
GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain terms used in this prospectus in connection with us and our business. These terminologies and their given meanings may not correspond to those standard meanings and usage adopted in the industry.

“ASP”	average selling price
“authorised territories”	countries or cities where we are authorised under the relevant distribution agreements to sell and distribute the products
“CAGR”	compound annual growth rate
“CCTV”	closed-circuit television
“concessions”	the concession counters or retail areas operated or occupied by our Group in various department stores or shopping malls in Hong Kong, Taiwan or Macau on a concessionary basis where the sale receipts of our Group are generally collected by the operators of the department stores or shopping malls and settled with our Group subsequently
“FY2010”	the financial year ended 31 December 2010
“FY2011”	the financial year ended 31 December 2011
“FY2012”	the financial year ended 31 December 2012
“international brands”	brands owned by Independent Third Parties which are originated from overseas, and the products of which are sold to us for distribution through our Retail Outlets in the authorised territories
“licensed brands”	brands owned by Independent Third Parties and authorised to be used by our Group pursuant to the terms of the relevant distribution agreements
“POS”	point of sales
“self-rented shops”	units, stores or shops leased by our Group to conduct retail activities where we collect the sale receipts by ourselves
“SKUs”	stock keeping units, referring to individual inventory items classified by their models, colours and sizes
“VIP”	very important person