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# **ARTINI**

## **ARTINI CHINA CO. LTD.**

### **雅天妮中國有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock code: 789)**

#### **ANNOUNCEMENT**

#### **PURSUANT TO RULE 13.09(1) OF THE LISTING RULES**

On 10 May 2010, Artist Empire, a wholly-owned subsidiary of the Company, as sub-licensee, entered into the Licence Agreement with Prime, and IMG as agent of Prime, pursuant to which Prime agreed to grant Artist Empire a non-exclusive global sub-licence and right to use certain intellectual property rights in relation to name and likeness of soccer legend Edison Arantes do Nascimento (or commonly known as “Pelé”) and the Pelé trademarks, on certain jewellery and fashion accessories to be produced by the Company as specified in the Licence Agreement to be distributed globally.

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

Reference is made to the announcement of the Company dated 12 January 2010 in relation to the entering into by the Company of two non-binding deal memoranda with two licensors respectively. The Board is pleased to announce that on 10 May 2010, pursuant to one of the deal memoranda, the Company entered into a formal Licence Agreement with Prime. The details of the Licence Agreement are set out below.

#### **LICENCE AGREEMENT**

On 10 May 2010, Artist Empire, a wholly-owned subsidiary of the Company, as sub-licensee, entered into Licence Agreement with Prime, and IMG as agent of Prime, pursuant to which Prime agreed to grant Artist Empire a non-exclusive global sub-licence and right to use certain intellectual property rights in relation to name and likeness of soccer legend Edison Arantes do Nascimento (or commonly known as “Pelé”) and the Pelé trademarks, on certain jewellery and fashion accessories to be produced by the Company as specified in the Licence Agreement to be distributed globally.

The Licence Agreement shall be for a term commencing from 1 February 2010 and expiring on 31 December 2015 plus a three-month sell-off period to sell off finished remaining products. Artist Empire has a first right of refusal for an additional five year term upon achieving certain requirements as stated in the Licence Agreement. Under the Licence Agreement, Artist Empire has to pay Prime royalties and a non-refundable minimum guaranteed payment. There is also a requirement of a minimum consumer marketing expenditure to be incurred by Artist Empire.

## REASONS FOR ENTERING INTO THE LICENCE AGREEMENT

As a result of entering into the Licence Agreement, the Company will be able to produce products bearing the name and trademarks of Pelé, which are internationally recognised. The Company believes that it will create a positive effect on the Group's corporate image and sales volume.

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

## DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context otherwise requires:

“Artist Empire”	Artist Empire Jewellery Mfy. Limited, a wholly-owned subsidiary of the Company
“Board”	the board of directors of the Company
“Company”	Artini China Co. Ltd.
“Group”	the Company and its subsidiaries from time to time
“IMG”	International Management Group (UK) Limited
“Licence Agreement”	the sub-licence agreement dated 10 May 2010 entered into between Artist Empire, Prime and IMG pursuant to which Artist Empire is granted a sub-licence to use certain intellectual property rights of Prime in relation to name and likeness of soccer legend Pelé and Pelé trademarks
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Prime”	Prime Licensing Limited and Prime Licenciamentos e Participações Ltda.
“Shareholders”	shareholders of the Company

By order of the Board  
**Artini China Co. Ltd.**  
**Tse Chiu Kwan**  
*Chairman*

Hong Kong, 10 May 2010

*As at the date of this announcement, the executive directors of the Company are Mr. Tse Chiu Kwan, Ms. Ho Pui Yin, Jenny and Mr. Lin Shao Hua; the non-executive director of the Company is Ms. Yip Ying Kam and the independent non-executive directors of the Company are Ms. Chan Man Tuen, Irene, Mr. Lau Fai Lawrence and Mr. Fan William Chung Yue.*