

Haitong International Completes the Lead Investment in the European Travel Shopping Platform TRAVEL EASY

Hong Kong, 14 November 2018 – Haitong International Securities Group Limited (“Haitong International”; 665.HK) announced that its Private Equity Investment division has successfully completed the lead investment in TRAVEL EASY GmbH (“TRAVEL EASY”). This is marked as another major step forward for Haitong International Private Equity Investment in the consumption field.

Unlike other tax refund services providers who charge additional service fee from the refund, TRAVEL EASY is the first one-stop travel shopping platform providing full tax refund service without additional charges. In 2016, TRAVEL EASY launched TAX FREE EASY, the first-ever European brand offering full tax refund service with full Chinese description for Chinese tourists who travel Europe. To cater the consumption behavior of Chinese tourists, TAX FREE EASY launched its electronic tax refund card mini program for WeChat in 2018 with three main functions, namely tax form autofill, real-time tracking on refund status, and search function for popular shops and discounts. Users are required to fill in the electronic tax refund card before shopping and present it to the designated shops when they check out. The shop will scan the code on the card and no more other refund form is required to be filled in by the shopper. Users may then track their refunding status in real time.

TAX FREE EASY now covers a selection of major European countries including Germany, Austria, Netherlands and Belgium, and takes over a number of market reaches in travel shopping in Europe for Chinese tourists.

Deng Xi, Managing Director of PE investment division of Haitong International, comments that there is still a plenty of room for the business growth of travelling and shopping in Europe for Chinese tourists. TRAVEL EASY has set up an ecosystem by matching Chinese tourists’ travel and shopping appetite with European shops, travel agencies and tour guides to provide a solution to high refund loss, long refund period and shortage in products. This win-win ecosystem has gained TRAVEL EASY an overwhelming advantage to gather core resources and develop a healthy and fast-growing business model. Meanwhile, the success of the investment also marked as an in-depth step for Haitong International Private Equity Investment in the consumption field.

“Haitong International is glad to forge a long-term and close cooperation with TRAVEL EASY. Boasting its well-established advantages and network as a Chinese IB, Haitong International looks forward to promoting the integration and development of tourism and consumption together with TRAVEL EASY. I believe TRAVEL EASY will soon grow into a large one-stop all-rounded travel shopping platform in Europe in the next 3 years under the leadership of Chen Dan, the founder and chairman of the board of TRAVEL EASY, and Yang Yang,

CEO of TRAVEL EASY, together with the efficient team, strategic resources and the driving force of capital market.” said Sun Tong, an Executive Committee Member and Chief Investment Officer of Haitong International.

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Haitong International Securities Group Limited

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To date, Haitong International has well positioned to serve corporate, institutional, as well as retail and high-net worth clients worldwide. Its well-established financial services platform provides corporate finance, wealth management, asset management, institutional clients (key businesses include fixed income, currency and commodities (FICC), derivatives, institutional equities) and investments business, and a full spectrum of financial products and services. Haitong International possesses a sound risk management system that is in line with international standards. The company has been assigned a “Baa2” long-term issuer rating by Moody’s and a “BBB” long-term credit rating by Standard and Poor’s. Haitong International has a global financial servicing network covering the world’s major capital markets including Hong Kong, Singapore, New York, London, Tokyo, Sydney and Mumbai, thereby making it to be a world-class Chinese financial institution with international competitiveness, systematic importance and brand influence.

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