



Directors and Senior Management Profiles

Executive Directors

Wing Sum LEE, aged 77, is the Founder and the Honorary Chairman of the Company. He has 59 years' experience in the distribution of consumer products. He has been involved in the marketing and strategic planning of the Group since its inception. He is a Director of the Radio Association of Hong Kong, and an Honorary Chairman of the Hong Kong and Kowloon Electrical Appliances Merchants Association Limited.

Richard Man Fai LEE, BSB, MBA, aged 47, the Executive Chairman and Chief Executive Officer of the Company, is the son of Mr. Wing Sum LEE and Ms. Kam Har YUE. He has 24 years' experience in marketing consumer products. He has a bachelor's degree and a master's degree in business administration from the University of Minnesota. He was also elected and had served for two consecutive terms as the Chairman of the Radio Association of Hong Kong, the trade association of audio visual business in Hong Kong. He has been with the Group for 20 years.

Sammy Chi Chung SUEN, MBA, aged 57, is a Director of Appliances Business Group of Wo Kee Hong Limited and Director of Technorient Limited. He has 32 years' experience in general management, sales and marketing of cars, electrical appliances and air-conditioning products. He has been with the Group for about 8 years.

Jeff Man Bun LEE, BSc, MSc, University of Michigan, MSc, Stanford University, aged 45, is a Director of the Company and was appointed in January 2002. He is the son of Mr. Wing Sum LEE and Ms. Kam Har YUE and the younger brother of Mr. Richard Man Fai LEE. He is responsible for the strategic planning and the development of new projects of the Group. Prior to joining the Group, he was a System Software Specialist at the Research and Development Department of Apple Computer International Limited for 5 years. He had also been actively involved in the Group's business from 1991 to 1997 prior to his current appointment.

Independent Non-executive Directors

Boon Seng TAN, M.A., Cambridge University, aged 48, has been a Non-executive Director of the Company since April 1999. Mr. TAN is the Chairman and Managing Director of Lee Hing Development Limited. He is also the Executive Director of IGB Corporation Berhad, a listed company in Malaysia and is Director of South China Holdings Limited, South China Brokerage Company Limited, South China Industries Limited and Star Cruises Limited, all listed on The Stock Exchange of Hong Kong Limited. He also holds Directorships in many other companies.

Raymond Cho Min LEE, Ed. M, Harvard University, aged 48, is the Chairman and Managing Director of HY & HT Lee Bros. & Co., Ltd. He is also the Chairman of the U.S.-based East West Enterprises Co. Ltd. and the Oasis Development Enterprises Group of Real Estate Development and investment companies. In addition, he is the Founder and Director of the East West Institute of International Studies at Gordon College (USA) and over the years has served on the boards of various community and charitable organisations.

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Non-executive Director

Kam Har YUE, aged 71, is the wife of Mr. Wing Sum LEE and was involved in the policy making of the Group from 1962 to December 1989. She has been a Non-executive Director of the Company since then. She has over 29 years' experience in trading and distribution of consumer products.

Senior Management

Herbert ADAMCZYK, aged 63, is the Managing Director of Technorient Limited. He has 39 years' experience in the automotive trade in Hong Kong. He has a motor engineering background and has been with the Technorient Group, which is a subsidiary of our Group, for 21 years.

Barry John BUTTIFANT, FCCA, FCMI, FHKSA, FHKMA, FHKIoD, aged 59, the Adviser to the Board of Directors of the Company. He has over 31 years' experience in corporate and financial management. Has lived in Hong Kong for over 25 years and prior to joining the Company, he was the Managing Director of IDT International Limited for over 8 years and earlier worked for Sime Darby Hong Kong Limited and Polly Peck Group for more than 11 years in the capacity of Finance Director and Managing Director during the period. He is also an Independent Non-executive Director of Giordano International Limited, Daiwa Associate Holdings Limited, China Merchants DiChain (Asia) Limited and Global-Tech Appliances Inc. Mr. Buttifant is a fellow member of the Association of Chartered Certified Accountants; the Hong Kong Society of Accountants; the Chartered Management Institute; the Hong Kong Management Association and the Hong Kong Institute of Directors.

Philip Chun Wing CHAN, FCCA, AHKSA, aged 43, is the Group Finance Manager. He has 18 years' financial and accounting experience in both trading and manufacturing sectors. He has been with the Group for about 7 years.

Powell Kwok Chuen CHEUNG, MBA, aged 40, is the General Manager of the AV division of Wo Kee Hong Limited and Hong Kong Wo Kee Advertising Company Limited. He is also the General Manager of Mega Warehouse (Hong Kong) Limited. He has 15 years' sales and marketing experience in both industrial and consumer products. He has been with the Group for 12 years.

Kwang Liang CHIA, BSBA (Hons) University of Tennessee, aged 43, is a Director and General Manager of the companies in Singapore. He is elected and now serves as an Honorary Secretary of the Electronic and Electrical Products Manufacturers and Importers Association (Singapore). Prior to joining the Group, he worked in KPMG Peat Marwick as an Auditor for 5 years and a multi-national company for 3 years. He is also an Officer in the Singapore Arm Forces. He has been with the Group for 10 years.

Siew Yit HOH, aged 38, is the wife of Mr. Richard Man Fai LEE. She has 15 years of experience in service industry and 12 years of experience in community public relations. She has been with the Group for 12 years.

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Eddie Hung Wai LEUNG, aged 55, is the General Sales Manager of Car Electronics Sales Division of the Group. He has 31 years' sales experience in electronic products. He has been with the Group for 31 years.

Ruby Wai Ying TANG, BBA, aged 39, is the Senior Manager of Human Resources and Administration Department of the Group and the Senior Marketing Manager of Wo Kee Hong Limited. She has 16 years' sales and marketing experience in both business-to-business and business-to-consumer environment in Hong Kong and China markets. She has also been actively involved in business development, administration and operations. She graduated from the Hong Kong Baptist University with a bachelor of business administration degree (major in office management). She is also a member of the Hong Kong Institute of Marketing and the Hong Kong Management Association. She has been with the Group for 12 years.

Chi Choi TONG, aged 51, is the Sales Manager of the Group. He has over 26 years' sales and marketing experience in the audio field and considerable marketing experience in PRC. He has been with the Group for 31 years.

Johnson Ka Chiu WOO, aged 56, is the General Sales Manager of Commercial Air-conditioner in Appliance Business Group of Wo Kee Hong Limited and a Director of Jin Ling Electrical Company Limited. He has worked in a multinational air-conditioning engineering firm for years and has 34 years' experience in the sales management of air-conditioning products in multinational firms. He is now responsible for the development and promotion in the China market. He has been with the Group for 5 years.

Steven Tung Lim YAU, aged 54, is the Director and General Manager of Appliance Business Group (Commercial Systems) of Wo Kee Hong Limited. He has over 34 years' experience in the marketing of consumer electrical products and commercial air-conditioning products. He holds a diploma in Marketing and International Business and a diploma in China Marketing by the faculty of business administration, the Chinese University of Hong Kong and is also a member of the American Society of Heating, Refrigerating and Air-conditioning Engineers, Inc. He has been with the Group for 34 years.

Tony Yu Cheung YAU, aged 51, is the General Sales Manager of Appliance Business Group of Wo Kee Hong Limited. He has 26 years' experience in business management, advertising planning, sales and marketing. He has been with the Group for 11 years.

Alex Wai Leung YIP, aged 43, is the Director and General Manager (China) of Italian Motors (Sales & Service) Limited. He has 18 years' sales and marketing experience in consumer products. He holds an honour diploma of Business Management (major in marketing) from the Hong Kong Baptist University. He has been with the Group for 11 years.