

Announcement

Initialization of Global NAGA CITY Project



Vision of NAGA CITY Project

Through the preparations of more than one year with intensive research, by the decision of the Board of Directors on 21 July 2017, we would like to formally announce that our wholly owned subsidiary, Beijing News Focus Culture Development Company Limited (“NFM Beijing”) will start mobilizing the global container commercial complex project of NAGA CITY.

NAGA CITY is an innovative project launched by NFM Beijing. It is an internationalized cultural creativity commercial combination space of intelligent container jointly built along with Tencent, Phoenix Technology and All-in-Pay. This is a cubic world filled with love, brightness, future, wisdom and dignity. The so-called cubic world changes tremendously, it focuses on culture and takes the variables of wisdom, technology and environmental protection, thus producing the creative format space of commerce, tourism, performance, catering and demonstration and constructing the future city that people long for. It also provides the private custom-made landing operation for the cooperation groups and creates the international exotic street with original tastes and flavors to implant in the different NAGA CITY, thus enabling the consumption groups to experience the foreign cultures including the language, traditional festival, education, product, catering and store in NAGA CITY International Town without going abroad. Meanwhile, it also creates an original “hometown” for the foreign friends and finally forms the new landmark of foreign and Chinese international cultural exchanges.

The greatness of NAGA CITY does not merely lie in the material reform, but also lie in its immeasurable imagination space in the future. It will become a spotlight of the world.





Prospect of NAGA CITY Project

NAGA CITY is a concrete comprehensive service platform. It is an ecological platform that starts with the psychological demands of consumers and returns to serve the consumers, namely Customer plan to Customer (CP2C4.0). This platform includes but is not limited to the commercial modes including B2B, B2C, C2C, C2B2C, O2O, for it is an open platform. It combines all the tools that can be integrated, both the internet and the entity. It is also an efficient supply chain service platform; it can both serve as the upstream government and enterprises, but also serve as the downstream enterprise and consumers, thus forming an ecological cyclic closed hoop.

NFM Beijing is planning to create more than 70 NAGA CITY in the major cities in China for the next 5 years, thus forming the intercity and interprovincial business tourism linkage and the international business tourism linkage with 10 foreign NAGA CITY in the world. It is estimated that in the next 5 years, it will have more than 100 million registered members of NAGA CITY worldwide. It will create wise and fashionable new life for the consumer groups in the new era. Meanwhile, it will bring the profound influence international brand and contribute good revenue and steadily growth for the NFM Group.

NFM GROUP LIMITED
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