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SYMPHONY

## SYMPHONY HOLDINGS LIMITED

( 新豐集團有限公司 ) \*

(Incorporated in Bermuda with limited liability)  
(Stock code: 01223)

### ANNOUNCEMENT LICENCE AND DISTRIBUTION AGREEMENT WITH HELLY HANSEN AS

On 3 June 2009, SFL, a wholly-owned subsidiary of the Company, entered into an exclusive Agreement with HH for the licence of HH trademarks and the distribution rights of certain HH products in the PRC. The Agreement is for a term of 20 years commencing 3 June 2009.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

On 3 June 2009, Symphony Fashion Limited ("**SFL**"), a wholly-owned subsidiary of Symphony Holdings Limited ("**Company**", together with its subsidiaries, "**Group**"), entered into an exclusive licence and distribution agreement ("**Agreement**") with Helly Hansen AS ("**HH**") for the licence of HH trademarks and the distribution rights of certain HH products in the People's Republic of China ("**PRC**" or "**Territory**") for a term of 20 years commencing 3 June 2009. The terms of the Agreement were made after arm's length negotiations between SFL and HH.

With years of experience in the premium outdoor market in the PRC, the Group is fully aware of the potential of this growing market segment. Following the rising affluence in the PRC, the Chinese consumers are rapidly embracing the exclusive outdoor lifestyle activities such as skiing and sailing. Given the heritage and reputation of HH in the industry, as well as its rich and innovative product lines, the Group is confident that the brand will be well received in the Territory. The Group also believes that the partnership with HH will create synergy to its current branding business in terms of resources leveraging, in particular, financial control, logistics, sales channels development and administrative support.

Founded in 1877, HH is a prestigious brand in the activewear and nautical market. HH products have long outfitted adventurers from polar to summit expeditions. Its Base Layer collection is a technology leader in the outdoor thermal protection market. The HH brand is endorsed by famous gold medallists in skiing, snowboarding and sailing. In 2008, HH's global sales reached US\$232 million, or US\$312 million including licence incomes.

HH is owned by Altor Equity Partners ("**Altor**"), based in Stockholm, Sweden. Altor is a private equity firm, focused on investing in and developing medium sized companies in the Nordic region.

By Order of the Board  
**CHAN, Ting Chuen**  
*Chairman*

Hong Kong, 3 June 2009

As at the date of this announcement, directors of the Company are:

Executive Directors: Mr. Chan Ting Chuen, Mr. Sze Sun Sun Tony, Mr. Chang Tsung Yuan,  
Mr. Chan Lu Min, Dr. Ho Ting Seng

Non-executive Director: Mr. Li I Nan

Independent Non-executive Directors: Mr. Cheng Kar Shing, Mr. Feng Lei Ming, Mr. Ho Shing Chak

*\* For identification purposes only*