



For immediate release



Luxury communication group Mazarine and Trimaran are partnering to create Mazarine Asia Pacific (众智亞洲), an integrated communication agency dedicated to luxury and premium brands

Hong Kong, May 20, 2014 – Trimaran PR Asia (“Trimaran”) and Mazarine Groupe Paris (“Mazarine Groupe”) jointly announced today that they have signed an agreement creating a joint venture to be named Mazarine Asia Pacific (众智亞洲) (“Mazarine Asia Pacific” or “Joint Venture”), establishing an integrated communication agency business in Asia Pacific dedicated to luxury and premium brands.

As reflected in the English name Mazarine Asia Pacific and Chinese name 众智亞洲, the Joint Venture will build upon Mazarine Groupe’s creative competency, impeccable taste and longstanding relationships with luxury brands in France, and Trimaran’s local knowledge and strong personal and professional relationships with business and government leaders, social elites, Asian brands and regional media, to support advertising and design capabilities, as well as the PR, marketing and MICE (Meetings, Incentives, Conferences and Exhibitions) expertise for which Trimaran is renowned. In addition, the Joint Venture will create the most spectacular fashion shows and special events for some of the world’s most recognized luxury brands through its wholly-owned subsidiary Mazarine La Mode En Images Beijing. Combining the best of both teams and expertise in their respective home bases, the two partners are committed to providing the highest standard of services to deliver the most premium image for clients of Mazarine Asia Pacific.

Headquartered in Hong Kong, the Joint Venture currently has 50 employees across 4 offices in Hong Kong, Beijing, Shanghai and Macau with plans to open offices in Taipei and Singapore.

The Founding Partners of Trimaran, namely Pansy Ho and Michelle Cheng, and Executive Director of Trimaran Estella Niem, will serve as Chairman, Chief Executive Officer and Chief Operating Officer of the Joint Venture, respectively. Paul-Emmanuel Reiffers, Founder and President of Mazarine Groupe, and Olivier Massart, Artistic Director of La Mode En Images, will be Deputy Chairman and Deputy Chief Executive Officer of this Joint Venture, respectively.

Pansy Ho, Chairman of Mazarine Asia Pacific, said, “We are pleased to have agreed terms and established this partnership with Paul-Emmanuel and his management team, who we regard as one of the most reputable and capable in the industry. Mazarine is a truly outstanding business with in-depth knowledge and longstanding relationships with the world’s most prominent luxury brands. We welcome our new partners and look forward to a long and successful relationship.” Aside from creating synergy with Ho’s other business endeavors, the joint venture also reflects China’s strong and growing demand for international services in brand building across all sectors, built upon a strong focus on quality, importance of original creativity and professionalism.

Paul-Emmanuel Reiffers, Founder and President of Mazarine Groupe and Deputy Chairman of Mazarine Asia Pacific, is delighted about the partnership, “We are excited about the immense business and growth opportunities ahead through this joint venture. Just like the prestigious brands we are serving, we are continuing our expansion in Asia. With Trimaran’s strong local presence and the collective skill sets in business strategy and development, the



joint venture is poised to serve our clients globally as well as to fuel growth for our home base in Paris."

Michelle Cheng, Chief Executive Officer of Mazarine Asia Pacific, said, "This remarkable joint venture represents a combination of both companies' strengths distilled into one powerful single entity. With our complementary skills, creativity and experience, we can meet the most comprehensive and complex customer requirements. Based on our strong alignment in vision and strategic rationale, Mazarine Asia Pacific is destined for success in serving the Asian market with an established global force in communications excellence."

The alliance is made more unique as this is the first-ever Sino-Franco joint venture of its kind in the communications agency business. The timing of the joint venture is historically significant with 2014 being the 50th anniversary of the establishment of diplomatic relations between France and China.

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About Trimaran

Jointly established by Pansy Ho and Michelle Cheng in 2005, Trimaran PR Asia is a Hong Kong-based PR and marketing consultancy group with subsidiaries in Macau, Shanghai and Beijing. Trimaran manages and orchestrates launch and marketing campaigns for some of the world's largest businesses, governments and associations, and global corporate and consumer-brand clients, including Sergio Rossi, Van Cleef & Arpels, Cindy Chao The Art Jewel, Estee Lauder, Gaggenau, BNP Paribas, Citibank, Capella, Chinachem, Wing Tai Asia, Louvre Museum, Zachys Wine Auctions and Macau Government Tourist Office. Trimaran's core capability of connecting people and worlds together applies to all sectors in which it operates, including: property, travel and hospitality, banking, arts and culture, consumer lifestyle, meetings and conventions. Learn more at: www.trimaran.com.hk.

About Mazarine Groupe

Founded in 1992, Mazarine Groupe is the leading communication agency in France dedicated to luxury and premium brands, with revenue circa 100 million euros and 300 employees. The agency operates various communication activities in order to accompany luxury brands in their digital strategy, advertising campaigns, product design and the organization of the greatest events. The agency enjoys a large client portfolio gathering the most prestigious brands such as Cartier, Céline, Chanel, Dior, Givenchy, Louis Vuitton, Moët & Chandon, Parfum Paco Rabanne, Valentino, to name a few. Learn more at: www.mazarine.com.

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