

富貴NIRVANA®

DURIAN REWARD PLUS

榴蓮獎勵

DR^{plus}

DURIAN
REWARD
PLUS
榴莲奖励

Described as gold that grows on trees, durian has a huge international market, especially the very own Malaysia's Musang King variety, which is known as the king of the kings' fruits and is deeply loved by durian connoisseurs from all around the world. In response to customers' feedback, Nirvana Asia Group established the Durian Reward Plus (DRPlus), a zero-risk programme that is not only free of charge, but also has a capable return of up to 200%*!

树上黄金——榴莲的国际市场极为庞大，尤其享誉王中之王的马来西亚猫山王更是深受各国榴莲爱好者的喜爱。作为对客户的回馈，富贵集团精心打造了一项【DRPlus榴莲奖励】，这是一项零风险的计划，不仅免费赠送，还具有高达200%*的奖励！



FREE
免费赠送 GIFT



ZERO
Risk
零风险



UP TO 高达
200%*
REWARDS 奖励



EASY
QUALIFICATION
低门槛
购买指定产品即可享有
Enjoy the benefits by
purchasing selected products

Huge Chinese Market Unlimited Durian Business Opportunities

庞大的中国市场，无限的榴莲商机

From fresh durian flesh to durian milk tea, and even durian chicken nuggets, the enthusiasm of the Chinese people for durian has exceeded our imagination, especially among the young consumers aged 16 to 35. In the past two years, China's durian imports have reached a staggering USD\$6 billion (approximately RM28 billion). In 2023, China's durian imports hit a new record high, consuming 1.4 million tons of durian in a year, accounted for 91% of the global durian market!

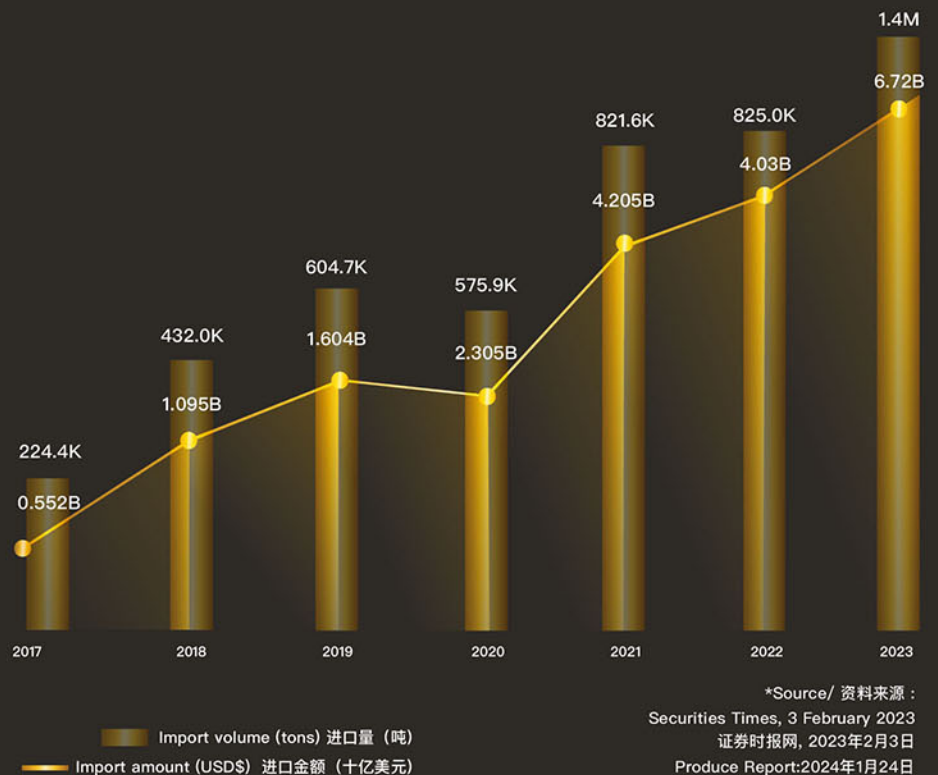
In 2023, Sanya, Hainan Island, welcomed the first batch of domestically grown durians. However, both the taste and yield failed to meet the locals' expectations, so China will continue to rely on imported durians in the future. As one of the countries exporting durians to China, Malaysian durians are highly favoured by the locals, especially the Musang King variety, which is considered a local delicacy.

从新鲜的榴莲果肉，到榴莲奶茶，再到榴莲鸡块，中国人对于榴莲的热情追捧已超乎我们的想象，尤其是消费主力16岁至35岁的年轻人。过去两年，中国榴莲进口额高达60亿美元（约280亿令吉），2023年中国榴莲进口量再创新高，一年吃掉140万吨榴莲，占全球榴莲市场的91%！

海南岛三亚在2023年迎来了第一批国产榴莲，然而无论是味道或是产量都无法满足当地人，因此中国在未来将继续依赖进口榴莲。作为向中国出口榴莲的国家之一，马来西亚的榴莲广受当地人民喜爱，尤其猫山王品种更是属于当地珍品。

*Source/ 资料来源：
Kwong Wah Daily, 15 December 2023
光华日报 2023年12月15日

China Durian Import Volume vs. Import Amount 中国的榴莲进口量与金额



China accounts for 73% of Malaysia's durian exports 大马榴莲出口额，中国占据 73%

During the period from 2017 to 2023, Malaysia's durian exports amounted to RM5.17 billion, of which 81,000 tons of frozen durian fruits were exported to China, accounted for 73% of the total value:

从2017年至2023年期间，大马的榴莲出口额达51亿7000万令吉，其中向中国出口了81,000吨冷冻榴莲，占据了总额的73%：

China	RM3.79 billion
Singapore	RM414.82 million
Hong Kong	RM333.82 million
United States	RM179.11 million
Australia	RM169.88 million

中国	37.9亿令吉
新加坡	4亿1482万令吉
香港	3亿3382万令吉
美国	1亿7911万令吉
澳大利亚	1亿6988万令吉

*Source/ 资料来源：
The Star, 6 March 2024/ 2024年3月6日

As one of the countries exporting durians, Malaysia's durian production increased to 455,458 tons in 2022, with a self-sufficiency rate reaching 108.9%. With the increase in durian production, it also means that while meeting the domestic market demand, we will be able to export more durians to the Chinese market!

作为榴莲出口国之一，大马在2022年的榴莲产量已增加至455,458吨，自给率达到108.9%。
随着榴莲产量增加，也意味着我们在满足本地市场的同时将能出口更多榴莲到中国市场！

*Source/ 资料来源：The Star, 9 December 2023/ 2023年12月9日

The King of Kings that makes people "durian-crazy": Musang King

让人“榴莲忘返”的王中之王：猫山王

The astute Macau gambling tycoon, Stanley Ho, once purchased 88 Musang King durians from Raub, Malaysia, **using a private jet in 2011, and had them flown to Hong Kong to share with friends such as Li Ka-shing.** Since then, the phrase "Musang King" has dominated the headlines of major newspapers, and Musang King from Malaysia rose to fame overnight!

Originating from Malaysia, Musang King durians are considered a high-end variety in China, **enjoying the reputation of "Hermès of the Durian World."** Compared to 2022, the sales volume of Malaysian Musang King durians on shipping platforms in the first five months of 2023 has surged nearly twentyfold. Currently, **90% of population have yet to taste the Musang King fruits, indicating an extremely large potential market!**

Due to previous export restrictions, Chinese consumers have been unable to taste fresh Malaysian durians. Nevertheless, the price of frozen Musang King durians has remained consistently high and continues to rise, **increasing from RMB130 per kilogram (approximately RM85) in 2020 to RMB190 per kilogram (approximately RM125) in 2024.**

独具慧眼的已故澳门赌王何鸿燊曾在2011年**用私人飞机购买了88颗产自大马劳勿的猫山王，航运到香港与好友李嘉诚等人分享。**此后，“猫山王”三个字占据了各大报章的版面，大马猫山王一夜成名！

“祖籍”大马的猫山王榴莲在中国被视为高端品种，**享有“榴莲界爱马仕”的美誉。**相较于2022年，2023年1至5月份的大马猫山王在运送平台上的销量激增了近20倍。目前，**仍有90%的人未尝过猫山王，潜在场极为庞大！**

碍于先前的出口限制，中国消费者未能吃到大马的新鲜榴莲，即便如此，冷冻猫山王的价格也始终保持在较高的水平，且持续上升，**从2020年的每公斤130人民币（约RM85），涨至2024年的每公斤190人民币（约RM125）。**

Price of Musang King Durians in China 中国的猫山王榴莲售价



*Source/ 资料来源：
CNHNB.COM, 19 June 2020/ 惠农网, 2020年6月19日

China-Malaysia Sign Fresh Durian Export Agreement

中马签署鲜食榴莲出口协议

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"Delicious frozen durians are highly loved in China." – Xi Jinping, President of the People's Republic of China

"I had a working lunch this morning, and the Prime Minister of Malaysia served Musang King cheesecake as dessert. It was so delicious, I was very surprised." – Wang Yi, China's Minister of Foreign Affairs

“美味的冷冻榴莲在中国广受喜爱。”——习近平，中国国家主席

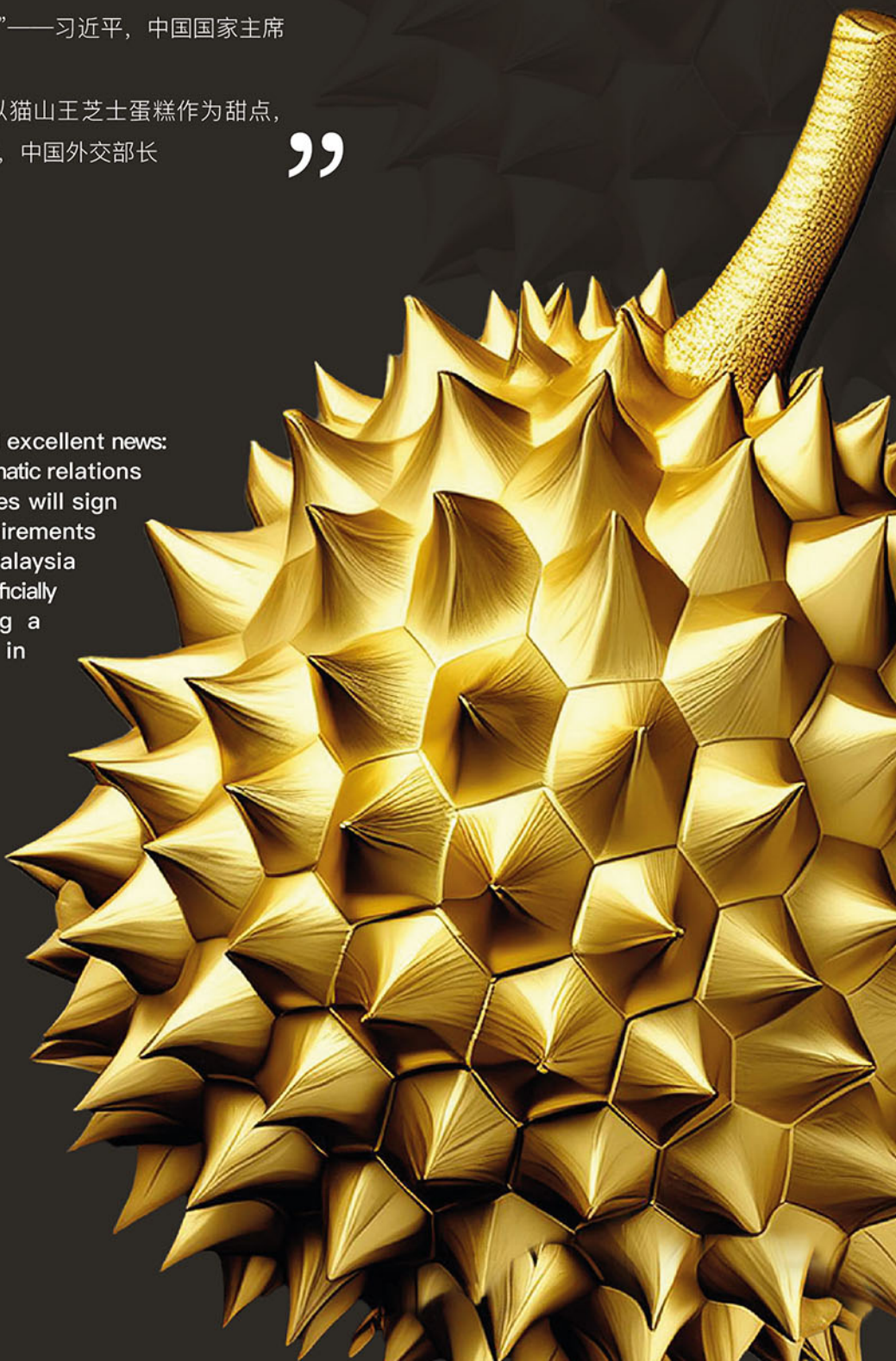
“今早我有个工作午餐，大马首相以猫山王芝士蛋糕作为甜点，太好吃了，我十分惊艳。”——王毅，中国外交部长

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At the start of 2024, Malaysia received excellent news: coinciding with the 50th anniversary of diplomatic relations between China and Malaysia, both sides will sign the "Protocol on Phytosanitary Requirements for the Export of Fresh Durians from Malaysia to China" in mid-April. Malaysia will officially join the durian market competition, seizing a share of the fresh durian market in China!

2024年年初，大马就迎来了一个
大好消息：恰逢2024年中马建交
50周年纪念日，中马双方将在
4月中旬签署《马来西亚鲜食
榴莲输华植物检疫要求议定书》，
大马将正式加入榴莲战局，抢占
中国榴莲鲜果市场！

*Source/ 资料来源：
Nanyang Siang Pau, 24 March 2024
南洋商报，2024年3月24日



Enjoy Double Rewards 顾客享有双重奖励

Nirvana Exclusive
Products
富贵山庄
高品质产品



Potential Bonus of
up to **200%*** the value
of product purchase
所购买产品的潜在价值
高达**200%***奖励

Customers can enjoy high-quality products from Nirvana and enjoy rewards of up to 200%*.

顾客能够享有富贵山庄高品质产品以外，还可以享有高达200%*奖励。

Eligibility 奖励资格

Customer needs to fulfill 2 criteria

顾客须符合两项条件

Eligibility for the DRPlus is simple. For the selected products the customer only needs to fulfill 2 criteria; first to ensure prompt payment, and secondly is to make full payment.

顾客只需按时缴付每月款额，并且全额缴清，即可有资格获得此奖励。



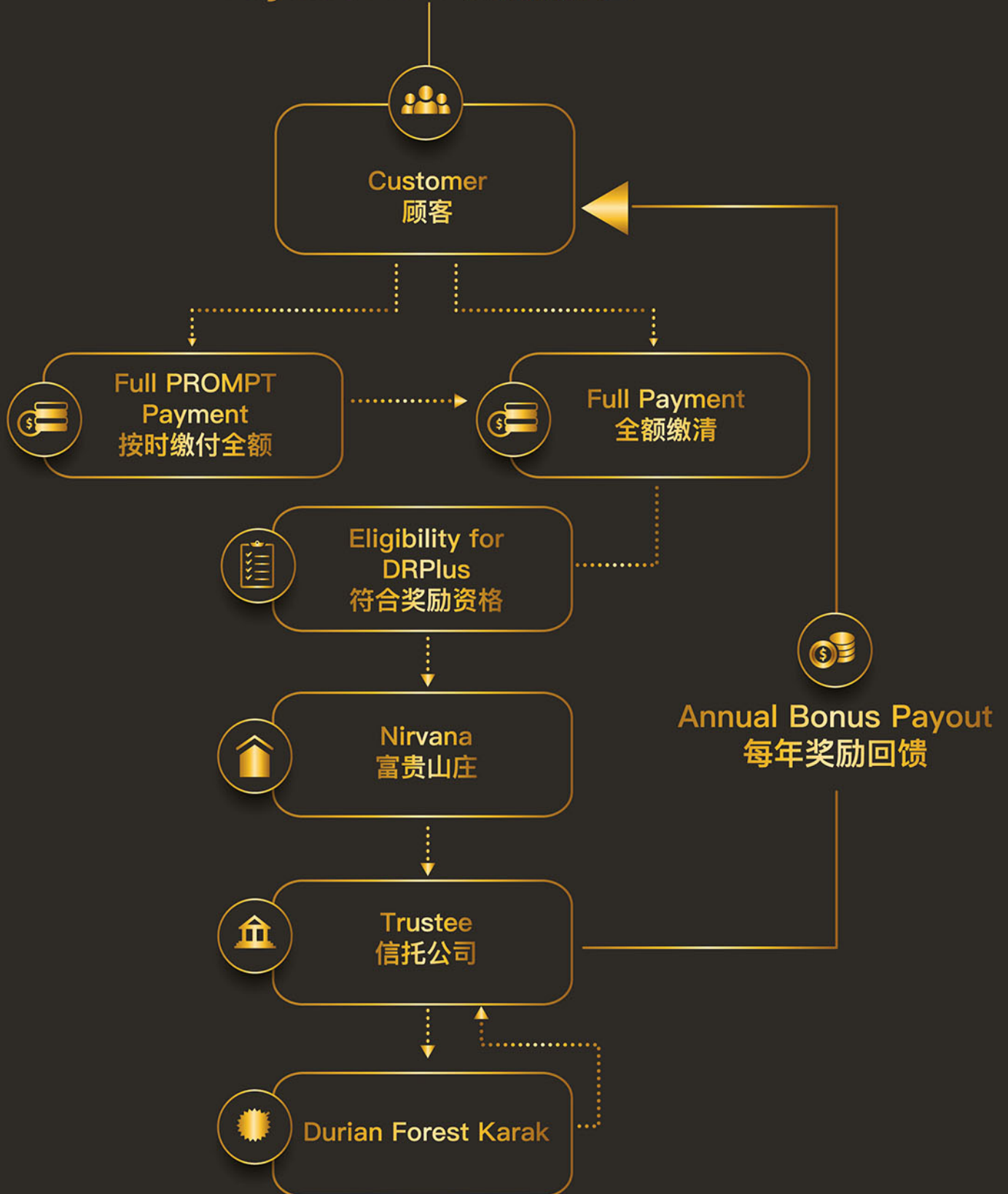
Harvest and Payout Timeline Projection 预计收成与奖励时间线



* The bonus is a mere estimation and not guaranteed.

* Distribution of entitlement beyond year 2051 is depending on the lease plantation term as approved and extended by the appropriate authorities.

Payout Flow 奖励流程



Upon full and prompt payment for purchases of selected products, customers will be eligible for the Durian Reward Plus which will be managed by the Trustee. The Trustee will be responsible for receiving the reward from Durian Forest. The reward will be distributed to the eligible customers every year for 30 years.

当顾客按时缴付每月款额，并且全额缴清购买产品的款额，即可有资格获得此奖励。Durian Reward Plus 是由信托公司管理，并由信托公司负责向Durian Forest获取奖励，每年把奖励回馈给顾客，持续30年。

Q & A 问与答

1. What sort of time period can be expected when it comes to enjoying rewards from a durian plantation?
A durian tree's lifespan can last up to 100 years or more, with two harvest period every year. The bonus can be up to 200%* and the projected first annual bonus payout will be expected in year 2029. Total payable period estimation will be between 2029 and 2058 (30 years), which is a great long term reward.
 2. Will there be any additional charges in this reward?
The reward provides DRPlus units absolutely FREE with no further or additional charges when you make a purchase (for selected products) from Nirvana.
 3. Will I be eligible for this reward if I do not make prompt payment for the product I have purchased?
The eligibility for this reward is dependent on full and prompt payment for the selected Nirvana product purchased.
 4. If I am the purchaser of the Nirvana product that qualifies for the DRPlus reward, can I provide a different name or organisation as the holder of the DRPlus reward entitlement units ("DRPlus units")?
Yes, the Nirvana product purchaser name can be different from the holder of the DRPlus units.
 5. Upon qualifying for the DRPlus units but before the first bonus payout, can I transfer my units?
Yes, name transfer is possible for the DRPlus units with an applicable fee.
 6. Upon qualifying for the DRPlus units and after the first bonus payout, is transferring my units still possible?
No, transfer is not allowed after the first bonus payout.
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1. 预计什么时候能够坐享榴莲的丰收?
每棵榴莲树的寿命长达100年或更长，每年有两个收成期。此最高奖励预计高达200%*，首次年度奖励预计在2029年发放，预计期限为2029年至2058年（30年），是一个可观的长线奖励。
 2. 此奖励是否需要额外收费?
当您购买指定的富贵产品时，将可免费获得此奖励，且没有任何隐藏费用。
 3. 若我没有按时缴付产品的款额，我是否有资格获得此奖励?
获得此奖励的资格取决于您是否按时缴付款额以及全额缴清所购买的指定富贵产品。
 4. 如果我是符合DRPlus奖励资格的富贵产品购买者，我是否能提供其他姓名或组织名字作为DRPlus奖励单位（DRPlus单位）的持有人?
可以，富贵产品购买者的姓名可以与DRPlus单位持有者姓名不同。
 5. 在获得DRPlus单位资格之后，并在首次奖励发放之前，我可以转让我的单位吗?
可以，但DRPlus单位持有者的名字转换需支付相应费用。
 6. 获得DRPlus单位资格并获得了首次的奖励之后，我是否仍可以转让我的单位?
不可以，在首次的奖励发放之后不允许再转让单位。



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