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## Joint Press Release

### LIFE LUXURY GROUP AND GELATI PEPINO 1884 JOIN FORCES TO ESTABLISH A PREMIUM ICE-CREAM PLAYER IN GREATER CHINA

**Hong Kong, June 22, 2015**

**Life Luxury Group** (“LIFE”) and **Gelati Pepino 1884 Spa** (“PEPINO”) have entered into a joint venture agreement for the establishment of **P. Torino 1884**, the new player in the ice-cream market in Greater China.

P. Torino 1884 will be active in both the distribution of Pepino’s products and the opening of Pepino stores in the Greater China region, leveraging on the established retail and distribution platform of LIFE and the know-how, history and heritage of PEPINO, eponymous Italian “gelato” maker founded in 1884.

PEPINO, rooted in Turin, has been for more than a century the reference point for premium “gelato” and the choice of the Royal Family, with 4 Coats of Arms Awards. PEPINO aims to develop internationally remaining faithful to its traditions, excellence and quality.

LIFE, leveraging on its proven ability to successfully introduce exceptional Italian F&B and fashion brands to the Chinese market, will lead the development of P. Torino 1884 and will make Pepino’s products available to discerning customers in Greater China.

LIFE was advised by **Palazzari & Turries** in the negotiations of this strategic venture.

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### **About Life Luxury Group**

Headquartered in Hong Kong, LIFE is specialized in introducing Italian luxury brands into the Greater China market. Working as a bridge between Italian finest artisans and elite class in Greater China region, LIFE's strength rests with brand building through store openings in the most strategic destinations and effective marketing activities.

[www.lifeluxurygroup.com](http://www.lifeluxurygroup.com)

### **About Gelati Pepino**

The oldest ice-cream producer in Europe and one of the oldest in the World, founded in 1884, Gelati Pepino is an iconic high-quality ice-cream maker and official supplier to the Royal Family that strives to maintain its artisanal and excellent quality. Pepino is also the inventor of the Pinguino® (Patent No. 58033), the first gelato in the world to be served on a stick and covered with chocolate.

[www.gelatipepino.it](http://www.gelatipepino.it)

### **About Palazzari & Turries**

Palazzari & Turries is an M&A advisory boutique firm with offices in Hong Kong, Milan and Paris, originating, structuring and implementing strategic cross-border or cross-cultural strategic transactions.

Palazzari & Turries is backed by its strategic shareholder, Tamburi Investment Partners (TIP), an investment merchant bank listed on the Italian Stock Exchange.

[www.palazzari.com](http://www.palazzari.com)

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