

MEDIA RELEASE

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VICTOR GROUP IPO CLOSED

Victor Group Holdings (“Victor Group”), owner and operator of leading Chinese business advisory and enterprise management brand “Victor”, today announced the successful closure of its initial public offering following solid demand from a broad range of investors.

At the offer price of A\$0.20 per share, Victor Group will have a market capitalisation of A\$104 million.

Victor Group’s Chairman, Wayne Reid OBE, said: “Investors have responded positively to the exciting growth opportunity afforded by an investment in Victor Group, one of China’s leading brands in training and management consulting.

“One of the key drivers of our decision to list on the ASX was the high standards of disclosure and compliance the exchange requires. We are committed to operating with the highest standards of corporate governance and to have market leading practices in this regard,” he said.

Mr Simon Zhang, Chief Executive Officer and Deputy Chairman of Victor Group, said he was pleased with the strong response to the offer and welcomed new investors in the company.

“I would like to welcome all of our new investors on board during a very dynamic period of growth for our business. I am pleased to announce the successful closure of the offer, following a good response from investors.

“The professional education and training market in China is thriving, having maintained an exceptionally high growth rate in recent years. We are confident the sector presents clear opportunities for growth.

“Victor Group is ideally positioned to capitalise on China’s business education revolution, with a unique and diverse portfolio of market leading management training products and services. Our key target market is small and medium sized enterprises which continue to flourish in China and are a key driver of the Chinese economy.

“The proceeds of this capital raising will allow us to further promote the Company’s brands, expand our distribution channels and will provide general working capital,” Mr Zhang said.

Independent boutique firm Bluemount Capital is the lead advisor to Victor Group.

About Victor Group

Victor Group Holdings owns and operates the “Victor” brand, which was originally established in 2003 and was acquired by Victor Group in 2013. The company provides Marketing Management Training, Brand Planning, Marketing Strategic Planning, and importing Advanced Management Mode to enterprises.

The company is committed to building enterprise-based Integrated Enterprises Management Training System, and Strategic Development Planning. The company also aims to develop highly connected, practical and complementary training systems for management and execution within enterprises. The company is differentiated by its philosophy of: Brand Ascendancy, Product Superiority, Channel Dominance and Leadership Advantage.

Since its inception more than 30,000 students have benefitted from Victor’s training modules, which have developed a reputation as one of China’s leading local providers of training and management consulting expertise to China’s burgeoning number of small and medium sized enterprises. The company’s clientele primarily comprises top executives of small and medium sized companies and private business owners.

About Bluemount Capital

Bluemount Capital is a capital markets group with a geographically diverse network of highly skilled professionals delivering comprehensive solutions for the most sophisticated business requirements across all asset classes.

Bluemount Capital serves predominantly private and public companies, and sophisticated investors, with a broad range of services, including: Equity and Debt Capital Raisings; Stock Exchange Listings; Mergers, Acquisitions and Divestments; Management Buy Outs and Buy Ins; Cross Border International Transactions; Strategic Partnerships and Joint Ventures; Technology Commercialization; Asset and Investment Management.

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