

Grasping the New Opportunity of Fei Cui Business in Jewellery Industry

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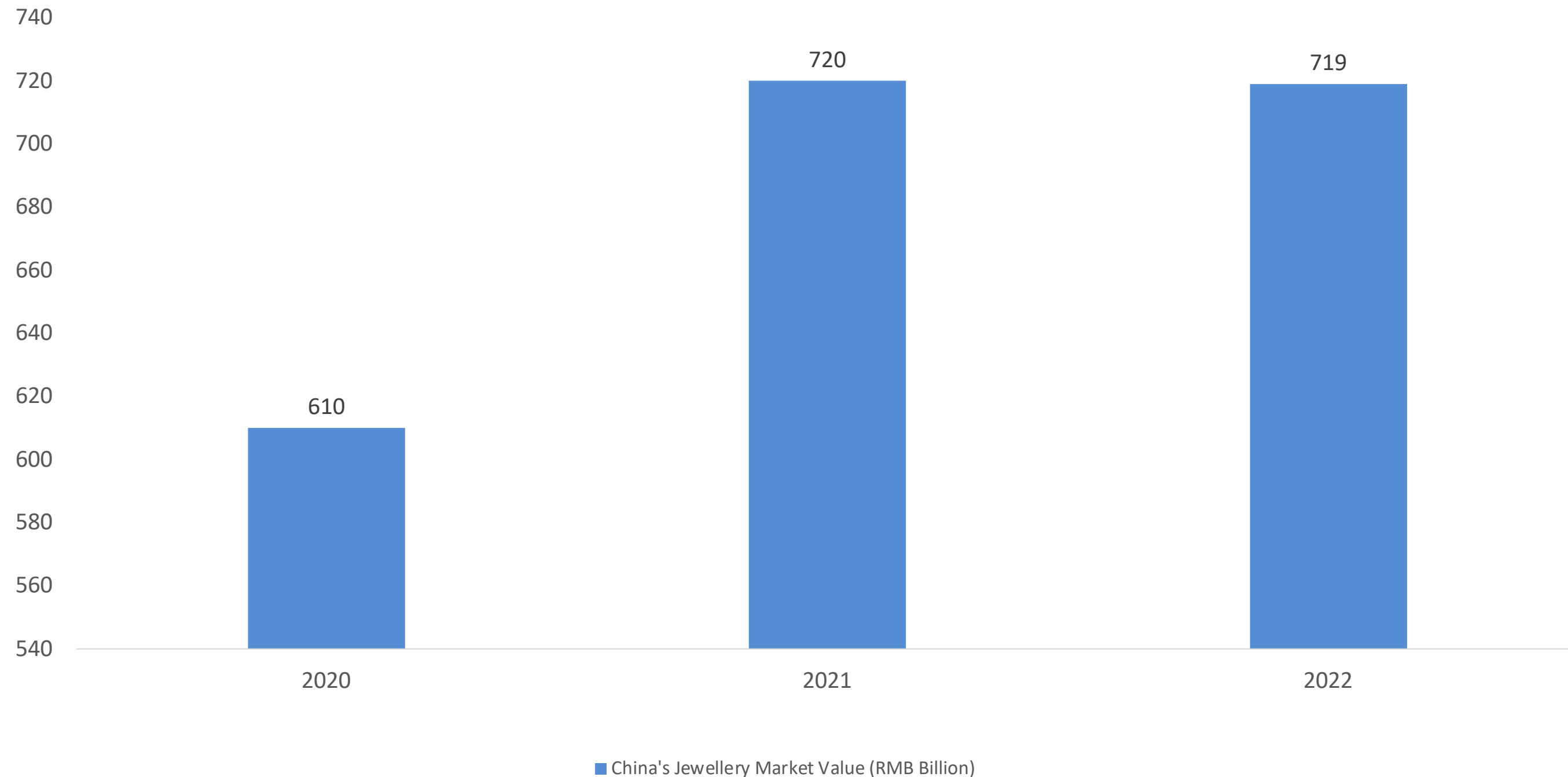
Welcome Speech

Why do we call it Fei Cui?



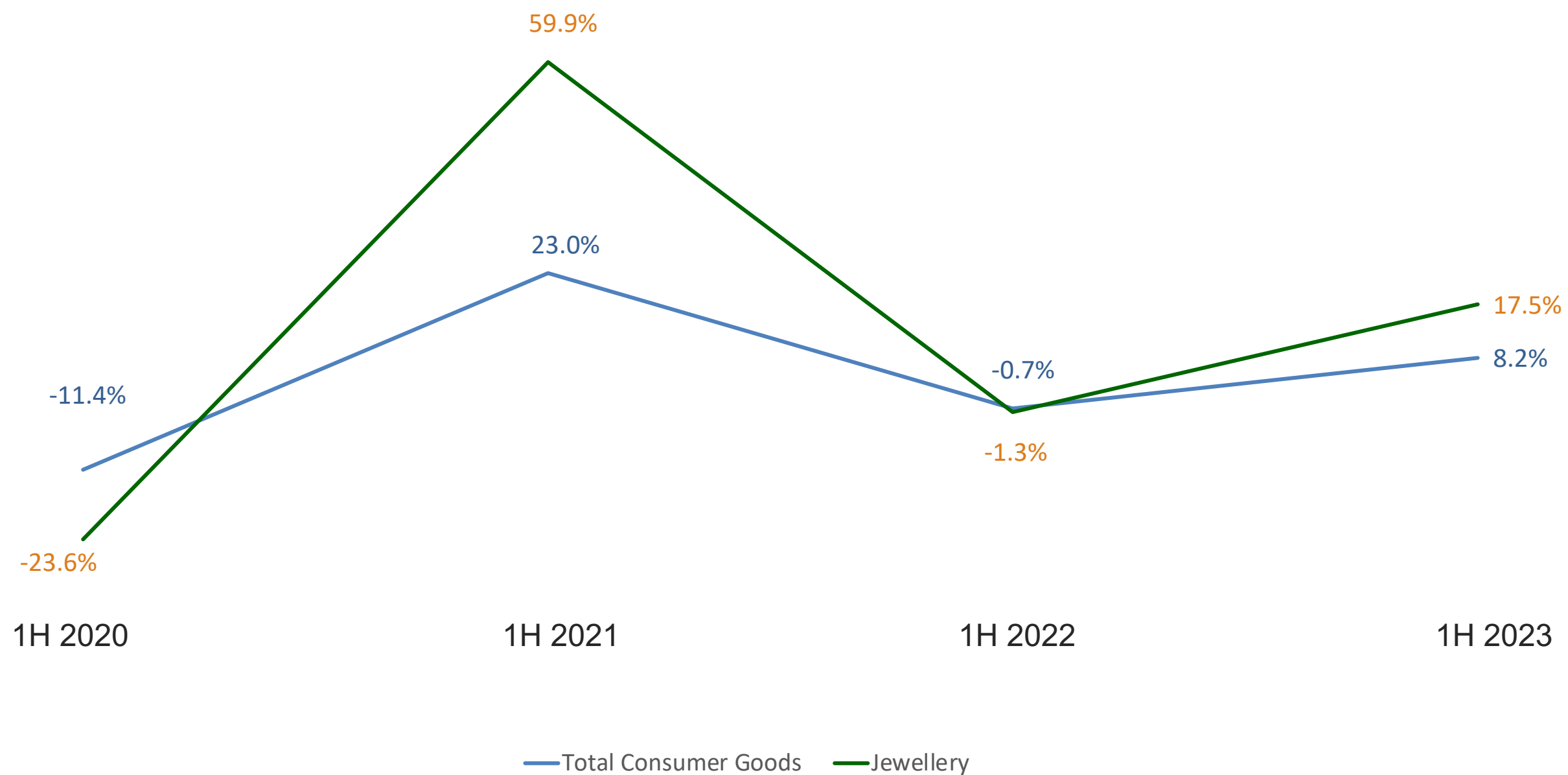
The China Jewellery Market

China's Jewellery Market Value (RMB Billion)



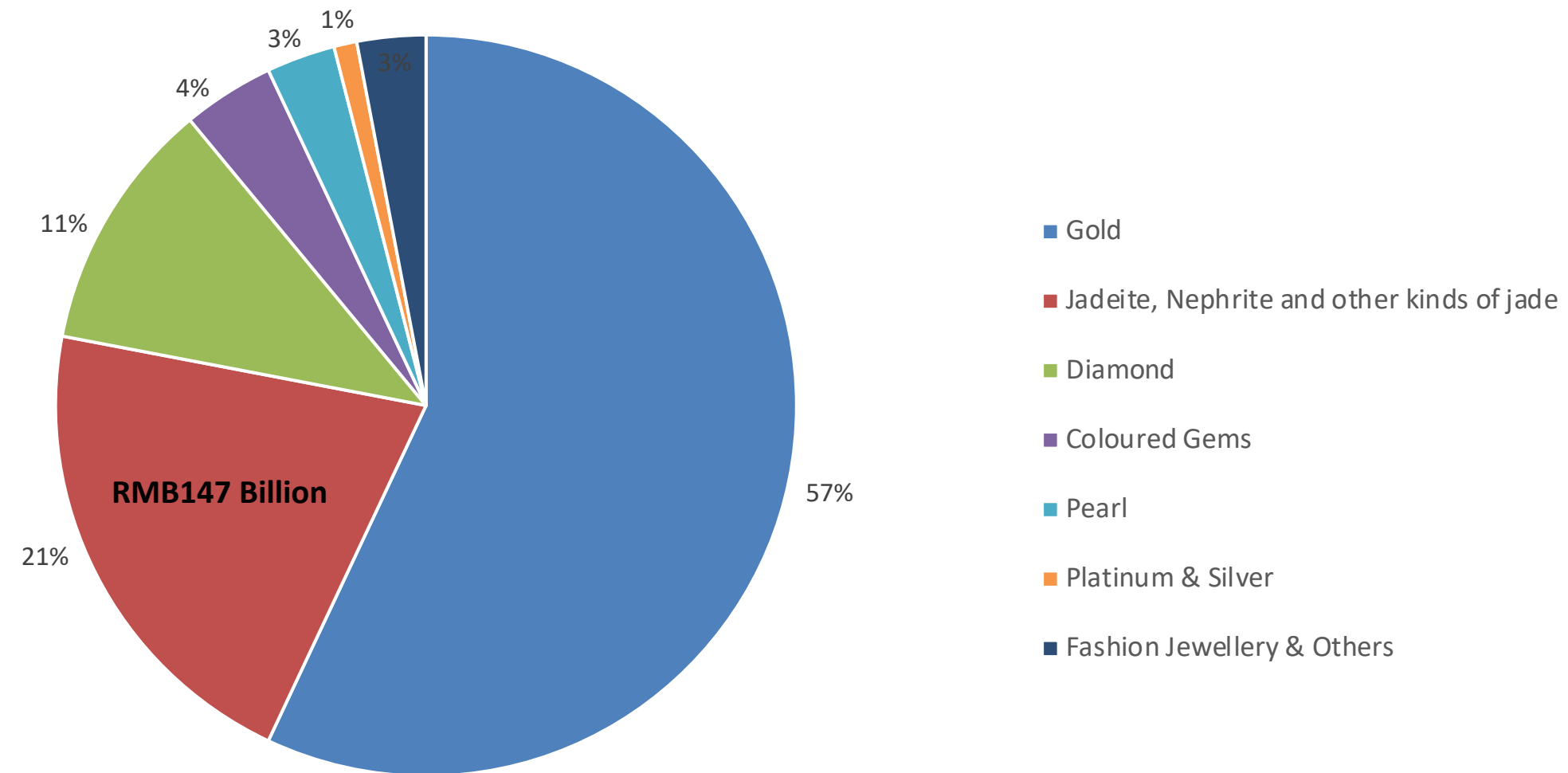
China Jewellery Market

Retail Sales Growth in China (total consumer goods vs jewellery)



Current Fei Cui Market and Performance

Market Value by Jewellery Categories



Current Fei Cui Market and Performance

Fei Cui



+15.3%

Diamond



-18%

Color Gemstones



-11.1%

Current Fei Cui Market and Performance

= Guochao =

Ruyi



Meaning: everything goes well

Peach



Meaning: Longevity

Wulu



Meaning: good fortune and positive energy

The Market Ecosystem

- live-streaming - Contribute about 70-80%



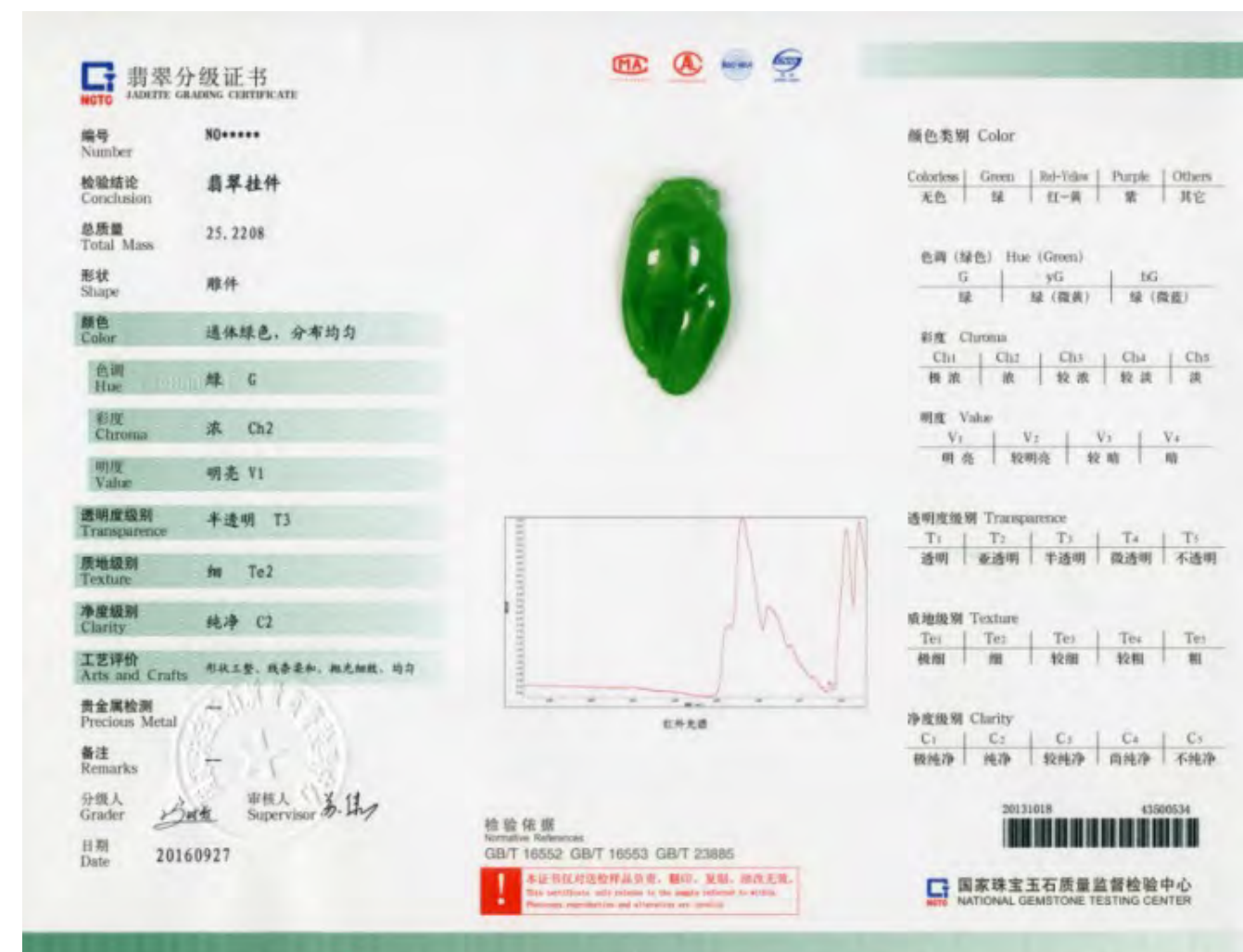
The Market Ecosystem

- Auction Houses



The Certification – NGTC

- Customers Gain more Confidence



The Certification – Gübelin

- Customers Gain more Confidence

GÜBELIN

GEMMOLOGICAL REPORT

Report Number Specimen_030 / 1 and 2	Colour green
Date 9 September 2016	Identification Natural jadeite jade
Item Two polished gemstones (unmounted for testing) set in a pair of ear clips	Condition No indications of treatment (Type A).
Weight 1) 18.28 ct 2) 18.18 ct	Comments This type of jadeite jade may also be called "Fei Cui" in the trade.
Shape round	<i>Important notes and limitations on the reverse.</i>
Cut cabochon	
Measurements 1) 18.80 - 18.90 x 3.88 mm 2) 18.20 - 18.60 x 3.68 mm	
Transparency transparent to translucent	

Reman Manager

Hpone-Phyo Kan-Nyunt
Bonita Kwok

Gübelin Gem Lab
Kasorn: Hong Kong, Thailand
www.gubelin.com

GÜBELIN

报告 Specimen_030 / 1 和 2	颜色 绿色
日期 2016/09/12	宝石鉴别 天然硬玉
物品 两件已抛光的宝石(无镶嵌下进行测试)镶嵌在一对耳夹上	状况 无显示有处理 (A货)。
重量 1) 18.28 ct 2) 18.18 ct	意见 在行业内, 此硬玉也可称为「翡翠」。
形状 圆形	
切割 弧面型	
尺寸 1) 18.80 - 18.90 x 3.88 mm 2) 18.20 - 18.60 x 3.68 mm	
透明度 透明至半透明	

Manager

瑞士联邦 (Switzerland) Gübelin 珠宝检测实验室 (Gübelin Gem Lab) 是瑞士国家认证的权威检测机构。
Gübelin Gem Lab
Locations: Hong Kong, New York
www.gubelin.com

The Certification – SSEF

- Customers Gain more Confidence



Test Report No. 81888

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Identification: **56 JADEITE - JADES**

Comments: The analysed properties confirm the authenticity of these translucent jadeite-jades.
No indication of impregnation.
Origin: Burma (Myanmar)
These jadeite-jades may also be called 'jadeite-jade type A' in the trade.
The colour of these jadeite-jades may also be called 'Imperial green' in the trade.
Due to the setting the jadeite rondelles, the pink sapphires and green garnets set on the intersections and the pendants have not been fully tested.

Important Note: The conclusions on this Test Report reflect our findings at the time it is issued. Mounting may limit complete analysis of a gemstone or pearl, thus all conclusions are given as far as the mounting permits. The authenticity and colour authenticity of the additional diamonds in the setting have not been tested. The indicated calculated weight is only approximate and may differ from the exact weight of the gemstone/pearl when unmounted. A gemstone or pearl can be modified and/or removed at any time. Therefore, the SSEF can't reassess at any time whether the gemstone or pearl is in accordance with this Test Report. Only the Test report with the valid original signature, embossed stamp and Proof Tag™ label affixed on to the surface of the laminated Test report is a valid document. See terms and conditions on reverse side. © This Test Report is copyright of SSEF.

SWISS GEMMOLOGICAL INSTITUTE – SSEF
Basel, 25 September 2015 mr




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Appendix letter

Exceptional Jadeite Bead Necklace: 'The Green Maze'

The jadeite-jade necklace described in Test Report No. 81888 from the Swiss Gemmological Institute SSEF possesses extraordinary characteristics and merits special mention and appreciation.

The described necklace is composed of 56 carefully selected and matching jadeite-jade beads and half-beads of remarkable size (up to 13.20 mm diameter), strung on a slightly and smoothly graduated necklace (A) with two attachable pendants (B, C).


Artistically designed by Wallace Chan, the necklace is highlighted by pink sapphires and colourless diamonds, which beautifully contrast the attractive green colour of the jadeite-jade. In addition to this, the jadeite-jades are characterised by a very homogeneous and saturated green colour, combined with an outstanding translucency and an excellent surface lustre. Based on these characteristics, the necklace has been named *'The Green Maze'*.

The attractive colour of these beads, poetically also referred to as *'imperial green'* in the trade, is due to the presence of a well-balanced amount of chromium as a trace element, typical and characteristic for the finest jadeite-jade from the mines close to Hpakan in northern Burma (Myanmar). These mines have been famous since historic times for their wealth in jade. The outstanding translucency of these jadeite beads is a result of their very fine and densely interlocked texture, thus resulting in a "colour deepening" effect through scattering of light when illuminated by a light source. Based on the homogeneity of these jadeite-jade beads in terms of quality and texture, it is assumed that they may have been cut from one large jadeite rock specimen of high quality.


In addition to these qualities, this necklace shows no indication of any impregnation or other form of treatment, thus their colour and transparency are all natural. On the Asian market such jadeite may also be called jadeite-jade type A (Fei Cui type A).

The rarity of *'the Green Maze'* jadeite necklace is based not only on its excellently matching quality and impressive size, but also on its highly remarkable style and workmanship. It can be thus considered a true and rare treasure of nature.

SWISS GEMMOLOGICAL INSTITUTE – SSEF
Basel, 25 September 2015 mr




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Creativity is crucial factor in driving demand



1891

JADEITE, RUBY AND DIAMOND BROOCH, DAVID WEBB

Carved jadeite plaque of approximately 43.8 × 29.6 x 3.3 mm, cabochon ruby, circular-cut diamonds, platinum and gold, 6.5 cm, signed Webb

HK Jade & Stone Lab, 2018, report no. KJ 99042: natural colour Fei Cui (Jadeite Jade), without resin

HK\$150,000-250,000

US\$20,000-30,000

天然翡翠胸針，配紅寶石及鑽石，鑲鉑金及金，翡翠 43.8 × 29.6 × 3.3 毫米，胸針 6.5 厘米

David Webb 設計



1891

Creativity is crucial factor in driving demand

- Foreign brands - Cartier



Energising Fei Cui Market and the opportunities ahead



Energising Fei Cui Market and the opportunities ahead

2016

JADEITE AND MULTI-GEM BROOCH, BUCCELLATI

Jadeite plaques, the largest plaque measuring approximately 50.5 x 33.5 x 3.9 mm, pearls, circular-cut rubies, emeralds and sapphires, gold, 9.9 cm, signed Buccellati Italy, grey Buccellati case

HK Jade & Stone Lab, 2018, report no. KJ 98938: natural colour Fei Cui (Jadeite Jade), without resin

Please note that the pearls have not been tested for natural colour origin.

HK\$350,000-550,000

US\$45,000-70,000

天然翡翠胸針，配紅寶石、祖母綠及藍寶石，鑲金，最大翡翠50.5 x 33.5 x 3.9 毫米，胸針9.9厘米
Buccellati設計



2016

Conclusion

collective efforts from all stakeholders involved



THANK YOU