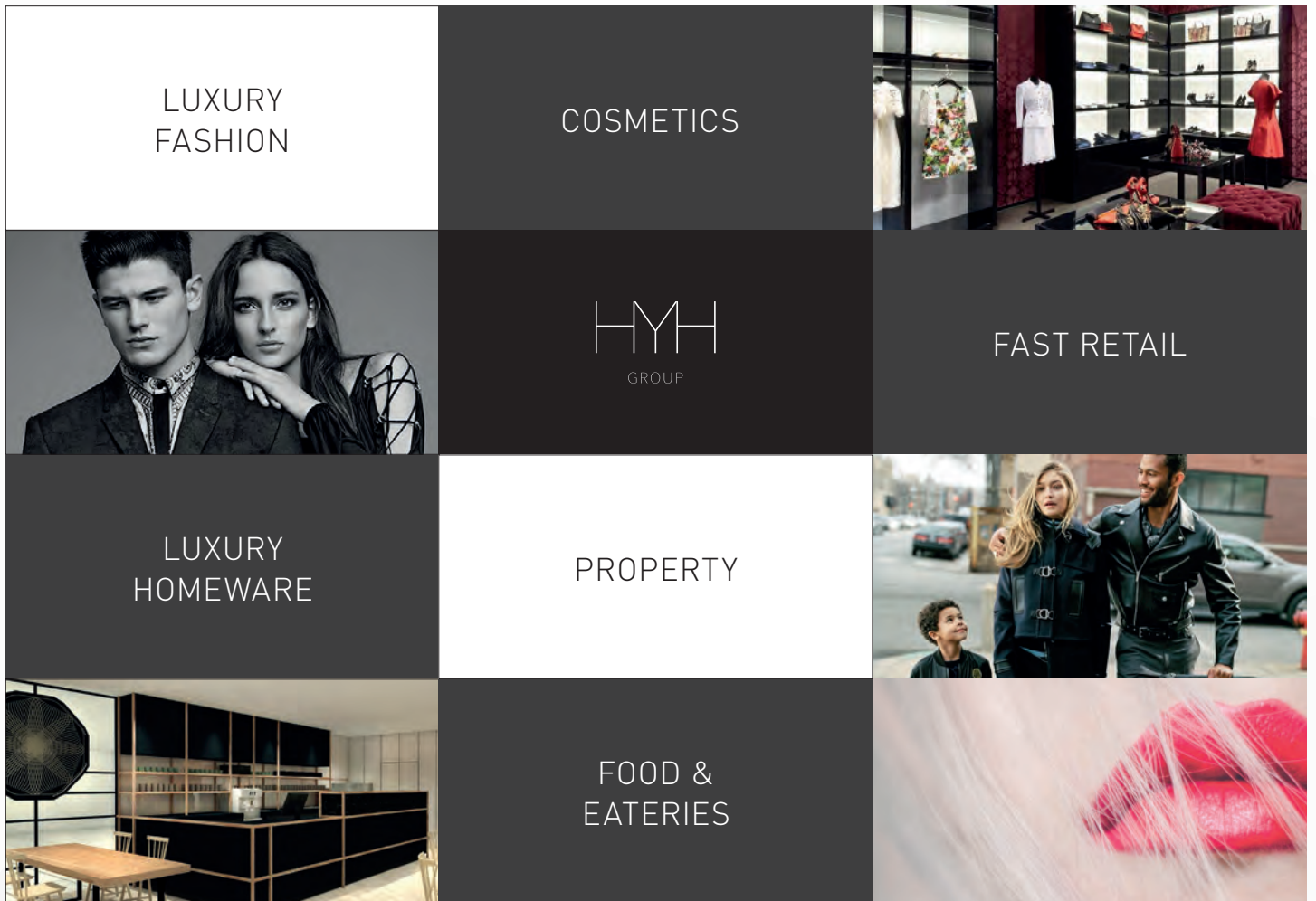


Company Overview



HYH Group of Companies Overview

Having successfully managed family owned Delta Group of companies in Malaysia, specialising in plantation development, finance, property development and shopping centre management, Datuk Hii Yu Ho looked to expand into Australia and founded **HYH Group of Companies in 1987.**

HYH Group since has diversified from **property development to specialist retailer**, representing some of the most known luxury and fast retail brands. **Its footprint covers Australia and New Zealand**, in categories from luxury fashion & accessories & children's wear, jewellery and luxury homeware, to variety goods and cosmetics, specialist grocers and eatery concepts.

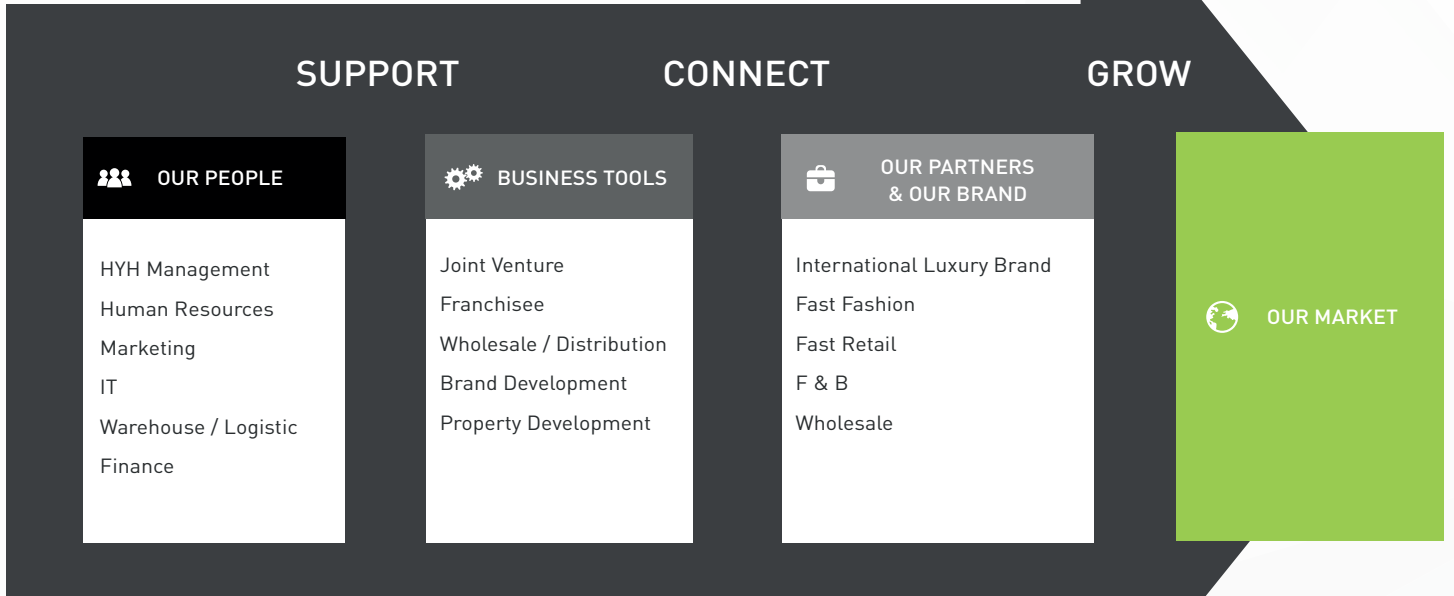
Our intimate insight of local consumer markets, relationship with customers, **retail expertise** and full vertical capabilities make us **an ideal partner in new business opportunities.**

We are brand guardians for our partners, and we grow our business in the region while **preserving the integrity of the brand.**

Offering shopping experiences which are unparalleled, be it a unique shopping experience with an international fast retail brand or a compelling luxurious experience, we create world-class retail environments for the consumers of today.

In this way, **HYH Group continues to bring iconic brands and new concepts in diverse industries, along with progressive solutions to modern requirements with integrity.**

Company Overview



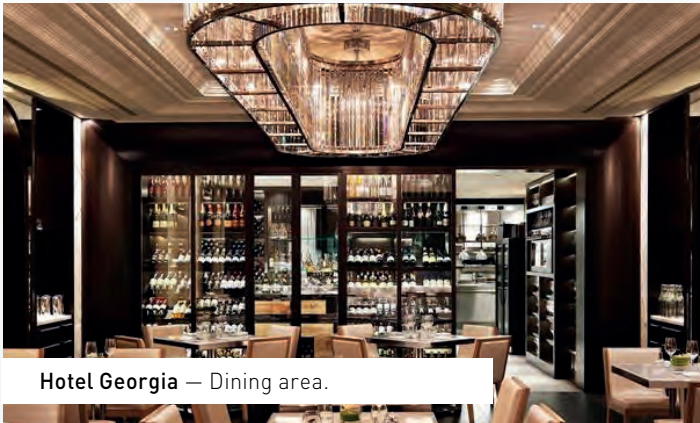
Precise Coordination and Pairing

Our **efficient warehouse** and responsive inventory management, **paired with our strong logistics partners**, enables us to deliver with **speed, precision and freshness of product**, which is ever more essential in today's fast-paced retail climate.

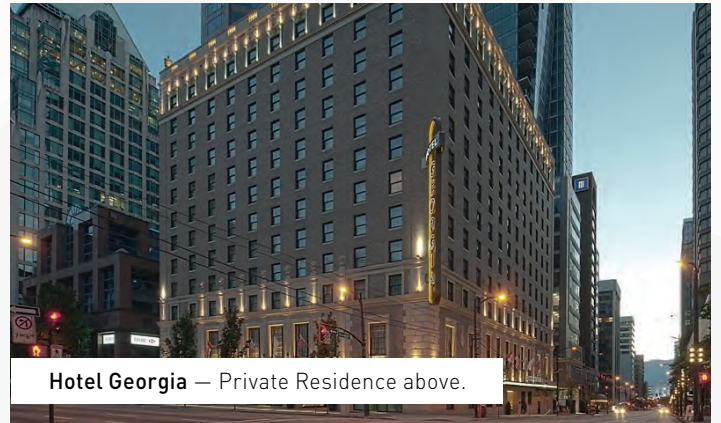
Company Overview



Sanctuary Lakes Resorts — Golf Course.



Hotel Georgia — Dining area.



Hotel Georgia — Private Residence above.

Property Development

HYH Group founder Datuk Hii Yu Ho originally managed family owned Delta Group of Companies specialising in plantation investment, finance and property development in Asia, United Kingdom and North America.

With Delta Group of Companies' keen interest in property development, their property portfolio has grown from Asia to United Kingdom and North America. Notable development includes the refurbishment of the iconic Hotel Georgia and adding 49 levels of premium Private Residence in Vancouver city centre, Canada which won the Best Heritage Award.

<http://www.deltagroup.com.my/portfolio.html>

With the history in property develop the HYH Group's initial investments in Australian concentrated in property development, one of such investment was the award winning Sanctuary Lakes Resorts. Over 1000 acres of land was acquired in Point Cook Road that was owned for decades by Cheetham Saltworks and used for salt production.

The aim was to create a prestigious residential community that would stand out in Melbourne and, in fact, Australia. Greg Norman was appointed to design a championship golf course as the centrepiece of the project, many milestones were completed and today Sanctuary Lakes resort is regarded as one of the leading residential communities in Australia. <http://www.slre.com.au/>

Brand Guardianship

Building markets for brands

We employ **our intimate local market knowledge** and with access to global currents of influence, along with our store developers, visual merchandisers, buyers, marketers, trainers and retail staff work in **partnership with brand owners** to **create a full brand experience in every store we manage.**

Joint Venture



Versace in Westfield Sydney.



Versace in Westfield Sydney.



Versace Boutique in Versace Palazzo hotel, Gold Coast.

VERSACE

Versace Australia Pty Ltd

Versace — An iconic luxury fashion brand

HYH manages this joint venture with Versace Australia, overseeing its retail operations and wholesale distribution. Currently there are 2 Versace main line boutiques in Westfield Sydney and Versace Palazzo hotel, Gold Coast.

Wholesale operations includes its second line of ready to wear Versace Collections Mens and Ladies, Versace Homewares Collection, first line Versace accessories, underwear and Young Versace Children's wear for Australia and New Zealand.

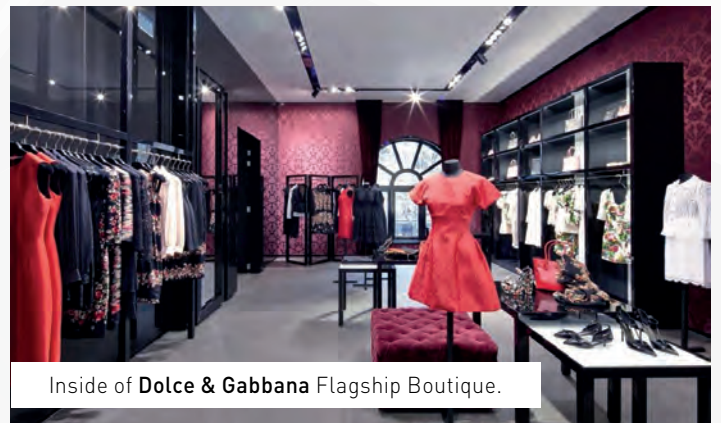
Franchisee Partnership



Dolce & Gabbana Flagship Boutique on Collins Street, Melbourne.



Inside of Dolce & Gabbana Flagship Boutique.



Inside of Dolce & Gabbana Flagship Boutique.

DOLCE & GABBANA

Dolce & Gabbana — A leading premium luxury brand, sartorial designer fashion at its best.

On September 2013, HYH Group opened the first flagship Dolce & Gabbana boutique in Australia on the prestigious Paris end of Collins Street precinct in Melbourne, amongst top luxury brands such as Hermes, Chanel and Dior.

The luxuriance of the Dolce & Gabbana clothing and accessories is complimented by the rich interiors throughout the store.

Currently planning to open the second store in Sydney.

Franchisee Partnership



Daiso Store in Box Hill, Melbourne.



Daiso Store in George Street, Sydney.



Daiso Store in George Street, Sydney.

DAISO JAPAN

Daiso — The leading variety store concept providing quality Japanese lifestyle items and novelty gift products.

Daiso is a large franchise of 100-yen shops, has 2,800 stores in Japan, 1080 in South Korea and 700 stores overseas as of March 2014 sales was 376.3 billion yen.

Currently HYH Group has 6 stores within Melbourne and Sydney, occupying over 3,000sqm of prime real space.

We are the Gateway to our market

Experience in wholesale distribution, sourcing and vertical retail, HYH Management develops and executes distribution strategies that **accurately pair labels with the correct retailers** to **grow brand presence and brand value**.

Wholesale and Distribution



Versace Homeware in Versace Palazzo Hotel, Gold Coast.



YOUNG
VERSACE



VERSACE



VERSUS
VERSACE



VERSACE
COLLECTION



VERSACE

HYH Group are agents and wholesale distributors of all the brands under the Versace umbrella.

The Group develops and executes distribution strategies to grow brand presence and brand value, pairing the brand with reputable and correct retailers in Australia and New Zealand region.

Currently developing a distribution channel with our Japanese suppliers in fine Grocers and Cosmetics for Australia.

We are brand builders

We have **the ability to develop a brand and manage** the entire lifecycle of the product and brand, **from concept to end consumer.**

We can also work collaboratively with brand owners to ensure brand coherence and integrity. Our design and sourcing operations complement retail development, store operations, distribution and marketing to maximize sell-through, minimize stockouts, and drive overall performance.

Brand Development & Management



Kyo Tea House in Emporium, Melbourne.



Kyo Tea House in Chadstone Shopping Centre, Melbourne.



Kyo Tea House — A Japanese Tea House Concept based on the popular tea houses in Japan, using the best Uji Matcha tea.

HYH Group conceptualised this from product to brand to customer, aiming at Australian cosmopolitan and well travelled consumer that have discerning palette.

The first tea house will open in the largest shopping centre in Australia — Chadstone Shopping centre.

<http://www.chadstone.com.au>

Brand Development & Management



Eat Asia Grocers in George Street, Sydney.



Eat Asia Grocers in George Street, Sydney.



Eat Asia Grocers in George Street, Sydney.



Eat Asia — A modern grocers carrying predominantly Japanese food offerings along with some complimentary Asian offerings.

Conceptualised and sourcing done by HYH Management, we aimed to introduce to our customers the extensive range of Japanese food offerings at the best prices in our region.

First Eat Asia opened in October 2016 next to Daiso on the busiest George street in Sydney CBD. Able to secure exclusive Japanese food supplies, Eat Asia plans to roll out stores through Australia.

Brand Development & Management



roun

Roun — A Modern Jewellery Concept inspired by form and architecture, all original design jewellery pieces cast in sterling silver, gold and precious stones.

From logo design to store design all done in house, Roun represents contemporary classic jewellery at its best. Roun was located in Westfield Doncaster, Sydney CBD, Castle Hill Shopping Centre, Chadstone Shopping Centre, Chapel Street and Melbourne CBD.

Brand Development & Management



Ital Collezione in MLC Centre, Sydney.



Ital Collezione in MLC Centre, Sydney.



Ital Collezione in MLC Centre, Sydney.

ITAL COLLEZIONE

KENZO **DOLCE & GABBANA**

Salvatore Ferragamo

**RED
VALENTINO**

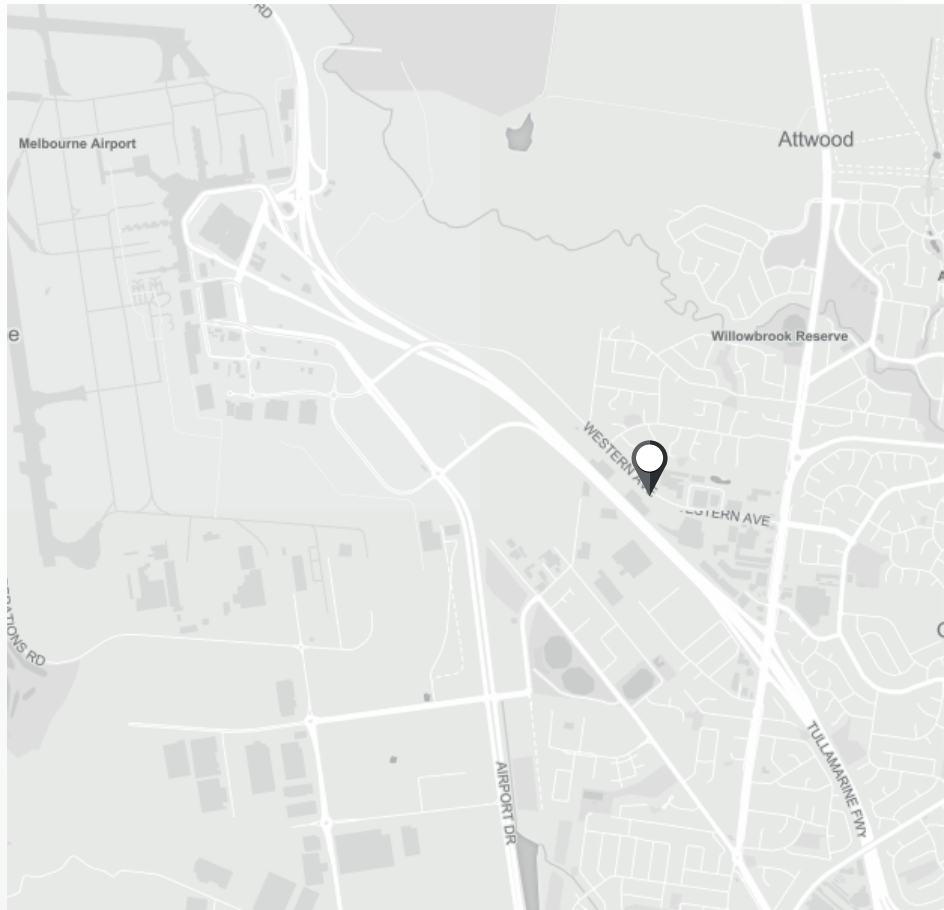


Ital Collezione

A multi brand luxury store with selected premium sort after brands for our region. Ital Collezione is suited in the exclusive MLC building on Castlereagh Street.

The brands Ital Collezione carries includes Kenzo, Cavalli, Red Valentino, Dolce & Gabbana and also time pieces from Versace and Ferragamo.

Contact Us



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