



BRAND MANAGEMENT AND DISTRIBUTION

Sun Hing Vision has embraced eyewear design and product development through 30 years of operating history. Furthermore, the Group's first international brand management project in 2000 - developing spectacles for the spectacular Celine Dion, an iconic brand, and establishing Sun Hing Vision's own distribution network in more than 30 countries or areas has proven to be very successful.

The Group is proud to report the augmentation of our portfolio diversity in brand management business. Relishing the opportunity to work with unique brands over the years creating numerous collections, we have taken on yet another challenge, reinterpreting a traditional consumer brand such as Hallmark, bringing it to a new height with an additional



revenue stream. Taking a turn, we had our first taste in managing a fashion brand, Hong Kong borne and bred, Cour Carre, developing a unisex collection to garnish the wardrobe of modern professionals and business executives. The success in Cour Carre catapulted Sun Hing Vision to tackle an international fashion brand, Jill Stuart. Not for the faint-hearted, the Group has cultivated a collection in accordance with the designer's flair for behemian chic sportswear.

The Group will continue to identify licensing opportunities for other well-recognised brand names to enrich its brand portfolio and product offerings.