

5 February 2015



**CHINLINK INTERNATIONAL HOLDINGS LIMITED**  
(Stock code: 0997.HK)

**Chinlink Steps into E-commerce Business  
Successfully Introduced Strategic Partners  
in Developing the iHome E-Commerce Platform**

[5 February 2015 – Hong Kong] **Chinlink International Holdings Limited** (“Chinlink” or the “Company”, stock code: 0997.HK) and its subsidiaries (collectively the “Group”) is pleased to announce that on 5 February 2015, Chinlink Strategic Limited (“Chinlink Strategic”), an indirect wholly-owned subsidiary of the Company, entered into an agreement with Xi’an Da Ming Gong Construction Material and Furniture Company Limited (“Da Ming Gong”), in relation to the formation of a non-wholly-owned subsidiary (the “Subsidiary”) in Xi’an. The strategic partnership will collaboratively develop the Home Furnishing Online-To-Offline (O2O) Business. Chinlink Strategic and Da Ming Gong shall contribute RMB3.0 million and RMB2.0 million respectively. On 5 February 2015, Acme Power Holdings Limited (“Acme”), an indirect wholly-owned subsidiary of the Company, entered into a subscription agreement with Fireswirl Technologies Inc. (“Fireswirl”). Acme agreed to allot and issue 10% of the equity interest of Acme at the subscription price of RMB1.5 million to Fireswirl. Fireswirl will become a strategic partner of the Group to develop the e-commerce business.

The Group launched the online iHome E-Commerce Platform ([www.dmgihome.com](http://www.dmgihome.com)) in September 2014. The Subsidiary adopts an O2O business model to engage in the selling of packaged interior fitting materials and furnishing products at special bundle price through the online iHome E-Commerce Platform, whilst the iHome Experience Center (the “Center”), established by Da Ming Gong, displays the products inside the showflats offline. The Center provides “One-stop Services” for clients. It was built with 26 interior designed and fully fitted out prototype living units to promote and sell the packaged interior fitting materials and furnishing products inside the showflats. Its innovative philosophy of “integrated home” covers all areas including virtual experiences, home design, decorating, furniture and other home accessories, etc. After successful online transaction on the iHome E-Commerce Platform, clients can even enjoy the convenient home delivery of Chinlink’s

logistics services. In addition, the Group entered into a logistics cooperation agreement and financial strategic alliance agreement with Da Ming Gong in October 2012 and September 2013, respectively, to provide logistics consultancy services and financial solution services to tenants of the distribution center operated by Da Ming Gong.

On 5 February 2015, the Group introduced Fireswirl as a strategic partner in developing the e-commerce business. With Fireswirl's advanced technology, industry knowledge and operating experience in the PRC market, it assists the Group to optimize the built iHome E-Commerce Platform, in order to develop the e-commerce business and further provide comprehensive solutions to meet clients' needs.

**Mr. Siu Wai Yip, Executive Director of Chinlink**, said, "the iHome E-Commerce Platform is the first step of Chinlink's e-commerce business. It successfully showcased the Group's integrated management capability in information technology and logistics. We believe that the strategic alliance with Da Ming Gong and Fireswirl enables the Group to accelerate the development of the e-commerce business and further enhance our logistics business, thus providing clients with a more comprehensive one-stop services, while contributing and broadening the Group's revenue base. Looking forward, we will continue to leverage on the Group's advantage in integrated financial logistics services to magnify the synergy effect between business segments, in order to bring sustainable business growth to the Group."

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#### **About Chinlink International Holdings Limited**

Chinlink International Holdings Limited engages in the provision of interior decoration work, including interior design and renovation services, and the trading of furniture and fixtures in Hong Kong and Macau. The Company has also successfully rolled out financing guarantee services (including financing guarantee services and relevant consultancy services) and logistics services, together with the provision of other value-added service. In September 2014, the Company had launched the iHome E-Commerce Platform to commence the e-commerce business.

#### **About Xi'an Da Ming Gong Construction Material and Furniture Company Limited**

Xi'an Da Ming Gong Construction Material and Furniture Company Limited principally engaged in the operation of an integrated distribution center of construction material and houseware at the Beisanhuan District Da Ming Gong Construction Material and Houseware Distribution Center in Xi'an. It is a well-known integrated distribution center operator owing a large scale of customers and suppliers base and sources for offline display, and has over 5,000 tenants at present.

### **About Fireswirl Technologies Inc.**

Fireswirl Technologies Inc. has been conducting e-commerce in the PRC since 2009 with its shares listed on TSX Venture Exchange of Canada. Fireswirl operates official online stores for international brands in the PRC and resells branded products on these online stores and technology development and deployment and has provided e-commerce services and technical knowhow to various international companies such as Toys “R” Us China, Logitech China, Lego China and Fuji Xerox China and successfully opens up the fast-growing e-commerce market in the country.

This press release is issued by DLK Advisory Limited on behalf of **Chinlink International Holdings Limited**.

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