



New Online Shopping Portal, FingerShopping.com, Pioneers New Trend of Online-Offline Convergence

(HONG KONG, June 26, 2013) - Convenience Retail Asia Limited (CRA, SEHK: 00831), the operator of Circle K Convenience Stores and Saint Honore Cake Shop in Hong Kong, today announced the official launch of FingerShopping.com, its fresh and exciting online shopping portal! Pioneering 'online-offline convergence', FingerShopping.com combines the diversity and convenience of the online and offline shopping experience. With FingerShopping.com, customers can explore and select from an unsurpassed array of quality items from various online retailers in the comfort of home before payment and pick-up at their choice of more than 300 Circle K outlets across the territory.

Officiating at today's ceremony, Mr. Richard Yeung, Chief Executive Officer of Convenience Retail Asia, joined representatives of participating FingerShopping.com retailers, partners and collaborators to celebrate the launch of the new trend-setting online shopping experience. They include Mr. Hoi-wai Chua, Business Director (Policy Research and Advocacy), The Hong Kong Council of Social Service; Mr. Freeman Lau, a world renowned designer and Mr. Andy Cheung, founder of GoUpMall.

Mr. Richard Yeung, Chief Executive Officer of Convenience Retail Asia said, "We have always been committed to providing new, high quality products and services as well as fresh experiences to meet our customers' changing expectations. Although growth in online shopping continues to remain strong across the world driven by the rapid evolution of technology, shoppers still face the risk of purchasing poor quality products and high delivery costs. This is why we have set up FingerShopping.com. The innovative portal leverages the extensive network of Circle K outlets, our renowned customer service and comprehensive logistics expertise to offer a brand new online shopping experience.



“We have established partnerships with a wide variety of retailers who offer unique and creative items so shoppers can discover uncommon, exclusive and distinctive products online, at their leisure, on our reliable site. Payment and collection are done offline, at any one of more than 300 local Circle K outlets. A key advantage of FingerShopping.com is that we guarantee delivery in two days, whether to the store where pick-up has been arranged, or to the customer’s specified address.”

An extraordinary array of quality online retailers

Boasting everything from electronic gadgets, fashion accessories, beauty products and designer goods to products from social enterprises, FingerShopping now has over 60 participating retailers. These include international brands, renowned designer brands and quality stores. There are also retailers of social enterprises in the portal to show the Group’s support to the development of social enterprises in Hong Kong.

Clear and simple interface design

FingerShopping.com’s simple and clear interface is designed to appeal to Hong Kong people’s tastes and preferences. The site’s homepage features product recommendations and retailer highlights, which are updated on a regular basis. Products are also clearly categorised and product listings offer an excellent level of detail, ensuring that shoppers find exactly what they want. A special ‘hot gift picks’ section has also been created where customers can discover an interesting selection of unusual or unique goods which make for great gift ideas for different occasions.

To shop, customers can register for an account or choose to continue as a guest. Registered customers can login and explore the world of products available, adding their choices to their own ‘shopping cart’. On check-out, customers can choose to pay online instantly, or pay upon collection at Circle K; they can also choose to pick the items at Circle K or received the items at their designated address.



About Convenience Retail Asia

Convenience Retail Asia Limited (CRA, SEHK stock code: 00831), a member of Fung Retailing, is principally engaged in the operation of the Circle K convenience store and Saint Honore Cake Shop bakery chains in the Pearl River Delta, including Hong Kong and Macau.

As at 30 April 2013, there were a total of 117 Circle K stores outside Hong Kong. In addition to the 331 stores in Hong Kong, the Group operates a total of 448 Circle K stores in the Pearl River Delta. Together with the Saint Honore chain, which currently has a total of 146 stores in Hong Kong, Macau, Guangzhou and Shenzhen, the Group operates a total store network of 594 outlets as at the end of April 2013.

CRA website: www.cr-asia.com

About FingerShopping Limited

FingerShopping.com is founded and operated by FingerShopping Limited, a subsidiary of Convenience Retail Asia Limited in 2013. Based on an innovative Click & Brick concept backed up by an extensive retail networks of more than 300 convenience stores, comprehensive logistics expertise and quality customer service, FingerShopping.com offers a distinctive online shopping platform for genuine, quality merchandise, secure and convenient payment channels, choice of delivery services and reliable after-sales support to ensure a shopping experience with maximum peace-of-mind.

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This press release is issued by Bentley Communications on behalf of FingerShopping Limited. For further information, please contact Eletta Leung on 3960 1906 or Gin Siu on 3960 1902.