

Press Release

China Everbright Limited's Shandong High-Speed Everbright Industrial Fund invests in Yunnan Yimay Holiday

19 December 2016 – **China Everbright Limited** (“CEL”, stock code: 165.HK) announced that its Shandong High-Speed Everbright Industrial Fund has made a strategic investment in Kunming’s Yimay Holiday Travel Development Group Co., Ltd. (“Yimay Holiday”), marking CEL’s involvement in the tourism industry of Yunnan.

Yimay Holiday is the leading tourism company in Yunnan and has 17 years of experience operating and managing the Colourful Yunnan scenic spots. The company intends to become the first tourism operator in China with multiple businesses along the entire industry chain – from its primary businesses in the integrated commercial operation of cultural attractions and development of tourism products, to platforms for travel agencies and tour coaches, to hotel management – by integrating the tourism resources and services of the province and its neighbouring regions.

In recent years, China has had success implementing tourism development and vacation policies to encourage growth in the tourism industry. Meanwhile, consumer demand has gradually elevated from basic sightseeing tours to high-level experiential travel, dramatically boosting the industry outlook. Travelling is no longer simply sightseeing, but has become a way to enjoy life. With greater use of the internet, tourism marketing has become increasingly fragmented, individualised, community-based, and theme-based, resulting in a huge impact on mainstream tourism organisations, and leading to greater reliance on different parties in the integration of resources and services in a particular destination. Tourism resources are usually abundant in a lot of tourism destinations, but they lack the ability to identify and integrate the existing quality resources. The development focus of tourism destinations should be based on travellers’ needs, then identify and integrate the resources based on travellers’ preferences. Well-positioned design of tourism products will not only provide consumers with a better experience, but also solve the issue of invariable income streams such as entrance tickets and transport fees, so as to diversify the revenue sources and increase profit margins.

Yimay Holiday, which holds the design and marketing rights to tourism destinations and their relevant products, focuses on attaching meaning and services to tourism resources. The company not only provides services to tourists at the reservation end, but also engages in direct product marketing. In the future, it plans to combine light and heavy models to expand the Yunnan tourism market while progressively extending its business to other markets in China and Southeast Asia, all of which offer significant growth potential.

As a key stakeholder, CEL will leverage its advantages in branding, capital, management and business networks to help Yimay Holiday fully develop and utilise the tourism markets of Yunnan and its neighbouring regions.

Shandong High-Speed Everbright Industrial Fund was established in 2014 and raised RMB1.8 billion in its first round of fundraising. The Fund focuses on investment opportunities arising from demand growth and industrial upgrades in general infrastructure, environmental protection, clean energy, consumption and other areas as a result of changes and development brought by urbanisation in mainland China. It also strives to promote the integration of industrial capital and financial capital.



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About China Everbright Limited

China Everbright Limited (“CEL”, stock code: 165.HK) is the largest cross-border investment and asset management platform of China Everbright Group Ltd. (“Everbright Group”). It is the second-largest shareholder of Everbright Securities (stock code: 601788.SH, 6178.HK), a strategic shareholder of China Everbright Bank (stock code: 601818.SH, 6818.HK), the controlling shareholder of the Hong Kong-listed China Aircraft Leasing Group Holdings Limited (stock code: 1848.HK), the largest shareholder of Shanghai Jiabao Industry & Commerce (Group) Co., Ltd (stock code: 600622.SH) and the second-largest shareholder of the Singapore-listed Ying Li International Real Estate Limited (stock code: 5DM. SGX). As at end-June 2016, CEL managed 33 funds with a total fundraising amount of more than HK\$67.8 billion. Everbright Group, the parent company of CEL, is a state-owned financial conglomerate with AUM of approximately RMB3,000 billion as at end-2015. For more information about CEL, please visit www.everbright165.com.