



VIPStore Receives New Round of Investment Led by Intel Capital
Investment and technology promote fashion e-commerce in China

News Highlights

- VIPStore received new round of investment led by Intel Capital, with participation by GSR Venture, Taishan Angel Fund, Moraún Investments, Leading Royal King and HGI Capital
- The investment will be used to further strengthen VIPStore's global supply chain and enhance the user experience to promote fashion e-commerce in China

September 27, 2011, Beijing — [VIPStore](#), one of the leading online retailers of international premium fashion brands in China, today announced a new round of investment, led by [Intel Capital](#), with participation by GSR Ventures, Taishan Angel Fund, Moraún Investments, Leading Royal King and HGI Capital. Allen Yang, CEO of VIPStore, Richard Hsu, managing director of Intel Capital China, and Raymond Yang, founding partner of Taishan Angel Fund, attended the press conference in Beijing.

Allen Yang, CEO of VIPStore, said, "We are thrilled to have Intel Capital as our strategic investor. VIPStore will use this new round of financing to introduce more global brands, as well as further strengthen the global supply chain and expand the logistics systems. In addition, the fund will be used to optimize the user experience to better meet the needs of China's growing brand name consumer market. Our goal is to utilize the technology and resources of world-leading IT companies and to work with world-class brand names to excel in fashion e-commerce for the fast-growing market in China."

Richard Hsu, managing director of Intel Capital China, said, "Advancing the consumer internet experience is essential to Intel's long-term strategy. Our investment in VIPStore is helping to support and grow a segment leader in an innovative retail experience that will accelerate consumer usage of the internet and broaden the ecosystem for Intel products."

Raymond Yang, founding partner of Taishan Angel Fund, said, "With the continuous growth of GDP, China will become the largest luxury market in the world. VIPStore's fast growth is driven by the market's needs. In addition, VIPStore has a great team. The core management team is composed of e-commerce experts, retail veterans, as well as fashion and art talents, all with rich experience in operation management. That's crucial today when talent is the first competitive power. As the first investor of VIPStore, we will support VIPStore along the road to enhance customer experience and improve service quality."



Shortly after VIPStore's establishment in 2009, the company received an investment from Taishan Angel Fund.

About VIPStore.com

VIPStore is one of the leading online retailers of brand name fashion products in China. VIPStore was co-founded by China's elite e-commerce and international investment organizations. Launched in September 2009, VIPStore is headquartered in Beijing and has branch offices in Los Angeles and Paris. VIPStore's strong supply chains spread over Europe, North America, Australia, Japan and South Korea. It has been authorized by over 500 global top brands, which ensures its merchandise is authentic and with competitive price (30%-70% discount).

After two years of development, VIPStore has established strong business relations with many renowned companies, such as Renren.com, Kaixin001.com, China Merchants Bank, CMSB (China Minsheng Banking Corp. Ltd.), Lashou.com, Yoka.com, etc.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10 billion in over 1,140 companies in 50 countries. In that timeframe, 191 portfolio companies have gone public on various exchanges around the world and 268 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

About Taishan Angel Fund

Taishan is a leading institutional Angel Fund in China that invests into high growth "angel stage" and "early stage" startups. It was jointly founded in 2008 by top class serial entrepreneurs and is headed by Raymond Lei Yang, Kübler Sebastian and Jackie Chen. In 2011, Taishan was awarded as "Most Respectable Angel Fund in China" by "The Founder Magazine" and "Top 30 VCs" by "Analysis Consulting". Investments include Lashou.com (China's leading Group Buying company), VIPStore.com (China's leading luxury online retailer), Marry10.com (China's leading Wedding Portal) and Ushi.cn (China's leading business social network).

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