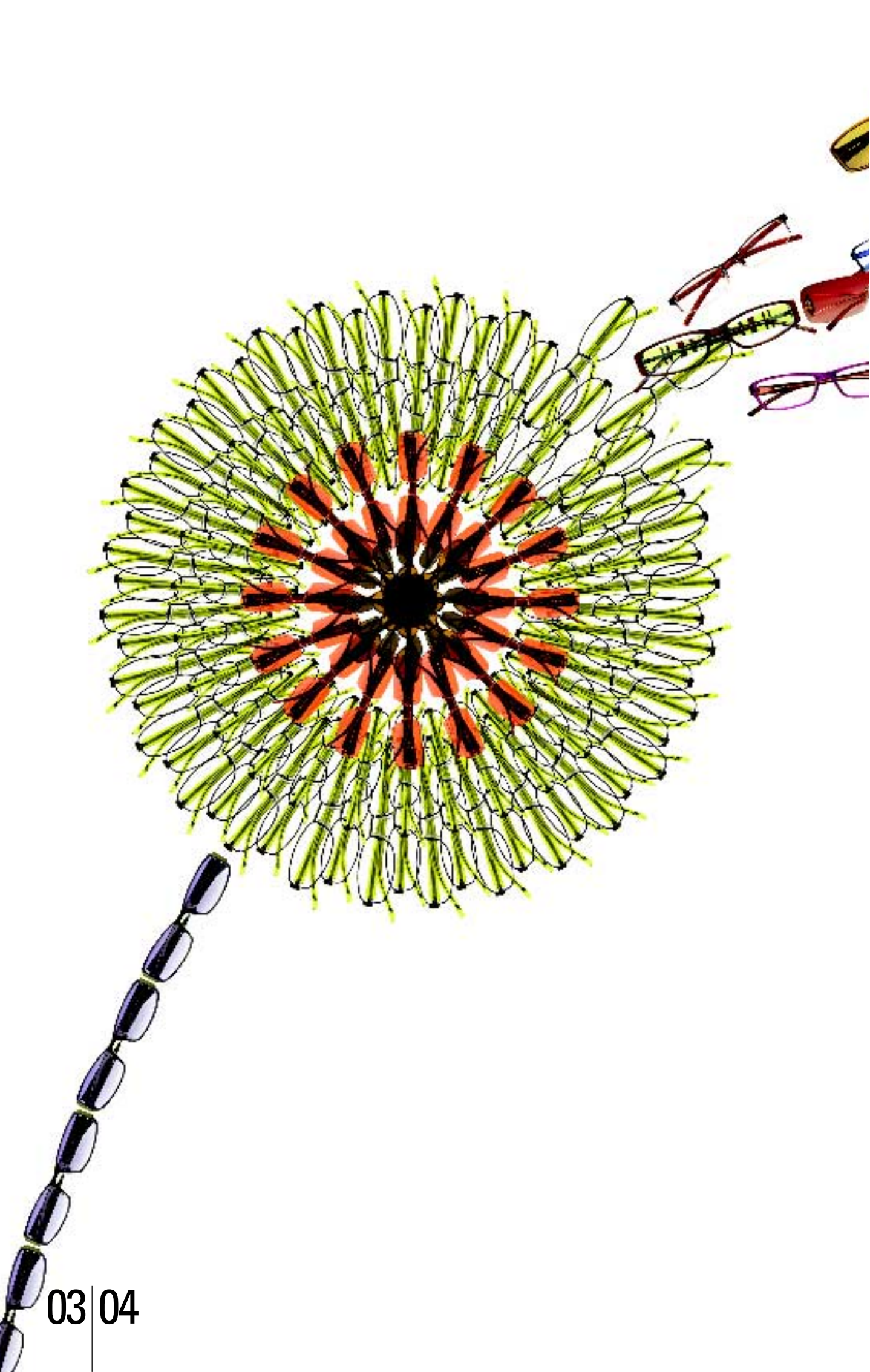


## OUR BELIEF

Diversity is an important part of Sun Hing Vision. As a company with customers around the world, working with a diverse group of colleagues is part of the Sun Hing Vision experience. Valuing our uniqueness while respecting our differences, maximizing our individual potential, and synergizing our collective talents and experiences for the company's growth and success. Our customers depend on us to deliver innovative eyewear. We depend on the unique ideas and talents of our diverse workforce to deliver – and they do.









## OUR BRANDS

Genuine quality is important... but the perception of quality or relative value is what makes a brand. A brand is not merely an asset. It is a continuously evolving system of internal and external, tangible and intangible resources. The success of which can be measured and assessed through:

**Choice** – the extent to which consumers will continue to choose the brand in the future

**Premium** – the brand's ability to justify a price premium amongst its consumers

**Extension** – the degree to which the brand can be developed into new or related segments.

We are here to provide a clearly-articulated and distinctive value proposition to customers which generates choice and justifies a premium.

We have a bias for action and a passion for results. Growth is an ongoing characteristic of Sun Hing Vision. As mentioned before, we increase a brand every year and we are not afraid to flaunt our portfolio, each with a unique positioning and distinctive competitive edge:

Sophisticated and feminine

**CELINE DION**  
EYES

Contemporary and minimal

**COUR CARRÉ**

Love and family oriented

**Hallmark**  
DESIGN  
COLLECTION

Subtle chic

**JILL STUART**

Rough and rugged

**Levi's**

Streetwise

**new balance**

Less is more

**PUBLIC +**

Romance infused

**MOISELLE**

We have a tremendous amount of talent and have a responsibility to use it. Leverage on the skills and talents of every person in Sun Hing Vision, we will continue to pursue building brand management. Collectively there will be no boundaries to what we can accomplish.