

Ruby **Red** Fine Wine

Connecting the land, the vine and the people

Jan 2020



2019 It is a difficult year

China total Wine Import by Volume

12.86% drop compare to 2018

China total Wine Import by Value

17.32% drop compare to 2018

figures released by China Association for Imports and Exports of Wine & Spirits (CAWS)

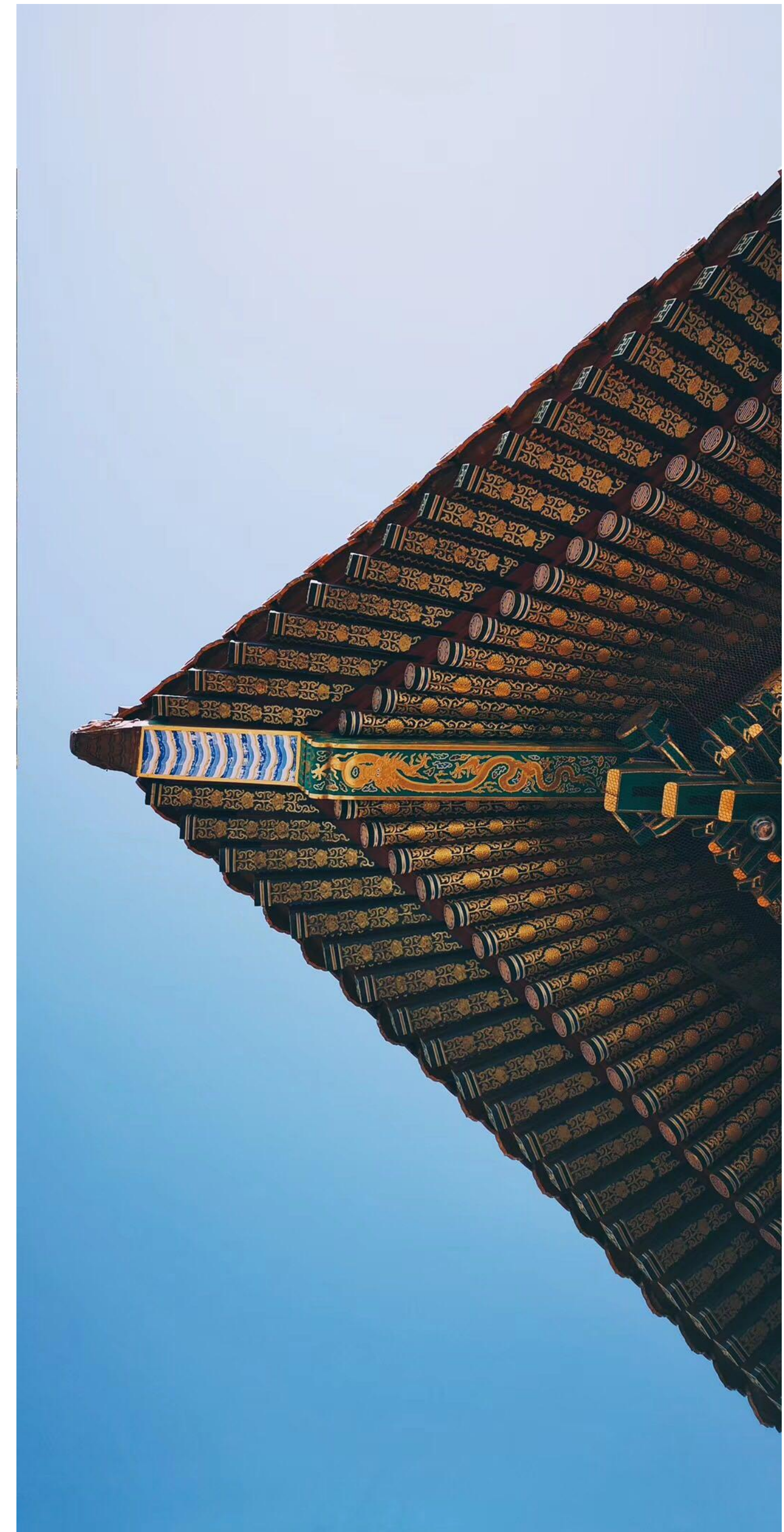


Wine import from France drop more than 37% in 2019

Country	Import Volume (10 Thousand Liter)	Volume Growth	Import Value (10 Thousand US Dollar)	Value Growth	Average Price US Dollar/L	Average Price Growth	Market Share
Australia	12,065.84	-14.96%	69,711.43	7.76%	5.78	26.72%	35.86%
France	12,168.74	-21.75%	58,128.11	-37.74%	4.78	-20.44%	29.90%
Chile	13,260.58	-3.21%	29,426.20	-5.83%	2.22	-2.71%	15.14%
Italy	3,070.67	-0.06%	12,707.57	-11.48%	4.14	-11.43%	6.54%
Spain	5,342.44	-9.45%	11,784.60	-17.61%	2.21	-9.00%	6.06%
USA	727.09	-34.07%	3,230.22	-52.08%	4.44	-27.31%	1.66%
Argentina	641.85	52.28%	2,120.57	1.26%	3.30	-33.51%	1.09%
Portugal	597.83	-13.52%	1,952.78	-7.30%	3.27	7.19%	1.00%
South Africa	563.14	-51.33%	1,866.06	-35.62%	3.31	32.28%	0.96%
Germany	343.80	-22.84%	1,759.97	-20.46%	5.12	3.09%	0.91%
New Zealand	195.35	-6.00%	1,693.77	-23.98%	8.67	-19.12%	0.87%

Fragmented Market

- Active wine importers registered in China
2018: 6500 VS 2019: 4200
- 300+ more than 1 million USD imports
- 70+ more than 5 million USD imports
- By Value, Ruby Red is one of the
top 30 wine company in China



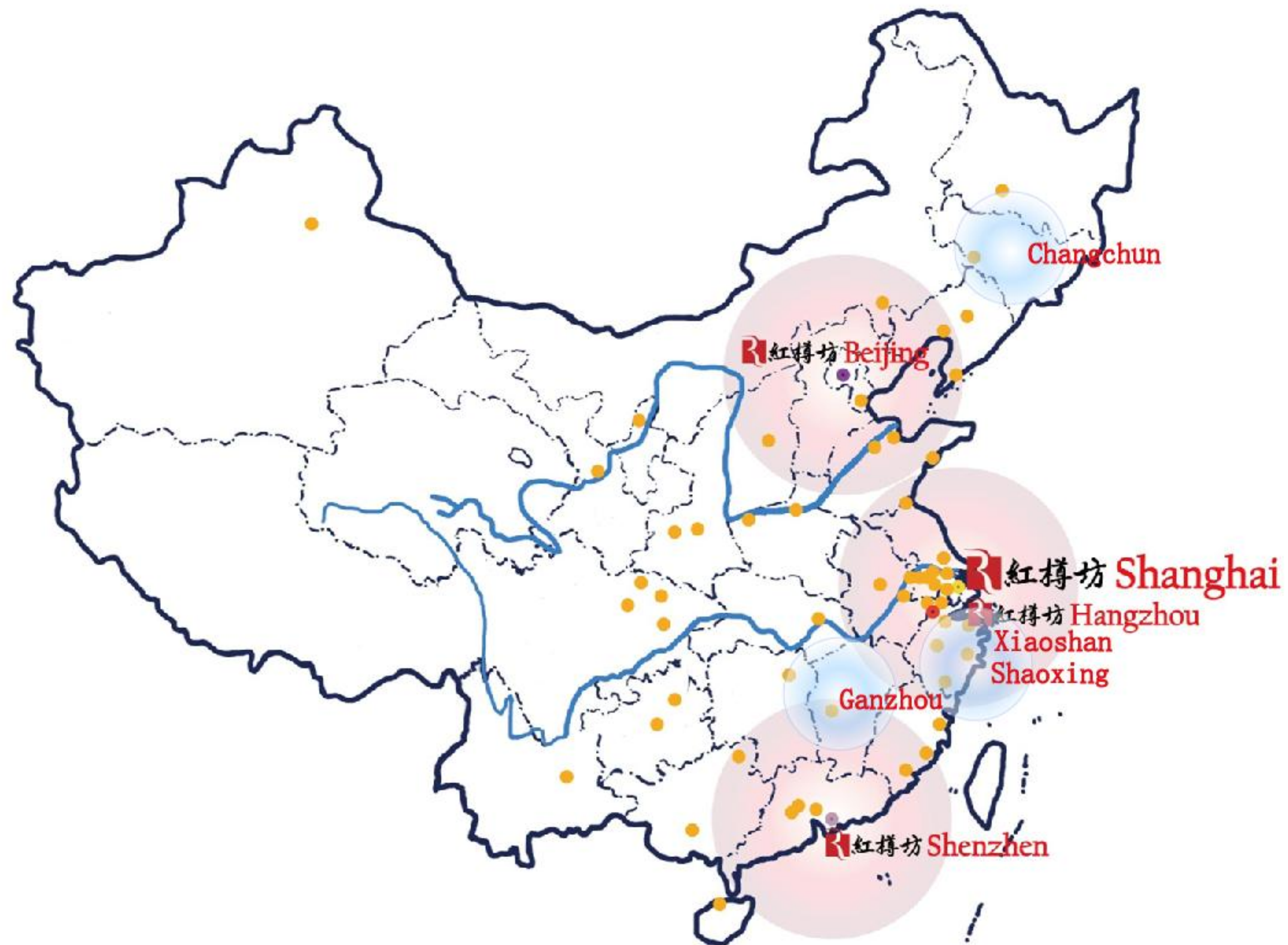
Ruby Red managed growth in 2019



In 2019, we managed to have **4.6%** sales increase by value



Ruby Red National Map



- Shanghai office the headquarter
- We now have 4 offices
- Target for 2022: new office in south west China
- 4 Ruby Red franchisee stores



Ruby Red Offices

Shanghai



Beijing



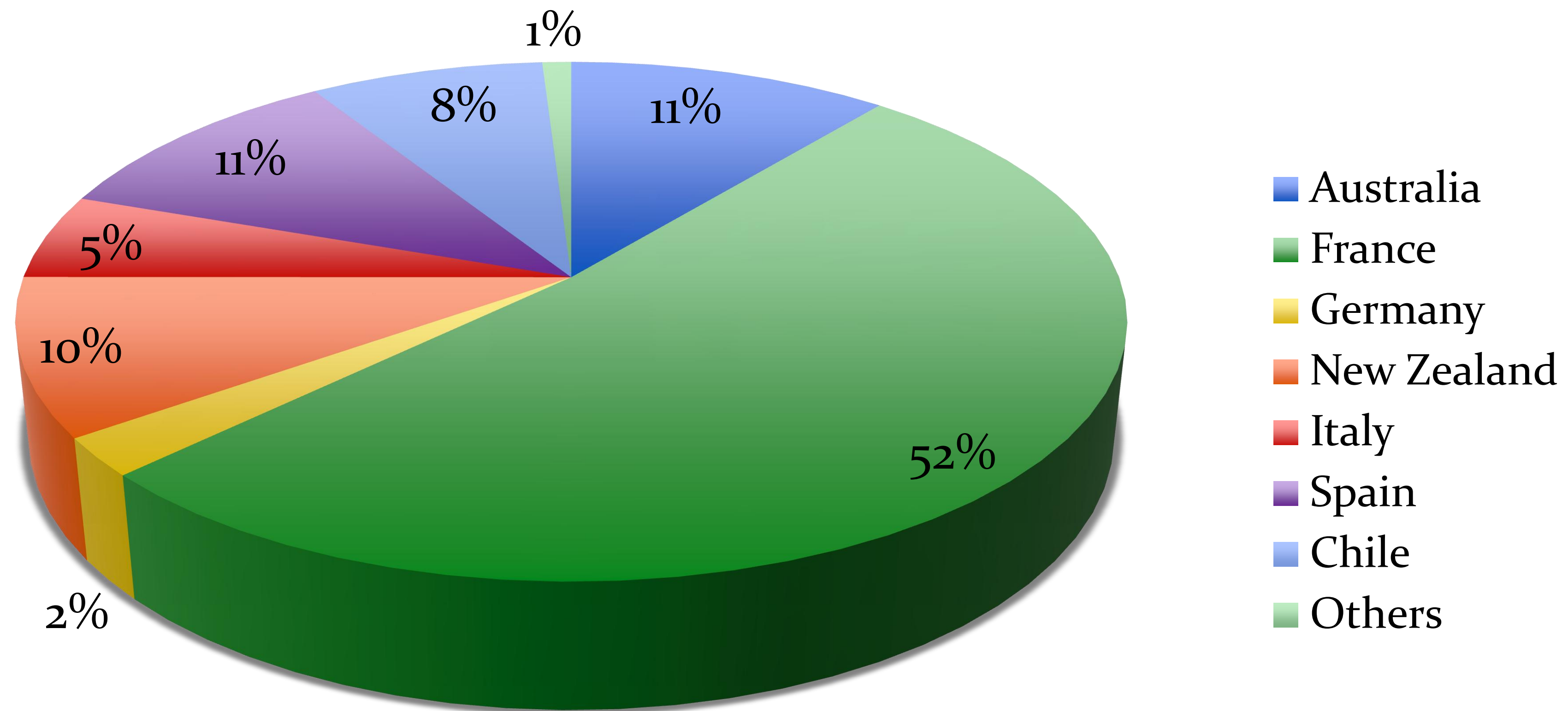
Hangzhou



Shenzhen



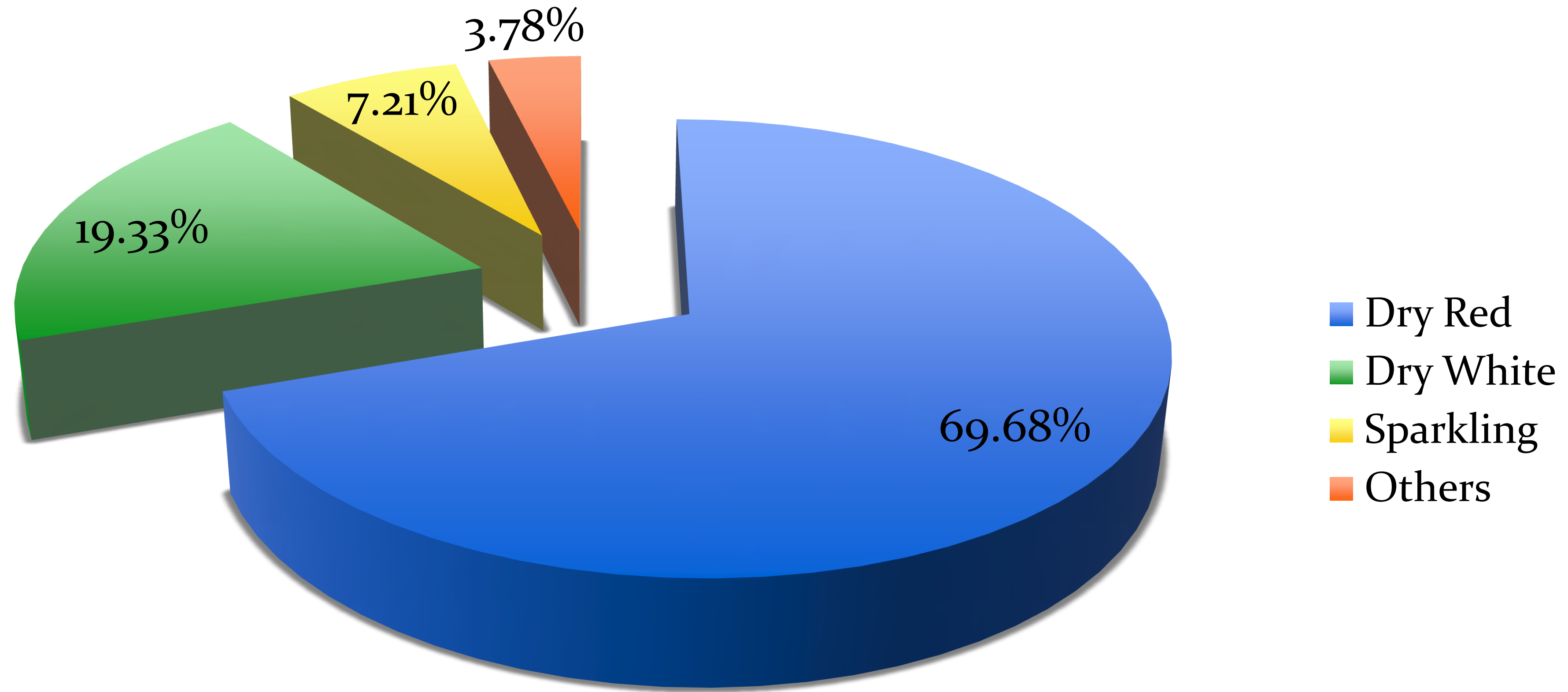
Ruby Red wine sales in 2019 by Volume by country



Total in 2019: 500,000+ bottles

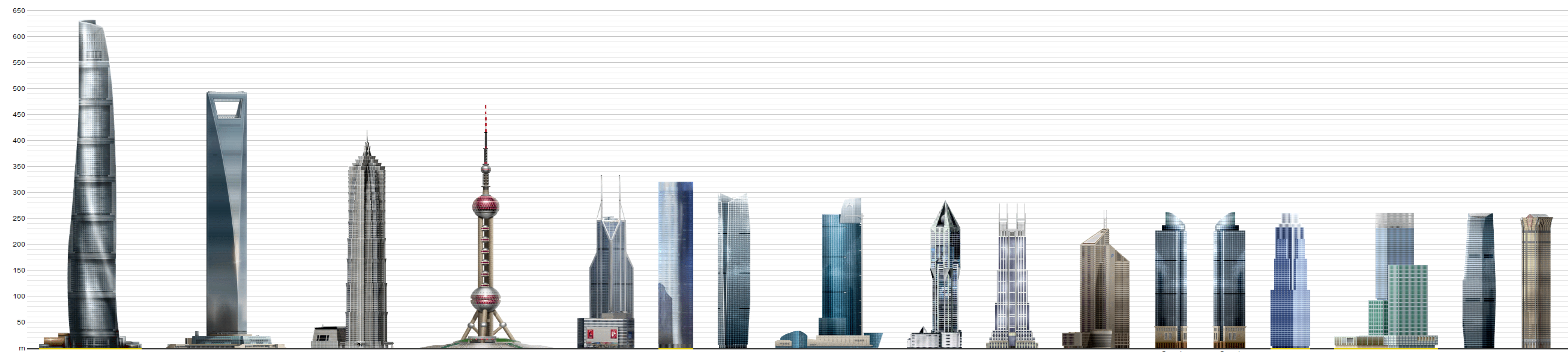


Ruby Red wine sales in 2019 by Type



Four segments in Sales by Value

- 40% direct sales to consumers, mainly fine wines
- 35% distribution to more than 260 sub-distributors over 80+ cities cover most of China
- 22% On trade sales to the best establishments in China
- 3% Online platform which covers 28,000+ social media followers



Ruby Red On-trade Sales continue to grow in 2019



+ 18% ↑

Our wines feature on the lists of many of China's top luxury hotels, including:

- *Park Hyatt Beijing & Shanghai*
- *Grand Hyatt*
- *Hyatt on the bund*
- *Shangri-la Group*
 - *Shanghai, Pudong*
 - *Shanghai, Jingan*
 - *Shangri-la's China World Hotel*
 - *Shangri-la's China World Summit Wing*
 - *Hotel Jen Beijing*
 - *Kerry Hotel Shanghai*
- *Peninsula Beijing & Shanghai*
- *Mandarin Oriental Pudong*
- *Waldorf Astoria Shanghai*
- *Four Seasons Pudong*
- *Ritz-Carlton Shanghai*
- *Fairmont Peace Hotel*
- *Edition Hotel Shanghai*
- *Capella Hotel*
- *Intercontinental Shanghai Wonderland*
- *Mandarin Oriental Beijing*
- *The St. Regis Shanghai Jingan*
- *Bellagio Shanghai*
- *W Hotel Shanghai*
- *Conard Guangzhou*
- *The Langham*
- *Kempinski*
- *Puli Hotel & Spa*
- *Banyan Tree*
- *Westin Shanghai*
- *Rosewood Hotel Beijing*
- *Bulgari Hotel Beijing*
- *Royal Méridien*
- *The Waterhouse Boutique Hotel*
- *The Urban Boutique Hotel*
- *Radisson Group*
- *The Opposite House*
- *Beijing East Hotel*
- *And many more...*



Our wines feature on the lists of many of China's top restaurants, including:

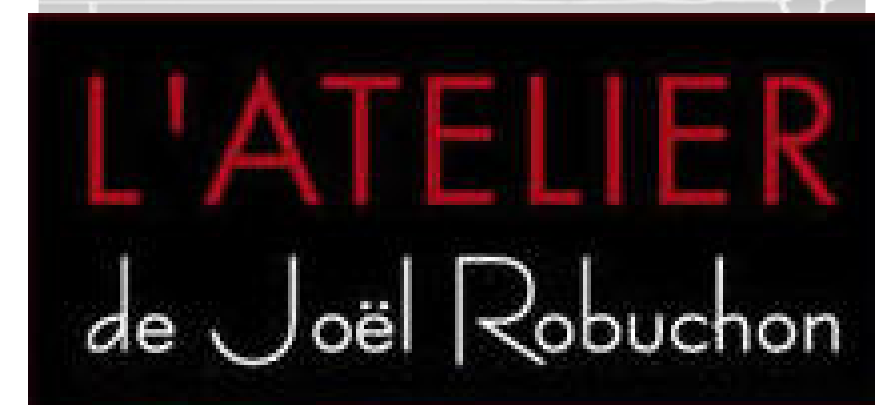
- *Jean Georges Shanghai*
- *Joel Robuchon*
- *Hakkasan*
- *Mercato*
- *Maison Lameloise Shanghai*
- *Ultraviolet by Paul Pairet*
- *House of Roosevelt*
- *M on the Bund*
- *Mr & Mrs on the Bund*
- *Le Comptoir de Pierre Gagnaire*
- *Napa Kitchen and Bar*
- *8 1/2 Otto e Mezzo*
- *Morton's Steakhouse*
- *Sense 8 Cantonese Cuisine*

- *Temple Restaurant Beijing*
- *The Georg by Georg Jensen*
- *Transit Beijing*
- *Tai An Table*
- *Highline*
- *The Plump Oyster*
- *Noahs Group*
- *Social & Co.*
- *Coquille*
- *Yongfoo Elite*
- *Xinrongji Group*
- *Chez Maurice*
- *Kee Club*
- *And many more...*



le Comptoir de
Pierre Gagnaire

— Shanghai —



New On-trade Clients

- Cordis Hotel Shanghai
- Liangrang Hotel Zhejiang
- Intercontinental Sanlitun
- Jing Cai Xuan Group
- Minghao WISCA Group
- Yu Baxian Group
- LES MORRILLES Group
- The Hang Chengdu
- DA VITTORIO (Michelin ***)
- Yu Zhilan (Michelin *)
- Lao Ganbei
- Lu Zuo Japanese Food Nanjing
- ...



New On-trade Clients

SHENZHEN

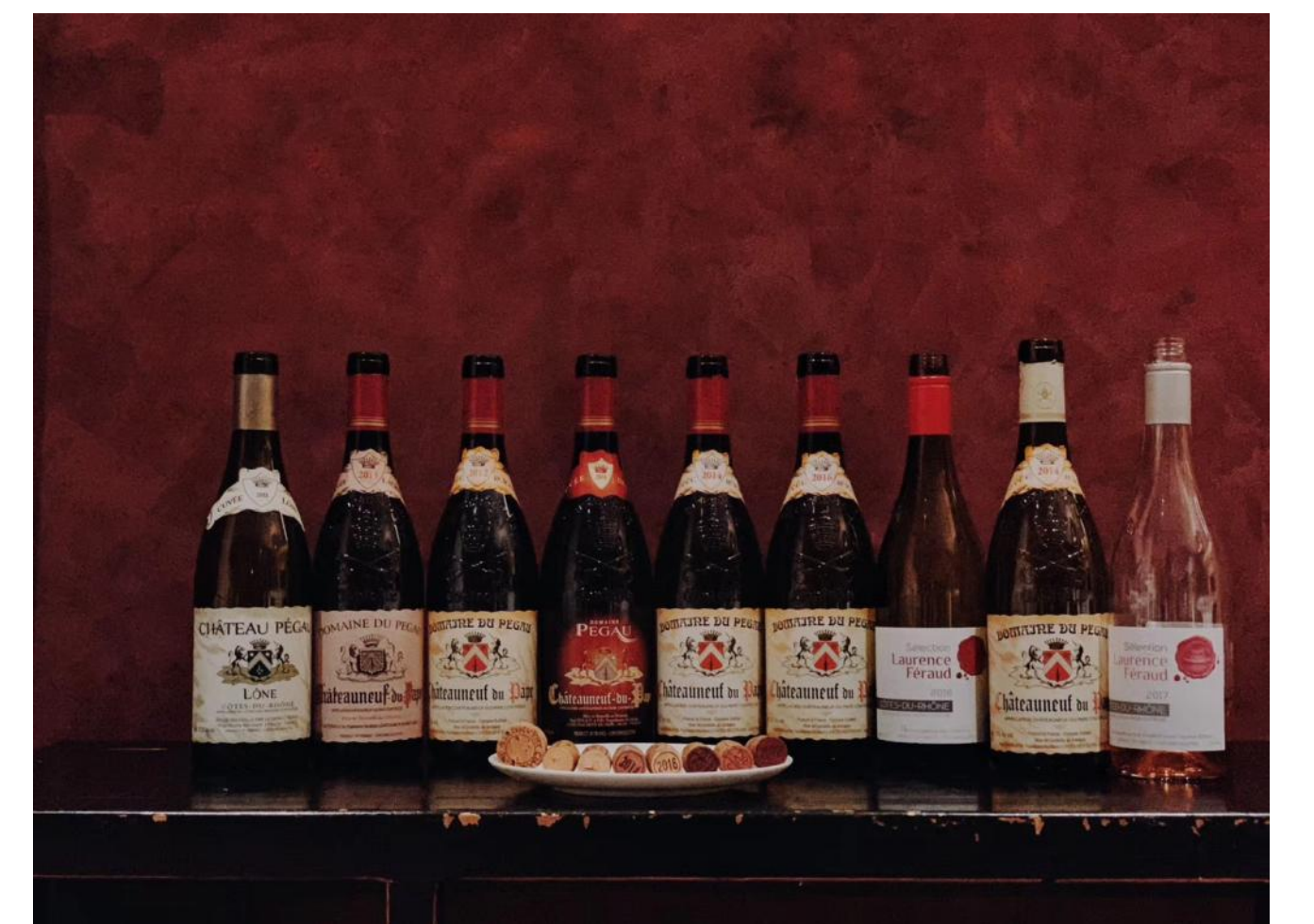
- Park Hyatt Shenzhen
- Park Hyatt Guangzhou
- Ritz-Carlton Shenzhen
- Raffles Shenzhen
- Shangri-La Futian, Shenzhen
- Rosewood Hotel Guangzhou
- Xin Rongji Shenzhen
- Mercato Guangzhou
- ...



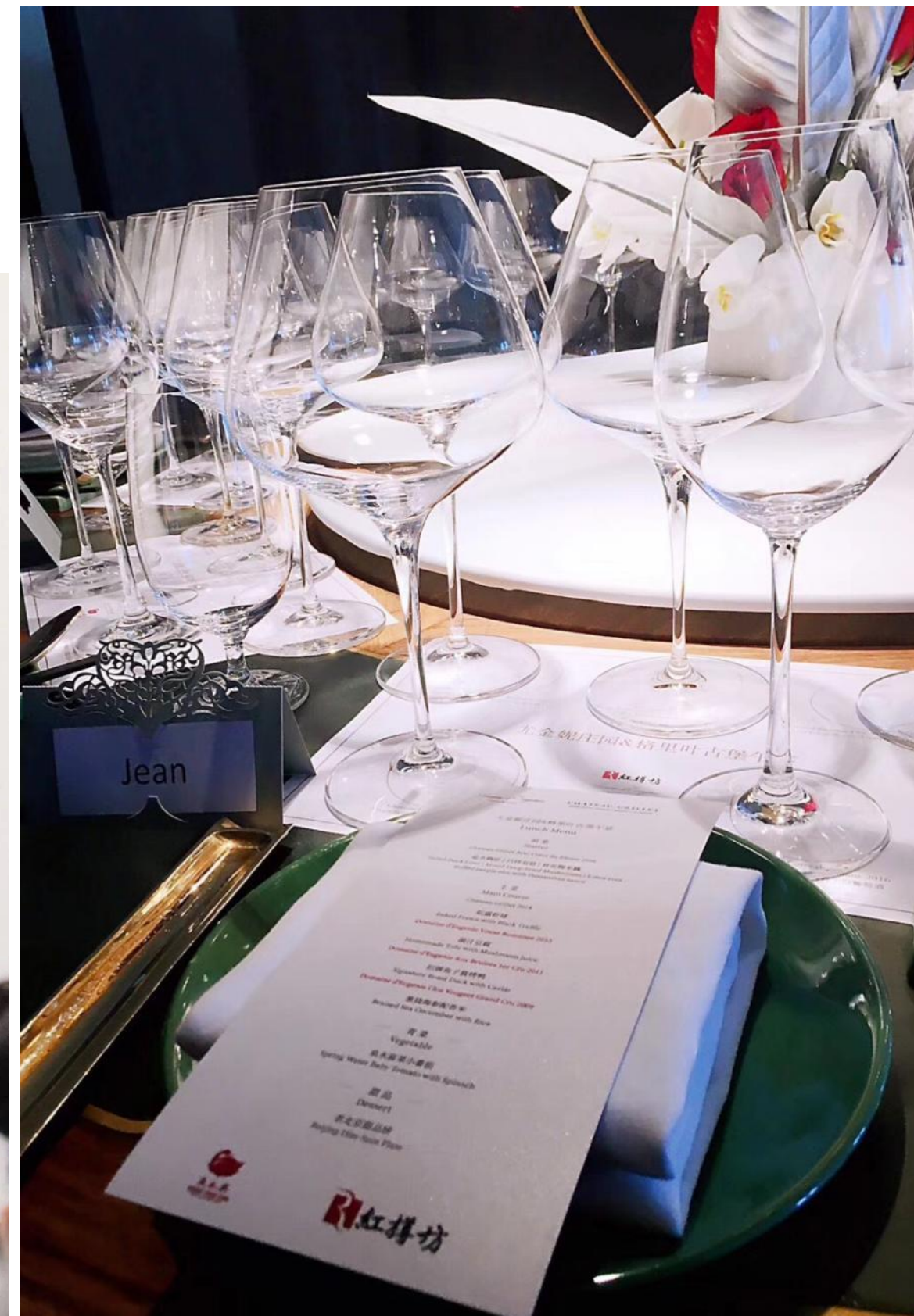


**Working with
the finest wine
producers from
each region**

Ruby Red run 300+ tasting events each year



Working with the finest on-trade clients in promotion of wine



Founder of China Blind Wine & Sake Tasting Competition

Ruby Red hosted the 7th China Blind Wine Tasting Competition and the 1st China Blind Sake Tasting Competition



- 4 countries
- 55 cities
- 130 sponsors
- 500 offline outlets
- 4800 competitors
- 12000+ attendees
- 500,000 population radiation



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Thank you!