



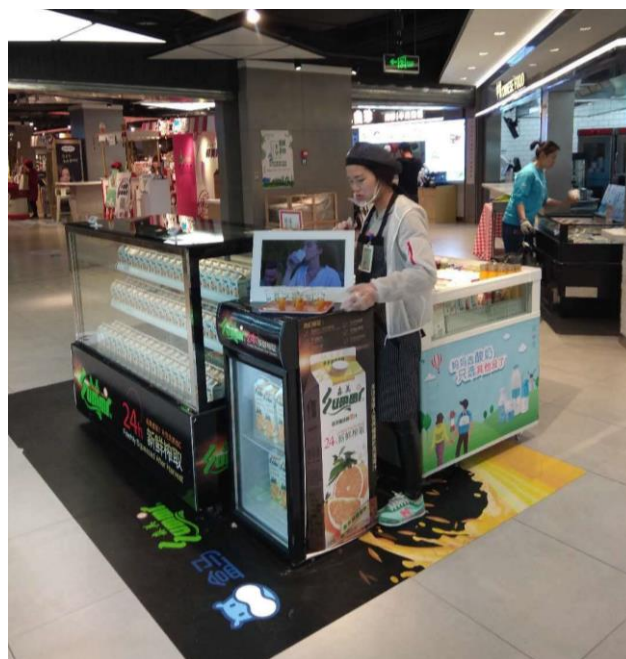
森美（集团）控股有限公司
Summi (Group) Holdings Limited

**“Summi” Fresh Orange juice starts sales corporation with the
Hema Supermarket**

Further strengthen the competitive positioning of the branding

(30 May 2018, Hong Kong) – Summi (Group) Holdings Limited (“Summi Holdings” or “the group”, HKEx stock code: 00756), a china leading vertically integrated orange juice manufacturer with self-operated orchard, is pleased to announce “Summi” NFC Fresh Orange juice starting sales corporation with Hema Supermarket. Summi NFC Fresh Orange juice has already expanded the points of sales in Hema Supermarket of entire Beijing branches, Nanjing branches, Guangzhou branch and Shenzhen branches; and expecting to be expanded the points of sales in Guiyang branch, Chengdu branch and Xian branch in the third quarter of this year.

Mr. San Wang Eric, Deputy CEO of Summi Holdings said: “We are pleased to see that Summi fresh orange juice is being sold at the Hema Supermarket. By the corporation with the offline sales point of Hema, we set up products in forms of counters. Customers can experience our high-end products and get used to new retail experience of efficiency and convenience in Hema Supermarket. it is not only strengthen the competitive positioning of the branding, but also show the quality of Summi fresh orange juice in the upgraded consumer market.”



Summi fresh Orange juice counter in Hema supermarket

Hema supermarkets owned by Alibaba Group push for "new retail", Hema currently operates about 49 stores across the country. It is purest manifestation of that integrated store and warehouse operations, combining online and offline experiences with unified products, unified prices, unified inventory, and unified marketing. Consumers can purchase goods in stores or place orders in mobile APPs, Hema provides 30-minute delivery services to offering consumers a "more efficient and flexible" shopping experience. According to press report, Hema has achieved 4.5 times of monthly purchases by users, and it is 3-5 times more than traditional supermarkets in the terms of same dimension and capacity.

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About Summi (Group) Holdings Limited

Summi (Group) Holdings Limited is a china leading vertically integrated orange juice manufacturer with self-operated orchard. It is principally engaged in the production and sale of orange, frozen concentrate orange juice ("FCOJ") and other related products such as orange sac and orange pulp. Since 2015, Summi holdings has commenced manufacture and distribution of Not-from-Concentrate(NFC) orange juice under its own Summi brand. Summi Holdings' supply of concentrated juice and orange sac to a beverage giant and other renowned manufacturers, accounted for 75% of its total revenue; the balance being sales from NFC orange juice under its own Summi brand. The Group has adopted a progressive marketing strategy in recent years to expand market share, and has established 5,000 sales points, covering Beijing, Shanghai, Chongqing, Chengdu, Guangzhou, Shenzhen and Hong Kong.

For more information:

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