

MAGICIAN AT A GLANCE

Magician Industries (Holdings) Limited (the "Company") is a well-established manufacturer and distributor of a most comprehensive range of household and related specialty products, selling such products as well as providing OEM and ODM services to wholesalers and retailers in the whole world. **Magician** has its head office in Hong Kong and production facilities in Shenzhen, the People's Republic of China (the "PRC") On top of that, **Magician** possesses an efficient sales and distribution network in 29 major cities in Mainland China, spanning over a vast region from Guangzhou in southern China to Harbin in the north. It has also recently expanded into cities in China's western region, including Yunnan.

With value-added products and services, effective brand name promotions and well-established R&D teams, **Magician** occupies a leading position among housewares manufacturing industries worldwide. .

Magician's products also have their own distinctive brand names, including the widely-recognized "NICOLE design", which are available in more than 3,000 sales outlets throughout the PRC.

In order to constantly maintain a competitive edge, **Magician** actively provides a variety of value-added products to its customers. In addition to being an OEM partner to world-renowned and leading housewares providers, wholesalers, large retail markets and specialty sales outlets, the Company and its subsidiaries (the "Group") have also taken up ODM roles, integrating innovative design and function into its products. Over time, this has afforded **Magician** the opportunity to serve an increasingly large segment of the worldwide market.

Magician has carried on its business since the early seventies, but such long history and vintage origin have not prevented it from evolving and keeping pace with the latest technological advances. In fact, **Magician** is constantly focusing on state-of-the-art technology and modern trends, and has always spared no efforts in up-grading its products both in design and function throughout its operations. **Magician** has employed and will continue to employ advanced information technologies in order to increase production efficiency, and in turn, to enhance profits without compromising in quality. Employment of advanced information technologies will also strengthen centralized production control in its factories .

With its well-planned and well-defined development strategies, meticulously supervised manufacturing operations, a vast and efficient sales network, as well as prudent management and financial control, **Magician** is effectively paving its way to increasing success, by taking advantage of new and exciting opportunities surrounding it. Adding to these factors the extraordinary diligence and dedication of the management team and staff, **Magician** will undoubtedly have tremendous potential for growth, benefiting from each and every one of those opportunities that come its way, and will be able to position itself for continued growth for many years to come.

