

The strategy behind the formation of Haier-CCT was clearly calibrated so that the company could grow and expand by capitalizing on the combined strength and expertise of its two major shareholders, Haier and CCT Telecom. Both are leading names in the industry, and together they make a formidable team when positioned against other international players.

Strategy of Synergy





About the Haier Group

The Haier Group is the sixth largest household electrical appliance manufacturer in the world and is the largest electrical appliance manufacturer, exporter and distributor in the PRC. In 2001, Haier's sales volume reached RMB60 billion, and the value of export-generated foreign currencies exceeded US\$400 million. The Haier Group currently has 69 items and 10,800 varieties of products under its umbrella. These diverse items range from refrigerators, air-conditioners, washing machines, TV sets and communication products to a series of small household appliances. Over the past years, the Haier Group has established 56 trading centres, 15 design centres, 9 industrial parks, 50 factories, over 10,000 after-sales centres and 58,000 sales agents throughout the world. In 2001, the 'Haier' brand was independently valued at RMB43.6 billion, making it the second largest brand in China. For more details, please visit www.haier.com.

About CCT Telecom

CCT Telecom Holdings Limited (SEHK: 138) was listed on The Stock Exchange of Hong Kong in 1991. It is an integrated telecom product enterprise and its business includes cordless telecom product original design manufacturing, multimedia business and strategic investment. Through Haier-CCT Holdings Limited (SEHK: 1169), a Hong Kong-listed company, CCT Telecom is also engaged in the manufacture and distribution of mobile phones. The wide variety of products made by the CCT Telecom Group ranges from cordless phones and family radio systems to mobile phones, electronic products and components. For more details, please visit www.cct.com.hk.

The powerful synergy between Haier and CCT Telecom places us in an advantageous position in a very competitive market.

A Winning Synergy

Haier's prestigious brand name, market position, extensive distribution network and comprehensive logistics and after-sales services, coupled with CCT Telecom's in-house and imported R&D technology, export channels, telecom product material bulk purchasing power and international corporate financing knowledge, provide the prerequisite conditions for the growth and expansion of the Group.

The powerful synergy between Haier and CCT Telecom places Haier-CCT in an advantageous position within a competitive market. The combination of joint strengths means the cooperation will generate numerous business opportunities, which will contribute to a bright and prosperous future for the Group.