

For nearly three decades, Magician has thrived in their commitment to provide their customers with new, innovative products of uncompromising quality and value. Magician designs, manufactures and distributes a comprehensive range of plastic and metal household products as well as specialty gift items with focus on mainland China as well as overseas markets.

Magician's widely-recognized line of "NICOLE Design" products are now available in more than 3,000 sales outlets throughout China. Its vast sales network stretches from Guangzhou in southern China, to Harbin in the north, and has recently expanded into certain cities in China's western region including Lanzhou.

The success in penetrating these markets has been a result of significant business relationships that Magician has been able to build and nurture throughout its years in operation. To date, the Group has established a number of strategic distribution partnerships with major retail companies such as Wal-Mart, Carrefour and Park'N Shop.

Magician has also leveraged its capacity and expertise to serve customers as production partners, offering tailor-made outsourcing production solutions for a number of well-known international household product manufacturers in the US and Europe. In this capacity, the Group has focused on strengthening and building its presence in the higher-end of these markets.

Magician, which is headquartered in Hong Kong, maintains its main production facility in Sha Tou, Shenzhen. With the recent completion of the Group's production relocation and efficiency improvement program, most production processes have been streamlined, consolidated, and moved to the Sha Tou factory. This strategic initiative has not only increased the Group's control over the production process but has also been anticipated to reduce substantial manufacturing operational costs each year going forward.

With strong domestic and international development plans, Magician is well-positioned for growth of its business in the near-term. As a result of years' experience in the market, a seasoned management team and prudent financial control, the Group is also poised for continued success in the long-term.

