

Press Release

**SMS Finance and Pacific Capital announce the incorporation of a new advisory company in Hong Kong**

31 August 2009

Luxembourg, 31 August 2009 – SMS Finance SA and Pacific Capital Sàrl announces the incorporation of a new advisory company in Hong Kong to support its growing investment activities. Operating out of Hong Kong, Pacific Capital Investment Asia Limited will be focusing on scouting private equity investment opportunities in Greater China. SMS Finance SA and Pacific Capital Sàrl strongly believe that the Chinese market will offer in the near future appealing investment opportunities in the private equity space and it will be critical to have a regional presence to be able to fully take advantage of these promising developments. SMS Finance and Pacific Capital plan to further increase their worldwide presence in the future with additional office openings.

Mr. Louis Pong, an experienced investment professional, will head Pacific Capital Investment Asia Limited's advisory team in Hong Kong and will leverage his industry knowledge to source interesting investment opportunities for SMS Finance and Pacific Capital Sàrl. Massimo Armanini, Director at Pacific Capital Sàrl and member of the firm's Board of Directors stated: "I am excited about this opportunity. I am looking forward to deepen our understanding of the Greater China region, possibly starting with direct investments in some leading Chinese enterprises. I am confident Pacific Capital's successful investment philosophy, with the support of a dedicated regional advisory team, will be extremely effective in Greater China." On March 25<sup>th</sup>, Pacific Capital increased its holding of MAMA Group Plc to 24.2%, after recent share purchases on the market. Pursuant to these transactions, Pacific Capital has become the primary shareholder of MAMA Group Plc, demonstrating its strong belief in the music and media company.

About Pacific Capital Sàrl

Pacific Capital was established in April 2007 as an investment firm with assets superior to EUR 800 million, focusing on capital preservation and delivering consistent, superior absolute returns with low volatility and correlation to equity and fixed income markets. Pacific Capital's activities focus primarily on:

- Investing in publicly-traded securities;
- Pursuing traditional private equity activities;
- Investing in venture capital opportunities; and
- Working in conjunction with established partners in both private and public markets.

Pacific Capital's mandate is to identify and invest in attractive opportunities in both public and private companies. The Firm invests in both developed and emerging markets securities, and in publicly-traded marketable securities and non-publicly-traded securities. Pacific Capital also selectively invests in venture capital opportunities, based on strict investment criteria.

PACIFIC CAPITAL S. à r.l.  
Société à responsabilité limitée

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