

MIRA INFORM REPORT

Report No. :	526443
Report Date :	29.08.2018

IDENTIFICATION DETAILS

Name :	AUSSINO WORLD WINES (H.K.) LIMITED
Registered Office :	Room 9, 23/F., Cable TV Tower, 9 Hoi Shing Road, Tsuen Wan, New Territories
Country :	Hongkong
Date of Incorporation :	27.06.2008
Com. Reg. No.:	39490692
Legal Form :	Private Limited Company
Line of Business :	Importer, Exporter and Wholesaler of all kinds of Wines.
No. of Employees :	8

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Status :	Satisfactory
Payment Behaviour :	No Complaints
Litigation :	Clear

NOTES:

Any query related to this report can be made on e-mail: while quoting report number, name and date.

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ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
Hongkong	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

HONGKONG - ECONOMIC OVERVIEW

Hong Kong has a free market economy, highly dependent on international trade and finance - the value of goods and services trade, including the sizable share of reexports, is about four times GDP. Hong Kong has no tariffs on imported goods, and it levies excise duties on only four commodities, whether imported or produced locally: hard alcohol, tobacco, hydrocarbon oil, and methyl alcohol. There are no quotas or dumping laws. Hong Kong continues to link its currency closely to the US dollar, maintaining an arrangement established in 1983.

Excess liquidity, low interest rates and a tight housing supply have caused Hong Kong property prices to rise rapidly. The lower and middle-income segments of the population increasingly find housing unaffordable.

Hong Kong's open economy has left it exposed to the global economic situation. Its continued reliance on foreign trade and investment makes it vulnerable to renewed global financial market volatility or a slowdown in the global economy.

The mainland has long been Hong Kong's largest trading partner, accounting for about half of Hong Kong's total trade by value. Hong Kong's natural resources are limited, and food and raw materials must be imported. As a result of China's easing of travel restrictions, the number of mainland tourists to the territory surged from 4.5 million in 2001 to 47.3 million in 2014, outnumbering visitors from all other countries combined. After peaking in 2014, overall tourist arrivals dropped 2.5% in 2015 and 4.5% in 2016. The tourism sector rebounded in 2017, with visitor arrivals rising 3.2% to 58.47 million. Travelers from Mainland China totaled 44.45 million, accounting for 76% of the total.

The Hong Kong Government is promoting the Special Administrative Region (SAR) as the preferred business hub for renminbi (RMB) internationalization. Hong Kong residents are allowed to establish RMB-denominated savings accounts, RMB-denominated corporate and Chinese government bonds have been issued in Hong Kong, RMB trade settlement is allowed, and investment schemes such as the Renminbi Qualified Foreign Institutional Investor (RQFII) Program was first launched in Hong Kong. Offshore RMB activities experienced a setback, however, after the People's Bank of China changed the way it set the central parity rate in August 2015. RMB deposits in Hong Kong fell from 1.0 trillion RMB at the end of 2014 to 559 billion RMB at the end of 2017, while RMB trade settlement handled by banks in Hong Kong also shrank from 6.8 trillion RMB in 2015 to 3.9 trillion RMB in 2017.

Hong Kong has also established itself as the premier stock market for Chinese firms seeking to list abroad. In 2015, mainland Chinese companies constituted about 50% of the firms listed on the Hong Kong Stock Exchange and accounted for about 66% of the exchange's market capitalization.

During the past decade, as Hong Kong's manufacturing industry moved to the mainland, its service industry has grown rapidly. In 2014, Hong Kong and China signed a new agreement on achieving basic liberalization of trade in services in Guangdong Province under the Closer Economic Partnership Agreement (CEPA), adopted in 2003 to forge closer ties between Hong Kong and the mainland. The new measures, which took effect in March 2015, cover a negative list and a most-favored treatment provision. On the basis of the Guangdong Agreement, the Agreement on Trade in Services signed in November 2015 further enhanced liberalization, including extending the implementation of the majority of Guangdong pilot liberalization measures to the whole Mainland, reducing the restrictive measures in the negative list, and adding measures in the positive lists for cross-border services as well as cultural and telecommunications services. In June 2017, the Investment Agreement and the Agreement on Economic and Technical Cooperation (Ecotech Agreement) were signed under the framework of CEPA.

Hong Kong's economic integration with the mainland continues to be most evident in the banking and finance sector. Initiatives like the Hong Kong-Shanghai Stock Connect, the Hong Kong- Shenzhen Stock Connect the Mutual Recognition of Funds, and the Bond Connect scheme are all important steps towards opening up the Mainland's capital markets and have reinforced Hong Kong's role as China's leading offshore RMB market. Additional connect schemes such as ETF Connect (for exchange-traded fund products) are also under exploration by Hong Kong authorities. In 2017, Chief Executive Carrie LAM announced plans to increase



MIRA INFORM PRIVATE LIMITED
605, Palmspring, Near D'Mart, Link Road,
Malad (West), Mumbai - 400 064. INDIA
Tel : 91-22-40448000 (44 lines)
Fax : 91-22-40448045 / 40448046
E-mail : mira@mirainform.com
info@mirainform.com
Website : <http://www.mirainform.com>
<http://www.miraglobalcheck.com>
<http://www.miraglobalcollections.com>

government spending on research and development, education, and technological innovation with the aim of spurring continued economic growth through greater sector diversification.

Source : CIA

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COMPANY NAME AND ADDRESS

AUSSINO WORLD WINES (H.K.) LIMITED

ADDRESS: Room 9, 23/F., Cable TV Tower, 9 Hoi Shing Road, Tsuen Wan, New Territories, Hong Kong.

PHONE: 852-2498 2390, 2498 2391

FAX: 852-2498 9871

E-MAIL: hko@aussino.net

MANAGEMENT

Managing Director: Mr. Fung Chok Bun

SUMMARY

Incorporated on: 27th June, 2008.

Organization: Private Limited Company.

Issued Share Capital: HK\$1,000,000.00

Business Category: Importer, Exporter and Wholesaler.

Employees: 8.

Main Dealing Banker: The Hongkong & Shanghai Banking Corp. Ltd., Hong Kong.

Banking Relation: Satisfactory.

ADDRESS

Registered Head Office:-

Room 9, 23/F., Cable TV Tower, 9 Hoi Shing Road, Tsuen Wan, New Territories, Hong Kong.

Holding Company:-

Aussino International (Holding) Co. Ltd., British Virgin Islands.

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Associated Companies:-

Aussino Fine Wine Development (HK) Ltd., Hong Kong.
Aussino Wine Academy, China.
Guangzhou Aussino Wine Celler Wine Industry Co. Ltd., China.
Guangzhou Fullchoice Trading Ltd., China.
Polifit Trading Ltd., Hong Kong.

BUSINESS REGISTRATION NUMBER

39490692

COMPANY FILE NUMBER

1251475

MANAGEMENT

Managing Director: Mr. Fung Chok Bun

ISSUED SHARE CAPITAL

HK\$1,000,000.00

SHAREHOLDER

(As per registry dated 27-06-2018)

Name	No. of shares
Aussino International (Holding) Co. Ltd. OMC Chambers, Wickhams Cay 1, Road Town, Tortola, British Virgin Islands.	1,000,000

DIRECTORS

(As per registry dated 27-06-2018)

Name (Nationality)	Address
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Name (Nationality)	Address
FUNG Chok Bun	Flat G, 18/F., Imperial Heights, Belair Gardens, 52 Tai Chung Kiu Road, Shatin, New Territories, Hong Kong.
LIANG Shaoping	Unit 718, Level 7, 401 Sussex Street, Sydney New South Wales 2000, Australia.
SHEN YU Hui	Unit 718, Level 7, 401 Sussex Street, Sydney New South Wales 2000, Australia.

SECRETARY

FUNG Chok Bun (As per registry dated 27-06-2018)

HISTORY

The subject was incorporated on 27th June, 2008 as a private limited liability company under the Hong Kong Companies Ordinance.

Apart from these, neither material change nor amendment has been ever traced and noted.

OPERATIONS

Activities:	Importer, Exporter and Wholesaler.
Lines:	All kinds of wines.
Employees:	8.
Commodities Imported:	Europe, New Zealand, US, South Africa, South America, etc.
Markets:	Hong Kong, China, other Asian countries, etc.
Terms/Sales:	CAD or as per contracted.
Terms/Buying:	As per contracted.

FINANCIAL INFORMATION

Issued Share Capital:	HK\$1,000,000.00
Profit or Loss:	Made small profits in past years.
Condition:	Keeping in a satisfactory manner.
Facilities:	Making rather active use of general banking facilities.
Payment:	Met trade commitments as required.
Commercial Morality:	Satisfactory.
Bankers:-	The Hongkong & Shanghai Banking Corp. Ltd., Hong Kong. Bank of China (Hong Kong) Ltd., Hong Kong.
Standing:	Normal.

GENERAL

Aussino World Wines (H.K.) Limited is a wholly-owned subsidiary of Aussino International (Holding) Co. Ltd. [Aussino] which is a BVI-registered company.

The subject is a wine trader. Its main markets are Hong Kong, China, Macau and the other Asian countries, etc.

The subject now has set up offices in Beijing, Shanghai, Shenzhen, Chengdu, and Chongqing. However, its distribution network covers Beijing, Tianjin, Taiyuan, Qingdao, Shanghai, Hangzhou, Wuhan, Chengdu, Chongqing, Changsha, Kunming, Nanning, Guangzhou, Shenzhen, Shantou, Xiamen, etc., more than and 100 cities of China.

Aussino imports wines from 13 countries, and over 200 suppliers with more than 1,000 labels in its portfolio.

Besides its distribution networks, it has over 200 owned or franchised retail stores, and more than 8,000 distribution partners in different channels.

In addition, Aussino also has a steadily growing E-commerce business. It has employed over 2,000 employees in its organization all over China. It has set up a logistics centre which covers an area of more than 10,000 sq.m. The warehouse is run under a commercial Cellar Climate Control system with the ultimate control over wine storage temperature and humidity.

Moreover, with the approval of China Customs, its logistics centre has officially become a bonded warehouse. Aussino has established Aussino Wine Academy to provide wine training courses, publish Wine Life Magazine, and various wine books and DVD.

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MIRA INFORM PRIVATE LIMITED
605, Palmspring, Near D'Mart, Link Road,
Malad (West), Mumbai - 400 064. INDIA
Tel : 91-22-40448000 (44 lines)
Fax : 91-22-40448045 / 40448046
E-mail : mira@mirainform.com
info@mirainform.com
Website : <http://www.mirainform.com>
<http://www.miraglobalcheck.com>
<http://www.miraglobalcollections.com>

Aussino's wines are imported from France, Italy, Germany, Spain, Portugal, Hungary, New Zealand, the United States, Chile, Argentina, South Africa, Czech, etc.

Aussino has been awarded as one of the "Chinese Top 100 Franchisors", "Enterprise Credit Evaluation AAA Class". Besides, in China Aussino cellars have been awarded as a "National Trust Wine Cellar".

The subject's business is chiefly handled by Mr. Fung Chok Bun and Mr. Shen Yu-Hui. History in Hong Kong is over ten years and two months.

On the whole, consider it good for normal credit requirements.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 70.17
UK Pound	1	INR 90.33
Euro	1	INR 81.93
HKD	1	INR 8.96

Note: Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	DIV
Report Prepared by :	NIT

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)

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