

Pristine Advisers

An award-winning firm that has built a reputation for providing high-end experience in:

- Investor Relations,
- Public Relations
- Media Relations field.

With thousands of valuable contacts and over 33 years in operation.



INVESTOR RELATIONS
PUBLIC RELATIONS
MARKETING



AWARD
WINNING



33 YEARS OF
EXPERTISE



EXPERIENCED
TEAM

Overview

This Company was listing on the NYSE and our duties were to reach out to the following audiences:

- 1) Pearl and other Jewelry Associations
- 2) Jewelers
- 3) Buyers and Mass Merchants
- 4) Real Estate Investors
- 5) Financial and Trade Press and Media
- 6) Politicians
- 7) Investors and Analysts

Attendance to the NYSE listing ceremony entailed 64 individuals consisting of institutional firms, analysts and brokers as well as an additional 5 Zhuji Government Delegates (including the People's Government Vice Mayor, Vice Secretary and Association Chairman) and an additional 25 media.

The company was featured in 18 publications and received the backing from the Zhuji Government to allow them to go on to develop "CP&J" – the first China Pearl and Jewelry City in Zhuji China.

Pristine Advisers organized a listing luncheon the day prior – inviting key constituents to the lunch as well as organized a listing dinner the night of the Bell Ringing Ceremony at the NYSE. Attendees included management, analysts, key investors and media.

Pristine Advisers then went on to organize and host the client at the JCK Jewelry Show in Las Vegas where they hosted a presentation on CP&J City. This presentation was designed to help manufacturers, wholesalers, buyers and sellers to better understand the progress the client had been making with this project as well as its plans for the year and forward. CP&J City was promoted as one of the world's largest trading platforms for pearls and jewelry. Pristine Advisers also arranged 23 media interviews during the event, resulting in our client being placed in 11 jewelry magazines in exclusive interviews – as well as mentions in 17 other publications. Our role in the event encompassed everything from developing presentations, kit materials, handling booth preparations, giveaway items, securing meetings, room functions, organizing dinner meetings, etc. etc.

Pristine Advisers later organized a media tour of CP&J City, coordinating travel itineraries from US and international reporters to meet the client in HK to travel to Zhuji, Zhejiang. 17 U.S. reporters (as well as 21 international reporters) travelled with the client to tour the developing city over the course of 2 days. The result was 27 media articles praising the developing city and naming it the "Upcoming Jewelry Capital of the World".



ANALYSIS

As a result of our efforts – The Company's share price went from \$4.84 to \$16.46, they went from 0 analyst following to 4 analysts following and their shareholder base increased dramatically.