



**Forges A Strategic Partnership with Serta Simmons Bedding, LLC in
Developing New “Bed-In-A-Box” Offerings**

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**Captures Greater Business Opportunities in the Region through
Production Commencement at First Manufacturing Facility in the U.S.**

(Hong Kong, 12 June 2017) – **Sinomax Group Limited** (“Sinomax” and together with its subsidiaries, the “Group”) (stock code: 1418), a leading marketer, manufacturer and distributor of quality visco-elastic (“memory foam”) pillows, mattress toppers and mattresses in the United States (the “U.S.”), Hong Kong and the People’s Republic of China (the “P.R.C.”), announced that the Group has entered a three-year-strategic partnership with Serta Simmons Bedding, LLC, the largest manufacturer and distributor of mattresses in the U.S., to develop new “Bed-in-a-box” offerings for Serta Simmons Bedding, LLC’s Serta® and Beautyrest® brands to capture greater business opportunities in the U.S.. In addition, the Group’s first manufacturing facility at Nashville, Tennessee, the U.S., commenced production, marking an important milestone for the Group.

In view of the growing popularity of boxed bedding options, the Group has planned to develop new “Bed-in-a-box” offerings for Serta Simmons Bedding, LLC’s Serta® and Beautyrest® brands, specifically created for customers who seek differentiated shopping experiences and aimed at enlarging the customer base in the U.S.. These innovative mattresses, pillows and toppers are to be produced at the Group’s new manufacturing facility at Nashville and will be available to the market in July 2017. They will be offered for sale through retailer channels with compelling value and at various prices. The Group believes this new product offerings will create a positive impact on the industry as a whole.

On the operation fronts, the Group’s first manufacturing facility at Nashville featuring state-of-the-art automated equipment commenced production last week. It covers approximately 500,000 square feet with an aggregate annual production capacity of 33,000 tons. The total investment of this manufacturing facility was HK\$28 million incurred in different phases since 2015. The Group plans to recruit a total of 350 local staff in the city to ensure a sufficient workforce. Most importantly, this manufacturing facility enhances the Group’s vertically-integrated business model and production efficiency and hence fills its customers’ needs.

Mr. Frank Chen, Executive Director of Sinomax, said, “We are pleased to announce the three-year-strategic partnership with Serta Simmons Bedding, LLC. We believe that the new and innovative ‘Bed-in-a-box’ offerings will open up growth opportunities in the U.S. with more products and collaboration in the pipeline. Besides, the commencement of production of our first manufacturing facility in the U.S. opens a new chapter of Sinomax’s business development by expanding our production base outside the P.R.C.. The new product offerings and manufacturing facility definitely strengthens Sinomax’s leading position in the global market so as to achieve sustainable growth of the Group.”

Photo Caption 1

Mr Frank Chen (right), Executive Director of Sinomax signed the three-year-strategic partnership with Michael Traub (left), President of Serta Simmons Bedding, LLC.

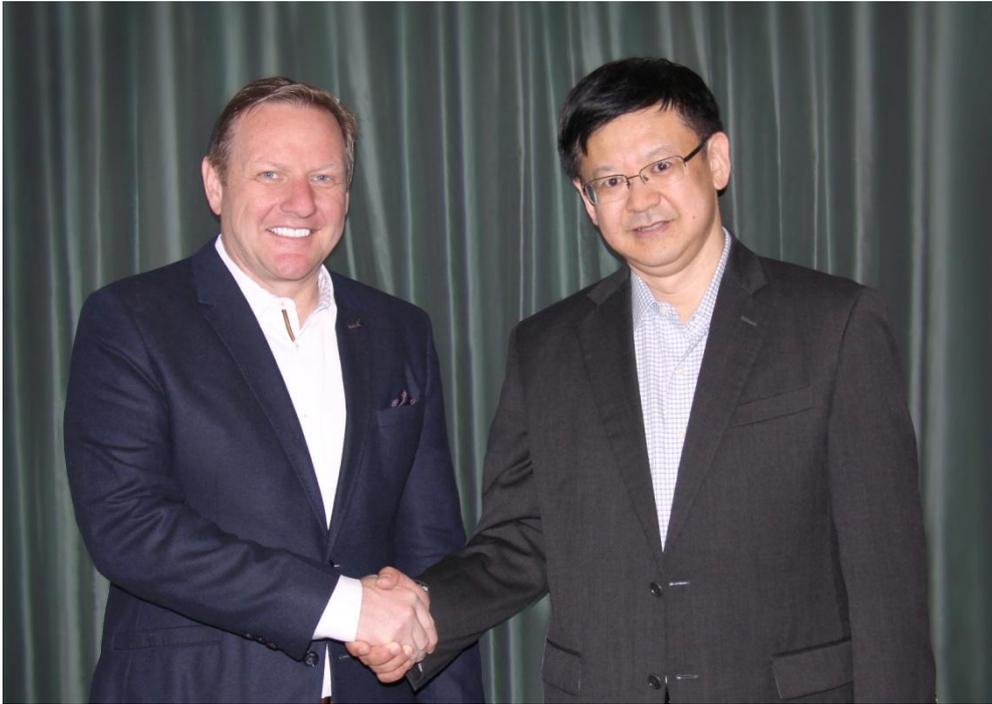


Photo Caption 2

(From left to right) The live announcement hosted by Mr Steve Bratspies, Chief Merchandising Officer, Walmart US; Mr Frank Chen, Executive Director of Sinomax; Mr Bob Rolfe, Commissioner, Tennessee Department of Economic and Community Development; Ms Megan Barry, Mayor of City of Nashville and Bradley Jackson, President, Tennessee Chamber of Commerce & Industry.



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About Sinomax Group Limited (stock code: 1418)

Sinomax is a leading marketer, manufacturer and distributor of quality memory foam pillows, mattress toppers and mattresses in the U.S., Hong Kong and the PRC. It is a well-known brand in both Hong Kong and the PRC retail markets for visco-elastic health and wellness products and it is also one of the leading suppliers of mainstream visco-elastic health and wellness products in the U.S. The Group sells its comprehensive product line in different markets under its own brands “SINOMAX”, “ComforZen”, “Dream Serenity”, “SPA Supreme”, “Customizer”, “PureLUX” and “Zeopedic” and licensed brands “Sharper Image”, “Dormeo Octaspring” and “HoMedics”. As at 31 December 2016, the Group had an estimated retail and distribution network comprising more than 8,000 points of sale in the U.S. and 441 points of sale in Hong Kong, the PRC and Macau. For more information, please visit <http://www.sinomax.com/group/>.

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