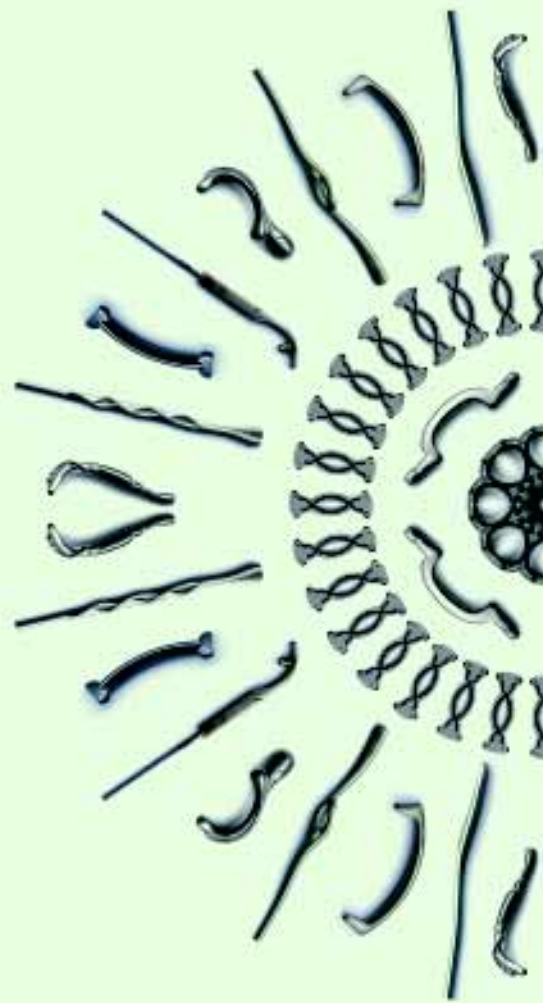


CORPORATE PROFILE

DESIGN HOUSE OF FASHION EYEWEAR

Sun Hing is an innovative design house and leading manufacturer of high quality eyewear.

With over 30 years of operating history, the Group's principal strength lies in its superior design and product development capability, which is being reflected by the extensive range of products developed for the internationally renowned brands on ODM basis as well as for the exclusive licensed brands of the Group.





Sun Hing's product lines comprise of over thousands of metal and plastic ophthalmic frames and sunglasses. Production is carried out in the Group's state-of-the-art facilities. The Group has made substantial investments in continually modifying its production facilities to stay at the forefront of the industry.

BRAND DEVELOPMENT AND DISTRIBUTION

The Group's first brand development project started in 2000 when the eyewear collection for the Group's first licensed brand, Celine Dion, was launched. Since no consumer products for Celine Dion had been commercially developed before, it presented a challenge for our professionals to formulate the right design direction and marketing campaigns. However, the Celine Dion eyewear collection has been well-received by the market and proved to be very successful. With the success of the Celine Dion project, the Group has been able to establish its recognized market status for eyewear brand development and to develop its own worldwide eyewear distribution network in more than 30 countries or areas.

The Group has recently added two new brand names to its brand portfolio, namely Cour Carre and Hallmark. Cour Carre is one of the leading fashion labels for the young executives and Hallmark is a well-known international consumer brand. The Group will continue to identify licensing opportunities for other well-recognized brand names to enrich its brand portfolio and product offerings.



Celine
DION

Hallmark
DESIGN
COLLECTION

COUR CARRÉ



VISIONARY MANAGEMENT

Led by a talented management team with solid industry expertise, Sun Hing professionals strive to reach the highest standard in product design, quality and customer service.

The Group's Enterprise Resources Planning (ERP) system developed by SAP, the world ERP lender, enables the management team at Sun Hing to obtain timely information and details about the operating status of the Group, as well as to respond effectively and efficiently to customers' requests and changing business environment.

The Group views human resources as its most important assets and extensive training is provided to its staff to prepare for their advancement in their career paths within the Group.

The Group's manufacturing facility is certified by both the ISO 9002 and ISO 14001 standards. Such awards represent the management's commitment to scientific management as well as responsibility to society by participating in the international arena for environmental protection.