



LUXURY PROMOTION

- Global digital communication

Under the digital wave, ANS has reshaped the way luxury goods are communicated with its outstanding global influence. ANS Declaration: Let luxury goods be in every heart that knows how to appreciate in the digital world.

The background of the page is a close-up photograph of several pieces of dark, textured leather. The leather is embossed with a repeating pattern of gold-colored monograms, which appear to be the 'LV' logo of Louis Vuitton. The lighting is dramatic, highlighting the texture of the leather and the metallic sheen of the gold. The items are stacked, creating a sense of depth and luxury.

ANS CORPORATION

With the rapid iteration of digital technology, the luxury industry is accelerating into a new stage of parallel globalization and digital communication. The full popularization of the Internet and digital media has enabled luxury goods to break through geographical restrictions, reach a wider circle, and win the recognition and favor of global audiences.

ANS is deeply involved in the field of luxury digital marketing, integrates omni-channel high-quality promotion resources, and provides exclusive and professional brand promotion solutions for global luxury brands, helping them increase their voice, expand their communication territory, and achieve a continuous leap in global influence.

By continuously iterating on the digital promotion system and deepening industry ecological cooperation, ANS is committed to building a value bridge between luxury brands and global audiences. Empower high-end luxury products to break through boundaries and go to the world, so that classic styles can bloom on the broader international stage and be appreciated and collected together.

COMPANY BACKGROUND

Headquartered in New York, ANS is an international enterprise focusing on luxury digital advertising promotion and brand communication. Relying on the vigorous development of the global digital marketing wave, the company is committed to providing professional and customized brand promotion empowerment for global luxury brands.

At present, the full popularization of the Internet and digital media is profoundly reshaping the communication pattern of luxury brands. Digital channels have become the core carrier for conveying brand value and work appreciation. With the rapid expansion of the digital market, luxury brands have shown unprecedented development vitality and potential energy, and are increasingly eager to rely on the Internet platform to reach a wider range of high-end consumer groups around the world with their profound brand heritage and perfect quality.

In the digital era of information interconnection, how to efficiently improve brand and product exposure and amplify communication volume has become the core proposition of the luxury industry. Only by relying on accurate and professional digital marketing layout can we establish a unique recognition in the market competition and truly interpret the style and charm of luxury.

It is in this industry context that ANS came into being. We integrate diversified online promotion channels and digital communication resources to provide luxury brands with a broader exposure platform. Through systematic promotion strategies, ANS helps brands enhance their global influence, while creating greater opportunities for unique works to be showcased, so that the boutiques of major luxury brands can win more attention and recognition around the world.





CORPORATE VISION, MISSION AND FUTURE OUTLOOK

ANS is committed to building a global digital promotion network. Through in-depth cooperation with leading luxury brands, creators and industry institutions in various regions, we will create a broader international communication platform for luxury works. The company will continue to expand its business boundaries and deepen international cooperation to steadily realize this global vision.

ANS will continue to improve its service capabilities in the field of digital promotion, and help more luxury goods reach a wider global audience with innovative communication methods and optimized promotion channels. We are committed to building value bridges between luxury brands and global consumers, playing a positive role in connecting them, creating long-term value, and promoting industry development and cultural exchange.

ANS has always adhered to the people-oriented principle, and is committed to creating economic benefits for countries around the world and promoting sustainable social and economic development. We are highly concerned about unemployment and have conducted in-depth research on how to provide effective protection and employment opportunities for the unemployed. We firmly believe that only by relying on a professional talent team and continuing to promote innovation and development can we move towards higher goals and welcome a brighter future in the digital era.

CORE IDEAS AND VALUE PROPOSITIONS



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GLOBAL DIGITAL DEVELOPMENT TREND

With the popularization of Internet technology and mobile smart devices, the global digital industry has achieved sustained and stable growth in the past few years. The rapid development of digital platforms has led to a fundamental shift in the way content is produced and consumed. In this context, luxury content can be disseminated more widely and efficiently through online channels, injecting new vitality into the industry.

At present, digitalization has become the core direction of the development of various industries. More and more luxury companies and creators are using digital platforms as their main communication positions to promote the continuous prosperity of the industry through innovation. It is worth noting that the popularization of digital media services is completely reshaping the internal logic of luxury communication. Relying on the online ecosystem, people around the world can access diverse creative aesthetics and luxury content anytime and anywhere, forming a new digital consumption and experience model. This model not only improves the efficiency of brand communication, but also builds a more valuable display stage for high-quality creators.

From the perspective of macro trends, the global digital communication ecosystem is becoming more and more mature. The luxury industry is steadily moving from the traditional physical track to a new pattern of a more open and inclusive global digital market. In this evolution, several new features have emerged:

STEP 1

Decentralization of content consumption. Digital platforms enable the spread of luxury goods to no longer rely on a few authoritative media or core stores, but are dispersed into diversified touchpoints such as social platforms, short videos, live broadcasts, and community content. This means a more democratic flow of luxury information, with significantly increased audience engagement and choice.

STEP 2

The user role has changed from "receiver" to "co-creator". In the digital environment, consumers no longer only passively receive brand information, but actively participate in the dissemination and reinterpretation of brand content through comments, sharing, secondary creation, etc. This interaction is reshaping how brands connect with their audiences.

STEP 3

Data-driven precision communication has become mainstream. Digital technology enables brands to better understand audience behavior and preferences, allowing for more targeted communication strategies. This not only improves communication efficiency, but also reduces resource waste, making the promotion of luxury goods more intelligent and refined.

Looking ahead, with the continuous upgrading of digital technology and communication channels, the luxury digital market will maintain steady growth. The global flow of luxury culture and brand content will be smoother, and cross-regional aesthetic integration and cultural exchanges will become more frequent. Under this industry trend, the value and importance of professional luxury digital promotion will continue to be highlighted, helping high-end brands break through geographical restrictions, move towards global vision, and provide solid and strong support for luxury culture and brand value to achieve breakthroughs on the broader international stage.



EVOLUTIONARY TRENDS IN LUXURY MARKETING NEEDS

With the increasing maturity of the luxury creation ecology and the full popularization of digital publishing channels, high-end luxury content is ushering in explosive growth. More and more independent creators are joining the luxury track, continuously enriching the content dimension and aesthetic style of the market, and promoting the development pattern of diversity and symbiosis in the industry. However, in this process, the demand for luxury marketing itself is also undergoing a profound structural evolution, showing the following new trends worth paying attention to:

1

from "brand voice oriented" to "value matching". The core appeal of early luxury digital marketing was to "let more people see the brand". At present, with the rapid expansion of content supply, brands and creators are more concerned about who is watching, whether they match, and whether they can precipitate in-depth cognition. Marketing needs have shifted from the pursuit of exposure scale to the pursuit of accurate fit between audiences and brand tonality. In other words, luxury brands are no longer satisfied with "reaching the public", but are eager to "reach the right people".

3

From "short-term explosive drive" to "long-term value precipitation". Digital content dissemination naturally has the characteristics of "hotspot-driven and rapid iteration". However, the essence of what distinguishes luxury goods from FMCG lies in their cultural thickness and time value. Therefore, the current marketing demand is increasingly reflecting long-term thinking: brands hope to continue to accumulate brand equity and accumulate cultural capital while gaining short-term voice, rather than just chasing traffic peaks. This trend has driven the professional demand for "high-quality content operation" and "brand narrative system construction".

5

from "regional expansion" to "cultural translation and local integration". With the deepening of the global spread of luxury goods, simply translating brand content into multiple languages is no longer enough to meet the demand. What brands increasingly need is the ability to "translate" at the cultural level - that is, to make the content fit the aesthetic habits, cultural context and consumer psychology of audiences in different regions on the premise of maintaining the core tone of the brand. As a result, marketing needs have evolved into a deep reliance on cross-cultural communication strategies and localized content production.

2

From "single point communication" to "global ecological operation". In the past, brands often relied on a single platform or a one-off event for communication. Today, the demand for luxury marketing has evolved into an urgent need for omni-channel, multi-touchpoint, and sustainable ecological operation capabilities. Brands hope to achieve linkage in multiple fields such as social media, short videos, e-commerce live broadcasts, content communities, and private domain traffic, forming a closed loop of communication covering the entire life cycle of users. This puts forward higher requirements for the resource integration and strategic coordination ability of the extension agency.

4

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To sum up, the demand for luxury marketing has evolved from the early "exposure-driven" to today's compound demand system with accurate matching, ecological operation, IP shaping, long-term precipitation, and cultural integration as the core. Under this evolving trend, professional digital promotion agencies are no longer just channel providers, but should also become long-term partners at the brand strategy level, helping luxury brands and creators achieve sustained, stable and high-quality value growth in the complex and ever-changing digital environment.

THE IMPACT AND IMPACT OF DIGITAL COMMUNICATION ON THE LUXURY INDUSTRY

The jump in the speed of global transmission

Digital communication networks have fundamentally broken down geographical barriers and enabled luxury artworks to circulate globally at a truly high speed. Relying on the interconnected Internet ecosystem, a haute couture dress, a limited edition watch or an artistic co-branded work can be presented to mid-to-high-end audiences in New York, Dubai, Shanghai and Paris at the moment of release. This instantaneous global reach not only greatly improves the efficiency of brand communication, but also fundamentally changes the traditional logic of "scarcity is distance" of luxury goods - exclusivity, which was built on geographical isolation and channel control in the past, is being deconstructed and reconstructed by "instant sharing" in the digital age.

Social media reshapes the promotion landscape

Social media has become the core of luxury marketing, but its impact goes far beyond channel changes. The deeper impact lies in the transfer of power relations: the past model of one-way output of brands and passive reception by audiences has been replaced by two-way or even multi-directional interaction. Luxury companies and high-end works can have direct dialogue and interaction with precise audiences with the help of social platforms, making brand promotion more agile and personal. At the same time, the audience's comments, sharing, and secondary creations are also shaping the brand's image and discourse in reverse. This redistribution of power forces luxury brands to learn to "listen" and "dance" rather than just "declare" and "preach". Digital platforms broaden the boundaries of mid-to-high-end audiences

Digital platforms broaden the boundaries of mid-to-high-end audiences

Digital media has built an almost borderless communication stage for luxury aesthetics. With the help of multiple digital channels, luxury products can break free from the physical shackles of offline physical space, allowing elites from different cultural backgrounds and different geographical circles to encounter and taste the world's top luxury creations. However, this "broadening" is not a simple increase in the number of people, but brings about the complexity of the audience structure. Luxury is no longer just for the traditional, predictable old money class, but also for the wealthy upstarts in emerging markets, the trendsetters of Gen Z, and the cultural connoisseurs purely for aesthetics. This group of people has different aesthetic tastes and different consumption motivations, forcing brands to find a delicate balance between sticking to tonality and inclusive expansion.

In this process, the role of professional digital promotion agencies is also quietly changing. It is no longer just an executor of "putting brand content in more places", but a navigator who needs to anchor the main narrative line for the brand in the flood of information, a guardian who helps the brand maintain the consistency of the discourse system in the power decentralized voice field, and a strategic partner who finds a balance between speed and depth, openness and exclusivity for the brand.





BUSINESS OVERVIEW

ANS focuses on creating diversified digital promotion channels for luxury brands. By integrating the digital media resources and online communication matrix of the whole network, we help luxury brands gain higher exposure potential, steadily increase brand voice and industry influence in the digital era, and accurately reach the global mid-to-high-end audience.

With digital advertising and promotion services as the core business structure, ANS uses a systematic marketing approach to provide professional promotion and empowerment for global luxury brands.

We help our clients achieve efficient exposure on major digital platforms, and continue to expand the global boundaries of brand content.

At the same time, ANS is continuing to build an increasingly complete luxury advertising promotion ecosystem. By linking high-quality communication channels and industry resources in various places, we continue to expand the global communication territory of luxury brands, lay a solid communication foundation and favorable development conditions for mid-to-high-end luxury products to steadily enter the international market and deepen the global mid-to-high-end circle.

ANS has built a mature and complete systematic advertising and promotion service system. By integrating global digital communication resources and multi-channel promotion networks, we provide stable, reliable, efficient and high-quality communication empowerment for mid-to-high-end luxury products. Relying on diversified promotion strategies, it helps brand content achieve long-term and continuous exposure on major digital platforms, and comprehensively strengthens the dissemination and influence of luxury works in the global market.

Multi-channel communication network

ANS integrates a variety of digital communication channels and online media resources to form a multi-level promotion system and open up a wider range of exposure channels for luxury brands.

Increase brand visibility

Relying on a systematic promotion strategy, ANS helps luxury brands gain higher attention on digital platforms, making the brand more recognizable and recognizable by the target audience, thereby continuously amplifying brand influence.

Expand audience reach

With the help of cooperation platforms and multiple communication channels, ANS can reach consumers in different regions of luxury brands, creating favorable conditions for brands to explore a broader market space.

ADVERTISING AND MARKETING SERVICE SYSTEM



TARGET CUSTOMERS AND PARTNERS

ANS provides professional and customized digital promotion services for all kinds of luxury brands around the world. We aggregate high-quality digital communication channels and diversified promotion resources to empower luxury brands of different sizes and styles in an all-round way, helping them gain higher brand exposure and industry attention. Relying on the solid cooperation ecology established with many global industry partners, ANS continues to expand its global promotion network, empowering luxury brands to break through geographical boundaries, deepen global communication layout, and accurately reach a broader mid-to-high-end audience.



Luxury corporate services

ANS tailors professional digital promotion services for major luxury companies around the world, helping brands broaden the communication boundaries of mid-to-high-end works, and continuously enhance their brand style and global influence in the digital market.

Original luxury creator

For original luxury creators, ANS customizes flexible and diverse promotion channels to empower original luxury works to gain higher exposure and circle attention, help creators precipitate an exclusive mid-to-high-end audience community, and accumulate brand reputation and market popularity.

Creative groups and brand institutions

ANS also joins hands with content creators and professional brand institutions in the field of luxury goods to jointly promote the growth of luxury artworks through multiple digital communication methods, empower mid-to-high-end cultural brands to achieve long-term development, and win international reputation.

ANS focuses on providing professional communication solutions for global luxury brands with digital advertising and promotion services as its core operating model. We accurately match the promotion demands of various luxury content, customize and adapt communication empowerment solutions, and help mid-to-high-end works achieve value exposure and voice enhancement in multiple digital channels.

In the process of service implementation, ANS integrates global online communication resources and high-quality digital media channels to build a multi-level and three-dimensional global communication network. With the advantages of resource aggregation and channel linkage, we provide long-term and stable professional promotion support for luxury content, realize traffic interoperability and marketing resonance between various platforms, and form an efficient and collaborative communication effect.

In terms of the overall operation process, ANS adheres to the systematic and standardized service logic to create a complete closed-loop promotion system. From in-depth docking of promotion needs, accurate allocation of channel resources, to full data monitoring and effect review, we ensure the stability and efficiency of luxury brand promotion with a standardized and professional operation mechanism, so that every mid-to-high-end luxury product can win the global vision and attention of the circle.



PLATFORM OPERATION MECHANISM

INCENTIVE SYSTEM AND INCOME DISTRIBUTION METHOD

Incentive system and income distribution method In order to build a stable and sustainable long-term development pattern, ANS has set up a clear and standardized promotion fee system and incentive mechanism in the operation system. Relying on a scientific and reasonable revenue distribution model, it not only ensures the normal and stable operation of the platform, but also fully mobilizes the enthusiasm of all participants to promote and promote the long-term and benign development of the luxury promotion ecology.

Sources of promotion costs

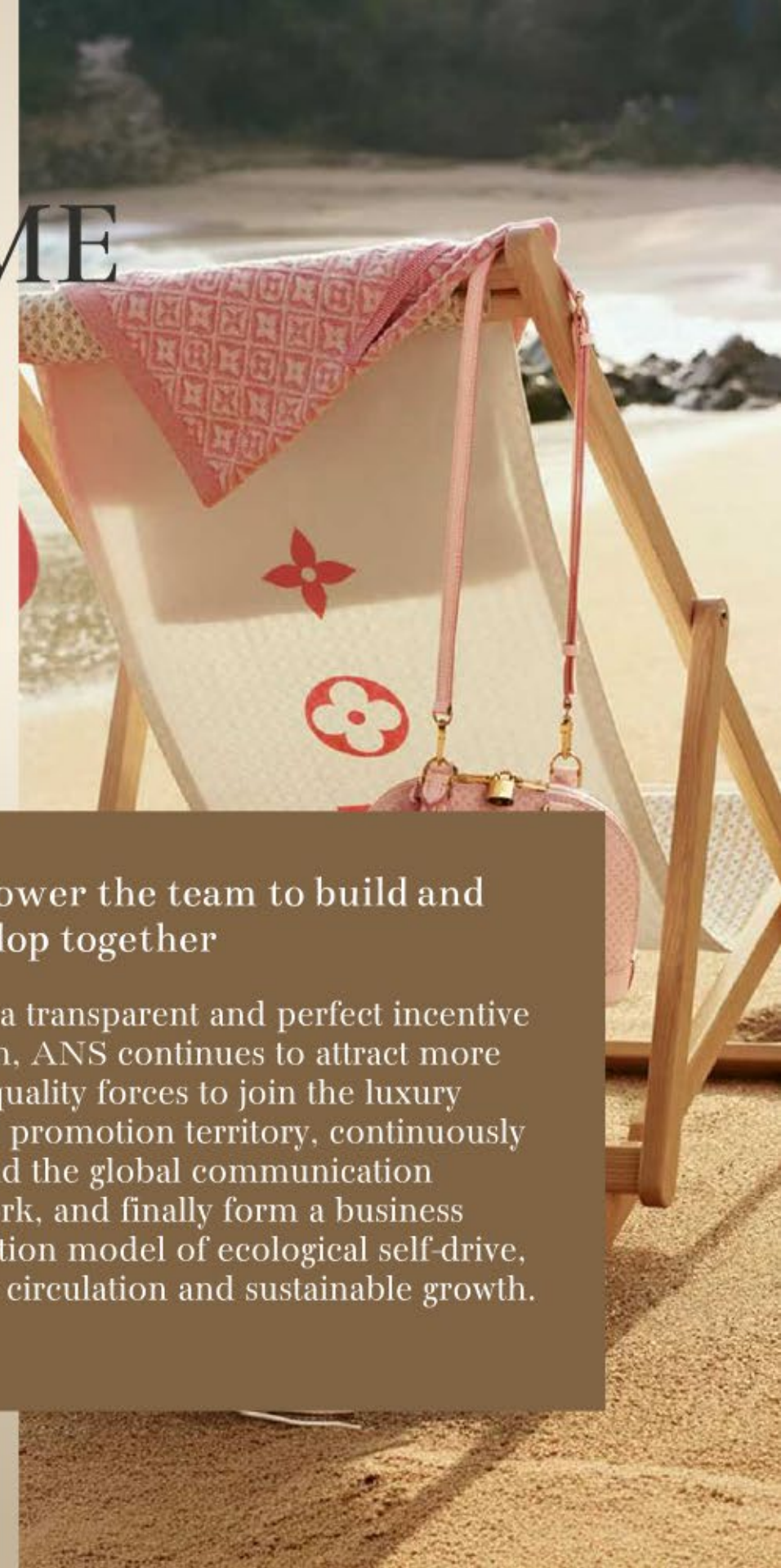
The platform promotion fee mainly comes from the procurement of professional promotion services for global luxury brands, all of which are specially used for the global dissemination and brand promotion of mid-to-high-end luxury content in major digital channels.


30%-40% feedback mechanism

At the level of promotion fee distribution, ANS will give back 30%-40% of the overall promotion cost to partners participating in promotion and collaboration, affirming their value contribution with substantial benefits and maintaining the team's long-term enthusiasm and collaboration motivation.

Empower the team to build and develop together

With a transparent and perfect incentive system, ANS continues to attract more high-quality forces to join the luxury brand promotion territory, continuously expand the global communication network, and finally form a business operation model of ecological self-drive, stable circulation and sustainable growth.





GLOBAL EXPANSION STRATEGY

With the vigorous development of the digital industry, ANS has steadily promoted its global development strategy and continued to expand its influence in the international market. We deepen cooperation with luxury brands around the world to open up a broader international communication channel for mid-to-high-end luxury goods. At present, ANS's digital advertising and promotion services have covered more than 20 countries and regions around the world, relying on mature digital platforms and online communication resources to help luxury works gain higher exposure and global attention on the international stage.

In the process of globalization, ANS does not simply copy a single market experience, but formulates differentiated communication strategies for the media environment, consumer culture and aesthetic preferences of different regions. We actively link up with luxury brands and industry institutions around the world to establish strategic cooperation, integrate cross-regional high-quality communication resources, and gradually build a global advertising promotion network that adapts to multiple markets and levels, so that luxury creations in various regions can achieve more efficient cross-border communication and value exchange.

Focusing on the long-term development blueprint, ANS will continue to deepen the international market, continuously improve the global promotion system and cooperation structure, and further consolidate its core competitiveness in the field of luxury digital advertising. We are committed to building a more stable, diverse, and professional international communication service platform - not only to help brands "go global", but also to help luxury aesthetics in different regions achieve true cultural integration and value symbiosis, and promote the global luxury digital ecosystem to a deeper level of prosperity and development.

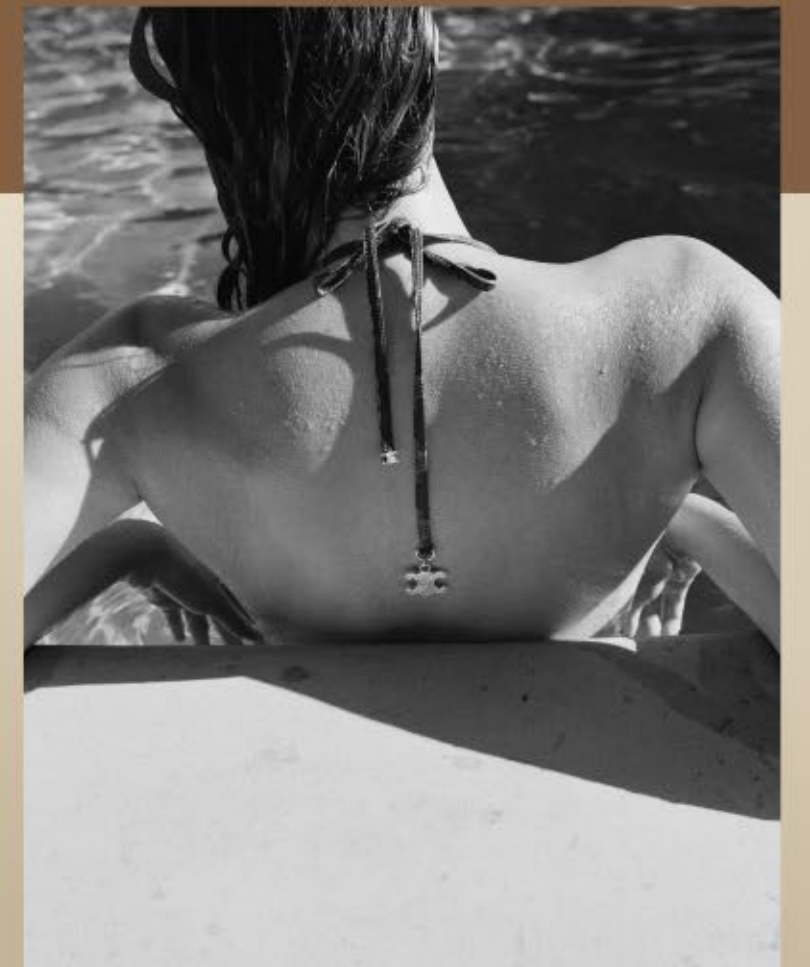


ENTER THE BRAZILIAN MARKET

In recent years, Brazil's economy has developed rapidly. As the government continues to strengthen the construction of network infrastructure, the level of national intelligence continues to improve, laying a solid foundation for the rise of the network economy. The open economic strategy has also brought more opportunities and cooperation space for companies looking to enter the Brazilian market.

Brazil has a large population base, which is very much in line with the current development trends of the ANS. We are needing a large number of people to participate in the operation and brand awareness on the work platform, and Brazil is undoubtedly the most suitable market for ANS layout at this stage.

At the same time, the existing network environment in Brazil is highly adapted to the ANS working model. After completing the site visit in the first half of 2026, the company decided to officially land in the Brazilian market in March 2026 and start localized operations.





OPPORTUNITIES FOR THE SOUTH AMERICAN LUXURY MARKET

South America has a profound humanistic and aesthetic accumulation and a vibrant creative industry ecology, which provides a unique soil for luxury brands to cultivate and develop. As digital platforms continue to evolve in the region, local South American luxury brands are accelerating their integration into the global market. For the field of luxury digital promotion, this land not only carries a diverse and unique cultural endowment, but also releases a potential market growth signal.

The scale of digital users continues to rise

With the full popularity of the Internet and smart mobile devices, the number of digital users in South America has steadily expanded. More and more consumers are accustomed to appreciating, cognizing and purchasing luxury goods through online platforms, building a huge audience base for brand digital communication.

Diversified luxury products have a strong aesthetic heritage

South America brings together colorful humanistic customs and unique artistic heritage, and countries and regions have given birth to different styles of aesthetic expression. This not only injects rich inspiration into the creation of luxury products, but also accumulates profound artistic nutrients for the dissemination of brand culture.

There is broad space for international market cooperation

The South American luxury market is accelerating its deep links with the world's top luxury brands. Relying on cross-regional strategic cooperation and digital communication channels, South American local luxury creations can go global, ushering in broader international development opportunities and growth space.



CAPACITY BUILDING AND IMPROVEMENT OF TECHNOLOGY COMMUNICATION

With the continuous iteration of the digital industry, technological innovation and communication efficiency have become the core driving force for the advancement of luxury brand promotion. ANS will continue to optimize the global digital communication system, improve diversified promotion channels and professional technical support, and build a more efficient and stable communication ecology for luxury works. Relying on technology iteration and resource upgrading, we will further improve the quality of advertising and promotion services, and broaden the global radiation territory and market coverage boundaries.

Optimization of promotion channels

ANS continues to deepen digital communication channels, aggregate multi-platform media resources and high-quality promotion channels, so that luxury works can achieve normal and stable exposure in full-link scenarios, and consolidate the foundation of brand communication.

Improvement of digital communication capabilities

The company continues to improve the efficiency of digital promotion, optimize the communication process, upgrade technical support, empower the efficient circulation of luxury works in the digital ecosystem, and help creators accurately reach high-end target audiences.

Integration of global luxury brand resources

ANS deepens the layout of global luxury resources, builds a more complete international strategic cooperation network, breaks down geographical barriers, and promotes the smooth dissemination of luxury works around the world and the integration and symbiosis of aesthetic culture across regions.

ANS DEVELOPMENT STRATEGIC PLAN

In the coming years, ANS will focus on innovation, responsibility and cooperation, comprehensively advancing its development strategy and striving to become a leading company in Brazil and Latin America. Our 2026 development plan focuses on the following three focus areas:

Recruit 3 million top talents

We firmly believe that talent is the core driving force of sustainable development of enterprises. By 2026, ANS will significantly expand its top talent and management team in various industries, with a total of 3 million planned recruits. This will not only strengthen our professional strength, but also inject fresh vitality into the industry. We are committed to creating a diverse, inclusive, and dynamic work environment where every employee can reach their full potential and achieve mutual growth as an individual and as a company.

Establish 200 reception centers

To better serve the community and promote the widespread adoption of philanthropy, ANS plans to establish 200 reception centers in major Brazilian cities by 2026. These centers are not only platforms for learning and exchange, but also provide diverse support and assistance to the community. We look forward to inspiring more people to participate in philanthropy and promote its sustainable development through these centers, while creating more opportunities for our partners and members.

Invest R\$2 billion to establish a charitable fund

Fulfilling corporate social responsibility is an important mission of ANS. In 2026, we will invest R\$2 billion to set up a charity fund dedicated to "lifting more people out of poverty." Through various charitable projects such as education, medical care, and infrastructure construction, we hope to improve the living conditions of the disadvantaged, bring hope to families, and convey warmth and change to society.



ANS

ANS's future development plan is not only a systematic layout of the company's strategic blueprint, but also a solemn commitment to fulfill social responsibilities and promote the progress of the industry. We firmly believe that through unremitting efforts and continuous investment, ANS will grow into a more influential, warmer and more trustworthy enterprise in the digital wave.

From New York to Brazil, from the construction of a global communication network to the careful cultivation of every talent, we have always been people-oriented, with responsibility as the anchor and innovation as the sail. The road ahead is full of opportunities and challenges, but ANS will remain steadfast in empowering luxury brands, promoting cultural exchange, and giving back to the public.

We look forward to working hand in hand with global partners, every employee, and all friends who pay attention to ANS to jointly write a new era of digital luxury communication that is more open, prosperous, and full of warmth.