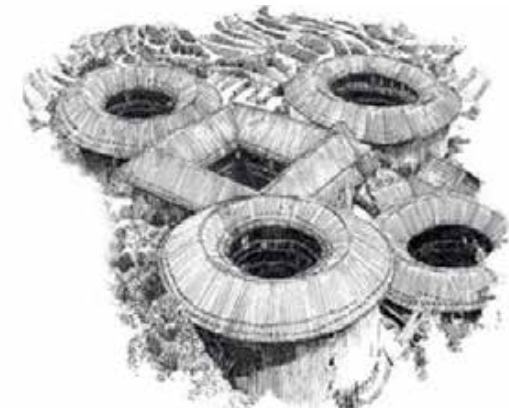


SENSE OF HOSPITALITY

"A FEELGOOD EXPERIENCE
YOU WON'T WANT TO END!"

Our destination centers offer a perfect blend of tradition and innovation in a setting that gives people what they want:

BEST
ENJOYMENT
SHARING
RELAXATION



INDOOR SPORTS HUB

A UNIQUE MIX
OF WORLD CLASS
SPORTING EXPERIENCES



INDOOR
SPORTS
HUB

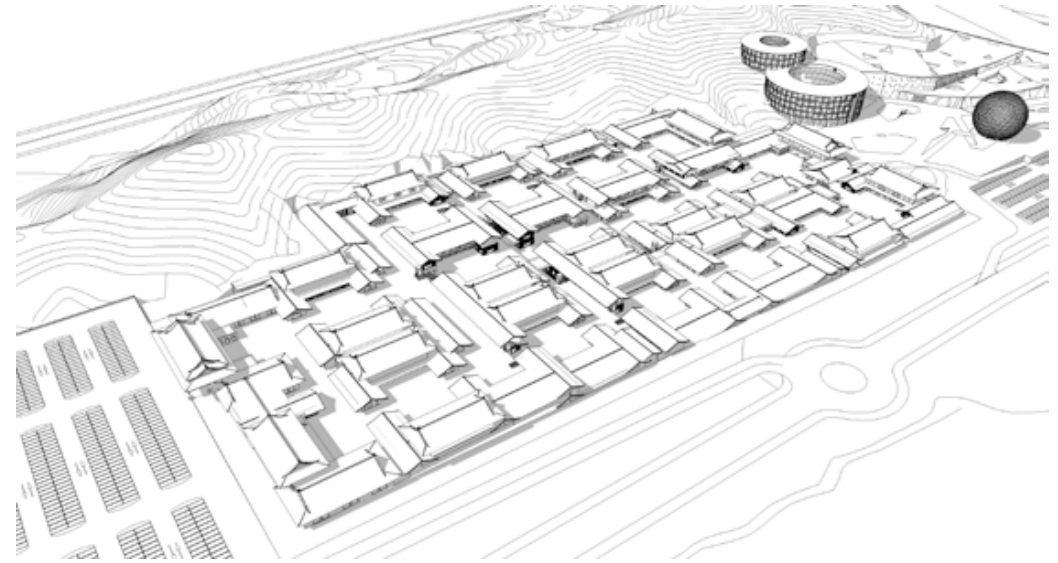
"FEEL THE THRILL
WITH FAMILY & FRIENDS"

Just imagine: it will soon be possible for whole families and young people throughout China to ski, surf, climb, skydive, splash around in water parks, play with high-end simulators (Golf, Car race...) and enjoy a host of other immersive experiences in complete safety, and without breaking the bank.



*A genuine sporting experience
like nowhere else.*

CHONGQING DESTINATION CENTER

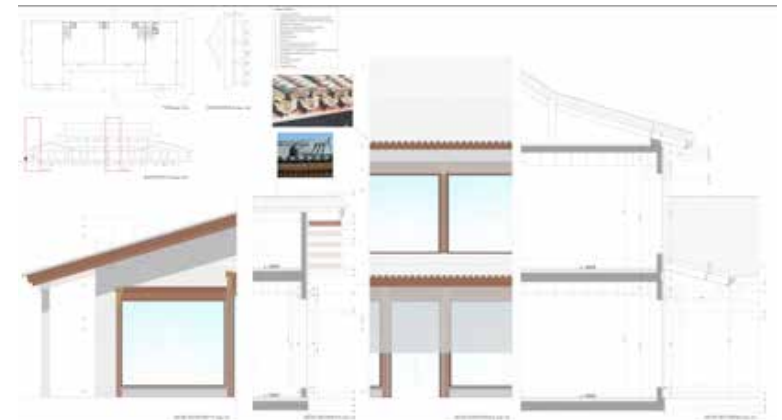
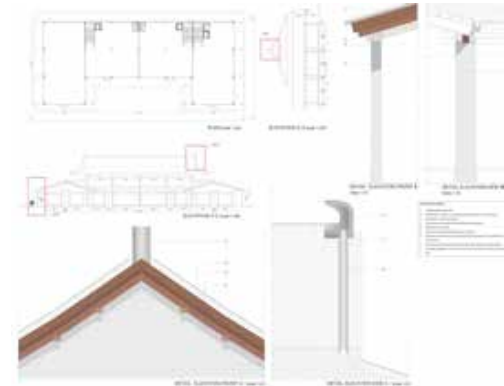


FLOOR PLAN

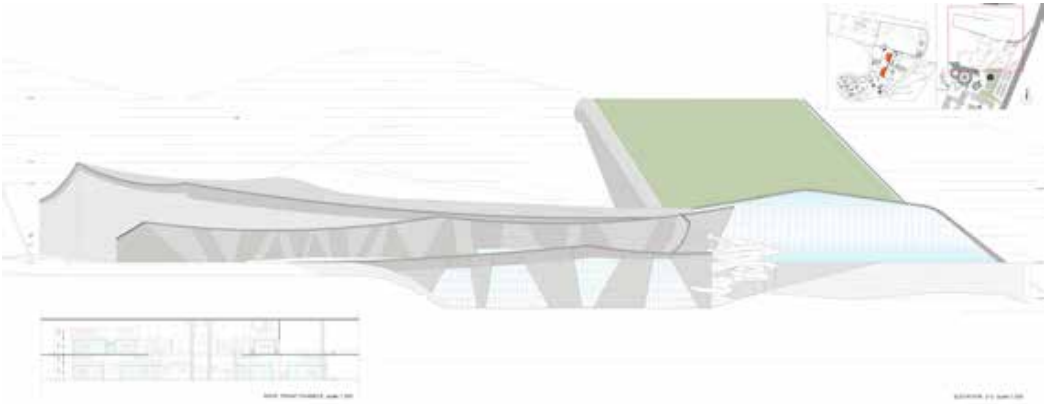


SECTION A-A'

VILLAGE DETAILS



SPORTSHUB DETAILS



SPHERE DETAILS

