

## NEWS RELEASE

### **QNET-SPONSORED TOUR DU FASO CONCLUDES TO MUCH ACCOLADE**

The direct selling giant expresses delight at association with Burkina Faso's premier sports event

**October 30, 2012:** Global direct selling company, QNET, has been honoured to be a partner of the Tour Du Faso, the 10-day annual cycling event in Burkina Faso, which took place from 19 to 28 October. In this 26<sup>th</sup> edition, the Tour Du Faso made its way through 10 stages, beginning and ending in Ouagadougou, crossing some of the magnificent landscape of this West African nation. The total distance covered by the cyclists was a staggering 1,337.3km.

The Tour Du Faso was first staged in 1987 and has since prospered, becoming an integral part of the Burkina Faso cycling calendar. The event attracted 15 teams and 70 riders including four contingents from outside of Africa. Cyclists from Burkina Faso, Germany, France, Netherlands, Belgium and other African countries experienced an air of festivity at every location with QNET colours and branding prominently welcoming them at the end of each gruelling race. Cycling enthusiasts were treated to a world class event with the sport being the second most popular in the country after football.

Burkina Cycling Federation chairman, Alassan Ouangrawa, said the competition serves as an excellent platform for African cyclists to compete against some of the world's best riders, "This tour is one of the oldest and most competitive races in Africa and has been around for 26 years.

"The level of competition is very high and demanding. It also attracts a lot of media attention from around the world," he said.

Ouangrawa said as with any premier sporting event, sponsors play an important role in making the event successful. He added he is very pleased an international company such as QNET came forward to help develop sports in Africa, especially cycling.

QNET Director of Sports Sponsorships, Mr Joachim Steffen, said the company is delighted to help the development of sport in Burkina Faso and Africa in general.

"We understand and appreciate the hard work and commitment put in by the cyclists to reach this level of competition. As a company passionate about healthy living and promoting sport as a positive way of life, QNET is grateful to have had the opportunity to support the Tour Du Faso and help these cyclists attain international recognition" he said.

“As a company, we pride ourselves with our portfolio of sponsorships and value the manner which sport acts as a tool to bring communities together.”

QNET Regional Director for Africa, Mr Krishna Kumar, added that he was pleased at the company’s strong support for such a magnificent event as the Tour Du Faso.

“Cycling is a tough and enduring sport. It reflects QNET’s innate ability to persevere to the end as we aim for success. We hope the people across Burkina Faso and the surrounding region will turn out in full force to watch the race, cheer on the teams and enjoy the evening concerts,” he said.

QNET was present at each stage of the race, supporting the cyclists. In the evenings, the direct selling company, sponsored concerts in every location along the race route, where the organisers welcomed crowds of between 10,000 to 30,000 attendees each night.

For Burkina Faso, it was a day of national pride and joy on Sunday 28<sup>th</sup> October, when Rasmane Ouedraogo was crowned the Champion of Tour Du Faso 2012. The local boy achieved this feat after completing a gruelling 1,337.3km under the punishing sun, crossing tough but magnificent countryside.

Champion Ouedraogo, who took up cycling as a sport in 2002, said he is very happy that QNET came on board to sponsor the Tour. Upon reflection of his win, he attributed his success to determination and hard work. "I spent the last four months in France preparing for the Tour Du Faso with an intensive training program prepared by my coach.

"Since this is the fourth time I am participating in this Tour, I know the level of competition is very high and I was determined to be fully prepared," he said.

QNET actively engages in sports sponsorships – from motorsports and football, to hockey and badminton – and aims to promote collaboration and giving back to local communities, through its sponsorships. The company believes their association with the Tour Du Faso will help positively raise the profile of the event, while drawing on the passion, teamwork, drive and success that can be associated between sports and its business in direct sales since both are platforms for true excellence and performance.

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**For more information about QNET’s sponsorship of the Tour Du Faso and for further interview opportunities with QNET Directors, please contact:**

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**About QNET**

- QNET is the world’s largest and fastest-growing online shopping and business community, with major operations in Hong Kong, Malaysia and Singapore, and a worldwide presence in almost 30 different countries through representative offices and agency partnerships.
- Established in 1998, QNET’s exclusive brands can today be found in most countries around the world and its online business is driven by an advanced proprietary eCommerce platform.
- The Asian-based company retails a diverse and exclusive range of lifestyle and wellness brands around the globe to millions of satisfied customers: nutritional supplements; energy products; cosmetics and personal care brands; home care solutions; luxury items such as watches and jewellery; telecommunications; vacation packages; and more. The diversity of the QNET product portfolio allows a tailored product offering in different local markets.
- Known for offering ‘the best products in the right business’, QNET also provides an independent direct selling business opportunity to entrepreneurs, through borderless network marketing. The company supports a global sales force of distributors, who promote and distribute the company’s products.
- QNET is a member of several Direct Selling Associations around the world and is proactive in numerous social and charity initiatives, through its own RYTHM Foundation (‘Raise Yourself To Help Mankind’). QNET is also prominent in local and international sports sponsorships such as Formula 1 and Football, helping to help raise the profile of the universal network marketing profession.
- For more information about QNET, please visit [www.qnet.net](http://www.qnet.net)
- More information on the sponsorship can be found on [www.qnet.net/sports](http://www.qnet.net/sports), [www.qnet.net/blog](http://www.qnet.net/blog), and on social media pages [www.qnet.net/facebook](http://www.qnet.net/facebook), and [www.qnet.net/twitter](http://www.qnet.net/twitter).

**TOUR DU FASO 2012**

**ROUTE/LE PARCOURS**

\*Tour Du Faso Route 2012

DATE	DEPARTURE/ARRIVAL	DISTANCE
Friday/Vendredi	OUAGADOUGOU -	165 Km

19 octobre 2012	OUAHIGOUYA	
<b>Sat/Samedi</b> 20 octobre 2012	YAKO - ZINIARE	<b>141.5 Km</b>
<b>Sun/Dimanche</b> 21 octobre 2012	KOKOLOGHO - BOROMO	<b>128.5KM</b>
<b>Mon/lundi</b> 22 octobre 2012	BOROMO - BOBO	<b>170 Km</b>
<b>Tuesd/Mardi</b> 23 octobre 2012	BOBO - BANFORA	<b>87 Km</b>
<b>Wed/Mercredi</b> 24 octobre 2012	BOBO - DEDOUGOU	<b>170 Km</b>
<b>Thurs/Jeudi</b> 25 octobre 2012	BOBO - ORODARA	<b>90 Km</b>
<b>Frid/Vendredi</b> 26 octobre 2012	BOBO - PA	<b>124.8 Km</b>
<b>Sat/Samedi</b> 27 octobre 2012	BOROMO - KOUDOUGOU	<b>153 Km</b>
<b>Sun/Dimanche</b> 28 octobre 2012	KOMBISSIRI - OUAGADOUGOU	<b>107.5km Race of/avec circuit de 5.1km x 12 distance</b>

- Race Distance //de course : **1337.3km**  
**Camping/Bivouac : 02**
- Transfer Distance/ de transbordement : **685km**
- Distance totale : **2022km**

**Régions traveled/ traversées** : Centre, Nord, Plateau central, Cascades, Boucle du Mouhoun, Hauts, Bassins, Cascades, Centre-Nord, Centre-Sud.