



中國富佑集團有限公司
China For You Group Company Limited

(於開曼群島註冊成立之有限公司)

(股份代號：572)

**China For You Group
Launches New Mobile Shopping Service on WeChat Public Platform
Incorporating Direct-sales Concept into Internet Consumption**

December 16, 2014, Hong Kong – China For You Group Company Limited (stock code: 572) (“**China For You Group**” or the “**Group**”) today announces the launch of a new mobile shopping platform, “For You Technology” (富佑科技) for access on the WeChat Public Platform (微信公眾平台). Subsequent to the change of company name and management restructuring exercise, the Group plans to expand into mobile shopping by leveraging on the extensive experience and connections of the Chairman of the Group Mr. Chen Huaide. Mr. Chen has over 20 years of extensive experience in affiliate marketing (會員制營銷) in the PRC.

The Group is principally engaged in the trading of a variety of health and consumer products to retailers and/or distributors. From 12:00 noon, December 23, 2014 onwards, customers can directly purchase products through the “For You Technology” one-stop online mobile shopping platform using their internet-connected mobile devices such as smartphones and tablet PCs.

The “For You Technology” mobile shopping platform features a membership system. By becoming its registered member customers can place orders, make payment and arrange for delivery of products at their convenience, as well as to receive the latest products and promotional information.

Mr. Chen elaborated further: “Taking reference from our successful affiliate marketing programme in the PRC, we plan to incorporate this concept into the internet world by establishing a membership system on our mobile shopping platform. Members will receive rewards in the form of bonus points and/or purchase discounts for introducing new members to join and purchase our products. We believe this will provide an incentive for our members to purchase and to promote our products to their friends and acquaintances. The reward scheme will help drive demand from and consolidate the loyalty of our members.”

Members’ demographic information, purchase habits and purchase history etc collected in the sales process will enable the Group to effectively and efficiently address its members’ needs through introducing more desired products. Such data will also assist the Group to enhance its marketing campaigns.

The Group’s newly established wholly-owned subsidiary, Guangzhou For You Internet Technology Company Limited (廣州富佑網絡科技有限公司), currently has about 40 staff members. This professional team is responsible for the set-up and maintenance of the mobile shopping platform, so as to ensure the best shopping experience for members. The Group has engaged an external logistics provider for product delivery. Settlement of sales proceeds is to be conducted through a third-party mobile payment platform, WeChat Payment (微信支付), which is one of the most popular mobile payment platforms among the mobile payment users in the PRC.

Under the leadership of Mr. Chen, who has over 20 years of experience in affiliate marketing in the PRC, the Group will initially focus on the marketing of female cosmetic products, and gradually expand to other kinds of products so as to cater for different needs of members. The Group will continue to explore the possibility of introducing self-developed products on this mobile shopping platform in the future.

About China For You Group

China For You Group Company Limited (stock code: 572) (Formerly known as China Packaging Group Company Limited) is currently engaged in the trading of health and consumer products. The Group will continue to explore opportunities to expand its trading business to different arenas in order to diversify its product portfolio. Besides pursuing its existing business, the Group will also explore other diversification opportunities with a view to broadening its income stream and pursuing the best interests of the Company and its shareholders as a whole.

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