



**ELEQT, the luxury online social discovery network of the Quintessentially Group,
launches in Beijing at Hotel Éclat Beijing**

Tuesday, January 14th, 2014:// After having previously launched in Amsterdam, Dubai, Hong Kong, London, Long Island, Los Angeles, Manhattan, São Paulo and Singapore a.o., ELEQT has now reached Beijing, China, via its strongly growing networks in Asia, Europe, the Middle East, Latin and North America.

Part of Quintessentially Lifestyle, ELEQT is the exclusive social discovery network for the world's trendsetters, in style and business. ELEQT brings intimacy, trust and relevance to social networking by offering a high-end audience a trusted platform to connect with their peers around the world and facilitate them to discover fascinating people to meet, things to do, places to go, trends to follow and thoughts shared, by hosting exclusive member-only events around the world and online via www.eleqt.com.

On Saturday, January 18th, ELEQT will welcome an eclectic mix of local entrepreneurs and international professionals to celebrate the launch of ELEQT in Beijing at Hotel Éclat Beijing, the focal point of the award-winning Parkview Green.

During the launch event, guests will be able to enjoy complimentary premium spirits and hors d'oeuvres, all the while socializing with thought leaders and influential figures, and admiring the stunning showcase of the largest collection of the world's crème de la crème of jade jewellery on display by Queens Jewellery. Attendees are also invited to preview the Rolls-Royce Alpine Trial Centenary Collection Ghost, a highly bespoke edition with only five available in China. Fast-growing Manhattan-based brokerage Town Residential will introduce guests to the most desirable addresses in all of New York, provide information, and answer any questions regarding the sale and rental of premium residential properties in Manhattan.

The evening will create an ideal platform for guests to mix with like-minded and fellow style & business enthusiasts whilst celebrating the world of luxury lifestyle.



"We are excited to launch ELEQT in Beijing, as we are convinced membership will allow local socialites and philanthropists to share their knowledge, experiences and enthusiasm with fellow elite professionals from all around the world." says Ruud Smeets, CEO and Founder of ELEQT Limited. "With our Hong Kong, Singapore and now also our Beijing subsidiary as a base, we will steadily expand our business in the Asian/Pacific area in the months ahead."

"Over the last years, we have built a name for ourselves that represents ELEQT as a humble company that brings unique locations, relevant brands and a high-end crowd of passionate consumers and peer influencers all together." continues Global Brand Director at ELEQT Limited, Valerie Soh. "In 2014, we intend to further roll out our activities so that more people can benefit from our network and the services that we offer. I couldn't possibly be more excited to have our first grand launch event this year take place at the luxurious Hotel Éclat Beijing in Beijing."

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Not for publication: For more information contact Valerie Soh, Global Brand Director at ELEQT Limited, at valerie.soh@eleqt.com. For more images and previous event videos, visit: <https://www.eleqt.com>, <http://www.facebook.com/eleqt>, <http://www.youtube.com/eleqtcom>.

More information about ELEQT, Quintessentially Lifestyle, Hotel Éclat Beijing and Town Residential can be found on the next page of this press release.



About ELEQT

ELEQT (www.eleqt.com) is the social network of the Quintessentially Group. ELEQT is the exclusive social discovery network for the world's trendsetters, in style and business. We bring intimacy, trust and relevance to social networking by offering a high-end audience a trusted platform to connect with their peers around the world and facilitate them to discover fascinating people to meet, things to do, places to go, trends to follow and thoughts shared. ELEQT is a global network with local operations and has offices in Hong Kong, Dubai, Amsterdam, London, São Paulo, Santiago de Chile, Aruba, Curaçao, Saint Martin and New York and is planning to grow to many more regions in the next years. Membership to ELEQT is purely invitation-only.

About Quintessentially

Quintessentially (www.quintessentially.com) is the leading international luxury lifestyle and concierge company. Started in 2000 as a small London based concierge service, Quintessentially has experienced a complete transformation in a decade, and currently have offices in over 70 cities around the world. The service provided to their discerning and HNW members is proactive and personalized, catering to every member's need, from last minute restaurant bookings, travel arrangements, and access to private parties, as well as fulfilling every unusual request and successfully connecting businesses all over the world. Quintessentially can offer access to the inaccessible and can make the seemingly impossible, possible. In a bid to ensure only the very best service is delivered across the luxury market, Quintessentially has also launched 32 luxury sister businesses comprised of experts in every luxury division. This includes real estate, travel, luxury retail, wine, art, and more.

About Hotel Éclat Beijing

A member of the exclusive Small Luxury Hotels of the World, Hotel Éclat Beijing (www.eclathotels.com/beijing) is a stunning landmark on the Beijing skyline, standing impressively in the heart of the city's buzzing Central Business District — the perfect location for both business and leisure. A focal point of the award-winning Parkview Green, the luxury boutique hotel Éclat Beijing offers a rare opportunity to experience museum quality art while enjoying stylishly inviting accommodations, outstanding cuisine, intuitive yet non-intrusive guest services and a spectacular mall where you can shop till you drop - all within its unique architectural complex.

About Town Residential

Town Residential (www.townrealestate.com) is a Manhattan-based residential real estate firm specializing in luxury sales, rentals and new development marketing. Founded in 2010 by a dynamic executive team, Town Residential strives to become an integral part of the New York real estate landscape. Its founding members are a close-knit group of leaders with acclaimed success and expertise in luxury sales, new development marketing and rentals. Innovative, experienced and built on strong business principles, Town Residential is perfectly poised to deliver dramatic results in today's real estate market.