



**Sustainable Forest Holdings Limited**



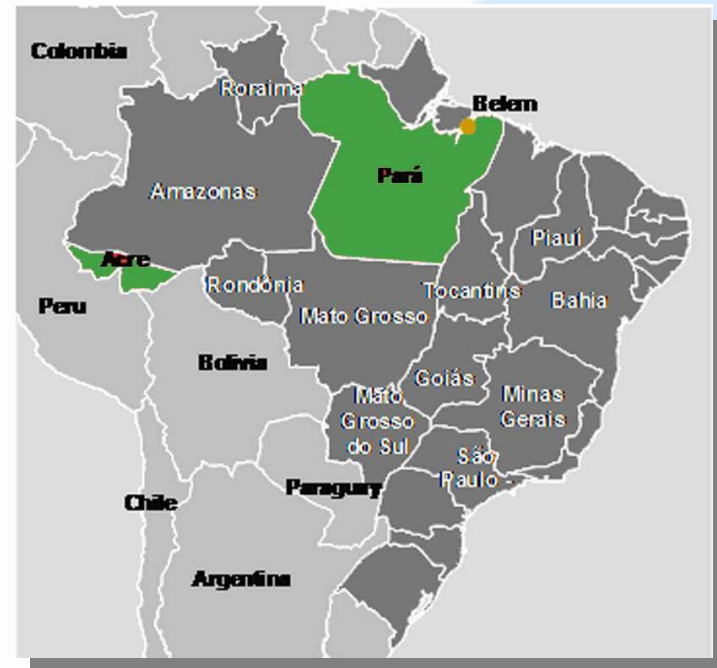
**Strategic Long-Term Supply Contract  
with  
China Flooring Holding Co., Ltd.**

**PRESS CONFERENCE  
January 2010**

**Sustainable, Responsible, Profitable**

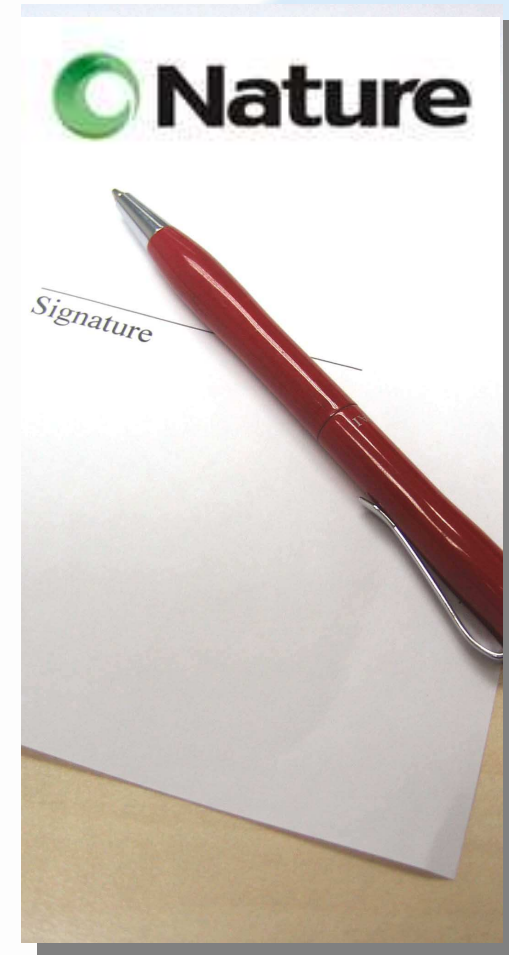
# About Sustainable Forest Holdings Limited

- Bright Prosperous Holdings Ltd. (to be renamed to Sustainable Forest Holdings Limited).
- Listed on the main board of Hong Kong Stock Exchange (stock code: 723).
- The Company engages in sustainable management of and investments in natural forests; timber and wood processing, timber trading, sales and marketing under its own brand.
- The Company owns and leases approximately 287,745 hectares of natural forests in Brazil (44,503ha) and Russia (242,745ha) which corresponds to 24 million m<sup>3</sup> hardwoods and softwoods.
- It also has 4 sawmills and wood processing facilities in Russia, sawmill / wood processing plant in China and operates an FSC certified sawmill processing plant in Brazil.
- Signed MOU to acquire a further 137,000 hectares of natural forest in Brazil in September 22, 2009.



# Strategic Long-Term Supply Contract

- Signed contract on December 31, 2009
- Strategic Supplier to China Flooring Holdings Co., Ltd. (China Flooring”)
- To supply hardwood products from (Brazil / Columbia / Bolivia / Eucador / Peru)
- Products include S4S, S2S, wood blocks of the following species:
  - Cumaru 龍鳳檀
  - Tauari 織皮玉蕊
  - Jatoba 賈托巴
  - Garaperia 金檀
  - Balsamo 紅檀香
- Grants warrants exercisable into 39,000,000 common shares, exercise price @HK\$3.00 / share, 2 years duration



# About Nature

- 1995, the year China Flooring was founded. Based in Foshan, it is one of the largest wood flooring company in China and Asia.
- “Nature”, rated amongst top 500 most valuable brands in China 5 continuous years. It was also awarded 3 national inspection exemption product labels(三項國家免檢產品), the well-known trademark in China(中國馳名商標), China's 500 Most Valuable Brands (中國最具價值品牌500強) and The Asia's 500 Most Influential Brands (亞洲品牌500強)
- In June 2008, International Finance Corporation, a World Bank Group, provided US\$50,000,000 equity & debt financing to China Flooring. In June 2008, Morgan Stanley invested US\$100,000,000 in China Flooring.
- 10,000 employees worldwide.
- 8 raw material supply bases around the world including Indonesia, Peru and Africa
- 1 of the first to establish a national level laboratory, a Post-doctoral mobile workstation, two technical research institutions in China.
- 12 large scale factories in China, including ZhongShan (中山), ShunDe(順德), KunShan(昆山), HaiLin(海林) and ShangRao(上饒).
- More than 2,800 specialty stores nationwide and internationally has built a sales network in 59 countries across 5 continents.



# Nature on Nature



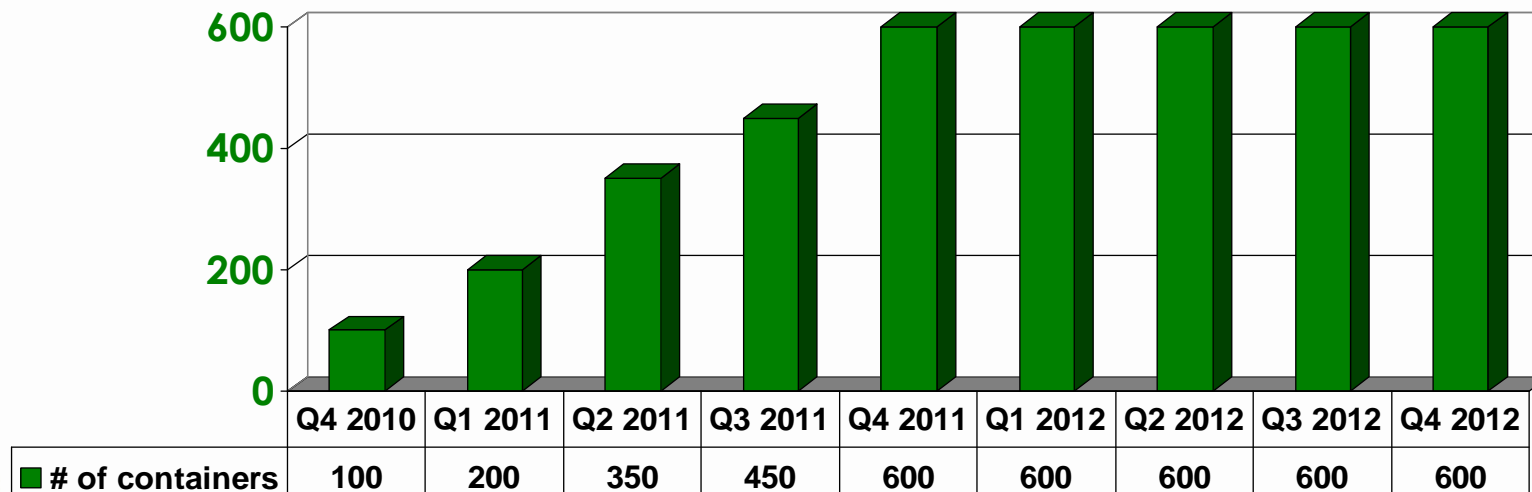
- China Flooring is a pioneer and leader in its sector on being environmentally responsible in China.
- It actively participates in the elimination of illegal logging and the improved management of the worlds' valuable and threatened forests.
- 3 of its factories have successfully achieved Chain of Custody (CoC) certification from the Forest Stewardship Council (FSC).
- On December 4, 2008, China Flooring received from WWF China awarded "Merit Conservation Supporter 2008" for its outstanding performance in the Global Forest & Trade Network - China (GFTN-China) program.
- In 2006, China Flooring donated RMB10,000,000 to National Reforestation Fund for the tree planting program in Western China. Nature has been instrumental in encouraging 14 timber suppliers in South America and a logging enterprise with management control of 200,000 hectares of Amazon rainforest to join the GFTN in Peru and Brazil.
- One of its suppliers in China, managing over 200,000 hectares of forest, has also achieved recognition of good forest management practices from FSC.



# Estimated Minimum Supply To China Flooring

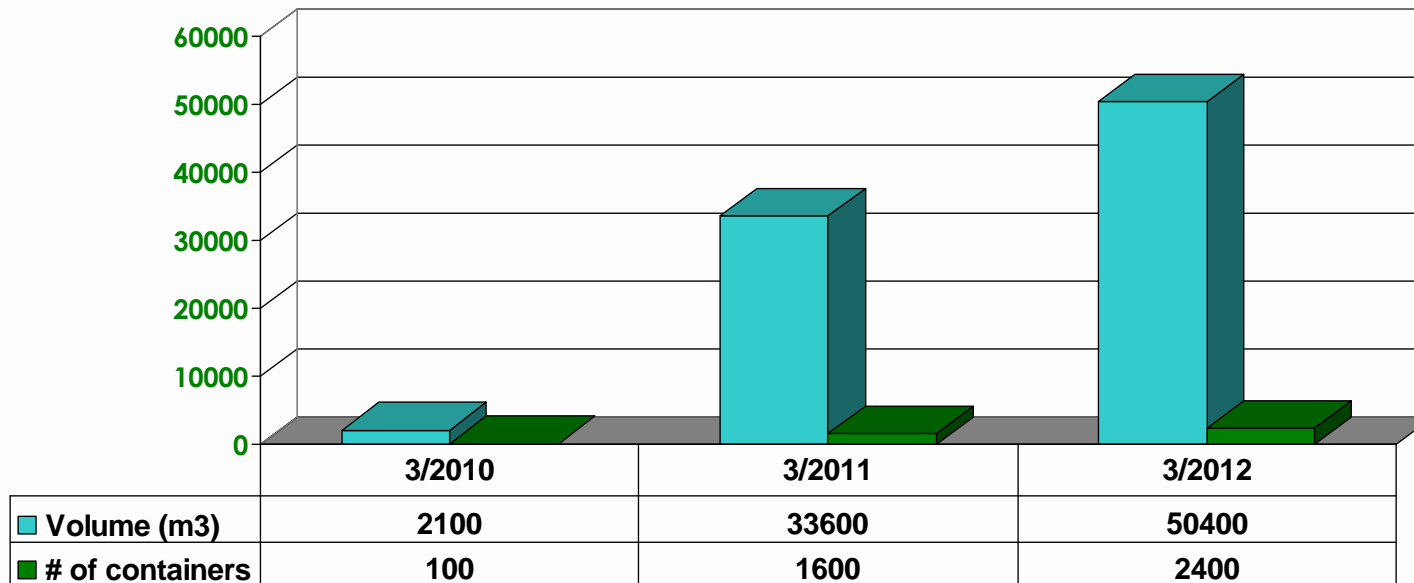
- Estimated Sales Prices US\$480-1,700/m<sup>3</sup>
- Estimated Sales Value US\$10,080-US\$35,700 / container (20-22m<sup>3</sup> / container)
- Projected to begin from 50containers (monthly) in Feb 2010 and bringing up to 200 containers (monthly) by Jan 2011.

**Projected Quarterly Minimum Supply (In Container Load)**



# Estimated Minimum Supply To China Flooring

**Projected Annual Minimum Supply (In m3 and Container Load)**



(Estimations)	3/2010	3/2011	3/2012
Average Monthly Value of all containers	US\$1,090,000	US\$2,900,000	US\$4,360,000



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