

Press Release [FOR IMMEDIATE RELEASE]

5th May 2014

L&H PHOTOGRAPHICA SPRING AUCTION 2014 ACHIEVED A TOTAL OVER HK\$39M, EXCEEDS HIGH ESTIMATE

The 3rd L&H Photographica Auction was held on the 3rd May 2014 at Library and Lounge, Grand Hyatt Hotel Hong Kong. There were 288 lots in the auction and sales has exceeded the high estimate over HK\$39million, including premiums. Mr. Henry Chau, CEO of L&H Auction, said, "Although this is the third auction of L&H, the total hammer price had already risen up to the second place in the specialized camera auction industry. It reveals there is continued demand of camera auction in the Greater China Region, and because of the quality of our products, the total price are 20% grow than our past auction."



To coincide with the 100th Anniversary of Leica, there are several Leica classic pieces on sale. The star lot of the sale, Lot 80 the Leica MP Black Paint made a fantastic result, realizing HK\$4.9million. This fully original Black Paint MP (MP-141) by the famous photographer Eric Schaal. Comes with a matching Summicron-M2/50mm (#1468980) in black paint finished with raw brass mount. A portraits photobook "ERIC SCHAAL PHOTOGRAPH" is also included. In the book, a Eric Schaal's relative wrote a confirmation letter and mentioned Eric still used this camera to take photographs of his loved ones a year before his death.

The "Sharing Leica" session after the auction, which was hosted by Mr. Lars Netopil, the Vice President of Leica Historical, had gathered many Leica fans to share their experience of collect vintage camera. L&H Auction hopes this sharing can generate more interest, thus more people in Asia will get to know more about the Leica.





Top Five Result

LOT	Name	Photo	Estimate Price	Price (including premiums)
80	Leica MP Black Paint "Eric Schaal" Serial no. MP-141, 1957		HK\$4,000,000	HK\$ 4,956,000
68	Leica M3 Black Paint – The SECOND Piece Serial no. 746572, 1955		HK\$2,800,000	HK\$ 3,658,000
82	Leica MP Chrome Consecutive Numbers "Jay Maisel" Serial no. MP-222&MP-223, 1956-57	Aucont ve	HK\$3,800,000	HK\$ 3,422,000
67	Leica M3 Chrome with Summicron-M 2/50mm Serial no.700046, 1954		HK\$1,800,000	HK\$ 1,888,000
187	Leica Elcan-M 2/66mm with KE-7A "U.S. Army" Set Serial no. 1294687, 1972		HK\$1,200,000	HK\$ 1,416,000

For detailed L&H Photographica Auction 3 hammer price list, please refer to the attachment "Hammer Price with commission" or visit our official website at:

http://www.lhauction.com.hk/en/auction_past.php

High quality pictures can be downloaded from link: http://yunpan.cn/Qla4w7fjSjMsB password: 8d10



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About L&H AUCTION

L&H Auction Co. Ltd. is the first auction house established by local business in Hong Kong. Specializing in sourcing the classic camera, lenses and related accessories from all over the world. Mr. James L. Larger is the consultant, the renowned Leica researcher and historian. L&H Auction provides professional service and a new platform in Asia region for discerning collectors nowadays.

Website: www.lhauction.com.hk

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About Mr. Lars Netopil

Mr. Lars Netopil, a leading identificate expert of Leica camera, also is the Vice President of Leica Historica and consultant of Leica AG. The Autor of *Prototype Leica*.

^{*}Estimates do not include buyer's premium