

THE ICONIC ATLANTIS RESORT TO OPEN IN SANYA ON HAINAN, PRC

KERZNER ENTERS INTO AGREEMENT WITH FOSUN

World Renowned Destination Resort to Be the First Atlantis in China

(10 October 2013 – Shanghai, People’s Republic of China) Fosun International Limited (together with its subsidiaries, “Fosun”), the leading non-state owned enterprise in China, has entered into an agreement with Kerzner International Holdings Limited (“Kerzner”), a leading international developer and operator of destination resorts, casinos and luxury hotels for a new, cutting-edge Atlantis resort along the Haitang Bay National Coast. This will be the first Atlantis resort in China and only the third Atlantis worldwide.

Overlooking the stunning South China Sea, Atlantis will offer a sense of awe-inspiring discovery, encompassing over 62 hectares of unparalleled excitement and larger than life experiences, revolutionary water play in Aquaventure Waterpark, exotic marine exhibits and incredible dining experiences. Already a leading holiday destination, the island will be transformed into the new centre for entertainment in China with the addition of this new trailblazing landmark. Architectural and conceptual planning is under way for Atlantis, Sanya Hainan and construction will begin by the end of 2013 and will be complete in 2016.

“Atlantis resorts have really defined the destinations they are located in—first in The Bahamas, and then on Palm Island, in Dubai,” commented Guo Guangchang, Chairman of Fosun. “Atlantis, Sanya Hainan will re-interpret the myth of Atlantis in a new and modern style, whilst pioneering previously unseen experiences to re-define holiday experiences in China and beyond. I am proud to be bringing Atlantis, a must-see resort, to Hainan, China.”

“I am very excited to be bringing Atlantis to China,” said Sol Kerzner, Chairman of Kerzner. “I know this property will astonish and amaze guests—I have been working with the designers to come up with something that captures all the wonders of Atlantis, with its magnificent sense of discovery, whilst also introducing new experiences specifically for Sanya. I can’t wait to unveil this resort to the world.”

The Atlantis brand has truly defined integrated entertainment destination resorts. Each Atlantis resort rises majestically out of the sea, first Atlantis, Paradise Island in The Bahamas, followed by Atlantis, The Palm atop the apex of Palm Island in Dubai, and now in Sanya, People’s Republic of China, rising from the South China Sea. A vibrant tribute to an aquatic world of wonder, Atlantis resorts are unique, ocean-themed destinations offering a wide variety of fun and entertainment with restaurants by world-renowned chefs; a vibrant range of bars and lounges; extensive slides and rides at Aquaventure Waterpark; fresh and salt-water pools, lagoons and marine exhibits, including an open air marine habitat; and a dolphin interaction and education centre. Guests from around the world will also discover superb accommodation, an indulgent spa, luxury boutiques, magnificent event spaces and endless stretches of beach as Atlantis showcases a dazzling, imaginative world of fun and entertainment for all ages.

Brennan Beer Gorman Architects (BBG), headquartered in New York, has been engaged for the architectural design of Atlantis, Sanya Hainan working with Kerzner's Development and Design Team led by Sol Kerzner, Chairman and Alan Leibman, CEO, Kerzner International. Jeffrey Beers, having previously been part of the team who brought to the world both Atlantis resorts, Paradise Island and Atlantis, The Palm, has been enlisted to define the interior design of the resort.

A team of over 10,000 expert craftsmen will be engaged in building of this magnificent ocean-themed Atlantis, Sanya Hainan bring this legendary resort a reality. With approximately 1,300 luxurious guest rooms, the resort will employ over 3,500 staff members to bring the Atlantis experience to life – from marine biologists and lifeguards to top chefs and innovative event planners.

“China is the perfect location for our next Atlantis destination resort. This resort is set to quickly become a new landmark in China and will introduce the fun, interactive entertainment experiences at the heart of the Atlantis philosophy. I am thrilled that we are able to continue to innovate on the Atlantis adventure,” said Alan Leibman, CEO of Kerzner. “Fosun is an incredible partner and will ensure that this Atlantis resort offers unprecedented experiences to its guests.”

Qian Jiannong, President of Fosun Tourism & Commercial Group said, “As a platform under Fosun specializing on investing in consumer goods, retails, tourism and tourism-related property projects, Fosun Tourism & Commercial Group vastly capitalizes on Fosun's solid foundation of industrial operations and research in the tourism sector, and together with famous tourism projects including Shanghai Yuyuan, will appropriate more resources into developments in the tourism industry with its global vision for investment. Within a short period of just 3 years, Fosun has invested in a number of major projects, including Folli Follie (the Greece-based retail and duty-free stores for jewellery and accessories), China International Travel Service and Atlantis, Sanya Hainan. Adhering to its investment strategy, Fosun will remain upbeat on the consumption upgrade-related industries and investments in project with enriched consumer experiences in particular.”

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About Kerzner

Kerzner, through its subsidiaries, is a leading international developer and operator of destination resorts and luxury hotels. Kerzner's flagship brand is Atlantis, which includes Atlantis, The Palm, Dubai, a 1,500-room, water-themed resort on The Palm, overlooking the Arabian Sea and mainland Dubai and Atlantis, Paradise Island, a 2,317 room ocean-themed destination resort in The Bahamas, as well as The Cove Atlantis and The Reef Atlantis in The Bahamas. Under the One&Only brand, Kerzner also manages seven of the top-rated luxury resort properties in the world, located in The Bahamas, Mexico, Mauritius, the Maldives, South Africa and Dubai. One&Only currently has three resorts under development—One&Only Sanya, One&Only Montenegro and One&Only Jeddah in the Kingdom of Saudi Arabia. One&Only will also assume management of Hayman, Great Barrier Reef resort after a multi-million dollar renovation and be re-launched as One&Only Hayman Island in April 2014. Additionally, the Mazagan Beach & Golf Resort, a 500-room destination casino resort in Morocco, is also operated by Kerzner. For more information concerning Kerzner and its operating subsidiaries, visit kerzner.com

About Fosun

Founded in Shanghai in 1992, Fosun Group is a leading non-state owned enterprise in China. Fosun International (00656.HK), the parent company of Fosun Group, has been listed on the Hong Kong Stock Exchange since 16 July 2007. Net assets of Fosun reaches RMB35.7 billion as at 30 June 2013, with RMB170 billion in total value of assets under management. Having a balanced industrial base, Fosun is now actively developing insurance, asset management and investments. It will pursue "Value Investing" principles combining "China's Growth Momentum with Global Resources", marking a major step forward towards becoming a premium investment group with a focus on China's growth momentum. Fosun is ranked No.1019 in Forbes The World's 2000 Largest Public Companies in 2013.

For more information concerning Fosun, visit www.fosun.com