

Directors and Senior Management

Biographical details of directors and senior management are shown below:

EXECUTIVE DIRECTORS

Thomas CHAN Chun Hoo *Chairman*

Mr. Chan, aged 54, joined the Group in 1967. In 1970 he became responsible for sales and was instrumental in developing the Group's global sales and marketing network. Since 1979, he has been actively involved in all aspects of the Group's operations. His decision to take on the promotional toy business in 1985 led to the evolution of the Group from a manufacturing entity into a pure toy development and marketing group. The Group's high level of productivity is attributable to his guiding management principles of creativity, flexibility and simplicity. Mr. Chan was appointed Chairman in 1997. Mr. Chan is a director of Angers Investments Limited, a substantial shareholder of the Company.

Sidney TO Shu Sing

Mr. To, aged 47, joined the Group in 1986. Prior to joining the Group, he had nine years experience with multi-national marketing and manufacturing companies. Over the years, he has served the Group in a number of functional areas including sales and marketing, licensing and corporate development. He was appointed executive director in 1997. Mr. To holds an Executive Master of Business Administration degree from Simon Fraser University, British Columbia, Canada. He is a brother-in-law of Mr. Tsim Tak Lung.

INDEPENDENT NON-EXECUTIVE DIRECTORS

Allen LEE Peng Fei

Mr. Lee, aged 64, was appointed as a director of the Group since 1984. He holds an honorary doctoral degree in engineering from the Hong Kong Polytechnic University and an honorary doctoral degree in laws from the Chinese University of Hong Kong. He was formerly a member of the Hong Kong Legislative Council from 1978 to 1997 and a senior member of the Hong Kong Legislative Council from 1988 to 1991. Mr. Lee was also a member of the Hong Kong Executive Council from 1985 to 1992. He is currently a deputy of HKSAR, the 9th and 10th National People's Congress, PRC. He has taken on an active role in public service.

Anthony LO Kai Yiu

Mr. Lo, aged 56, was appointed as a director of the Group since 1985. He is qualified as a chartered accountant by the Canadian Institute of Chartered Accountants and is a member of the Hong Kong Institute of Certified Public Accountants. In addition to over eight years of professional accounting experience, he has over 24 years of experience in investment banking and other financial services. He serves as a director of a number of public and private companies. Mr. Lo is a member of the Listing Committee of The Stock Exchange of Hong Kong Limited.

Directors and Senior Management

INDEPENDENT NON-EXECUTIVE DIRECTORS (Continued)

David YU Hon To

Mr. Yu, aged 56, was appointed as a director of the Company in 1995. He is a fellow of The Institute of Chartered Accountants in England and Wales and an associate member of the Hong Kong Institute of Certified Public Accountants. He was a partner of an international accounting firm with extensive experience in corporate finance. Mr. Yu is a founder and director of Management Capital Limited, which specializes in direct investment and financial advisory activities and also on the boards of a number of listed companies and private companies in Hong Kong.

NON-EXECUTIVE DIRECTORS

TSIM Tak Lung *Deputy Chairman*

Mr. Tsim, aged 58, is a consultant on corporate communication and strategic planning. He is on the boards of several public and private companies in Hong Kong and North America. He was appointed as a director of the Company in 1997. Mr. Tsim is a brother-in-law of Mr. Sidney To Shu Sing.

Charles IP Shu Wing

Mr. Ip, aged 54, was appointed as a director of the Company in 1999. Mr. Ip has 31 years of experience in business management and has held a number of key management positions in various multi-national corporations.

SENIOR MANAGEMENT

Lou NOVAK

Mr. Novak, aged 57, President of the toy division, joined the Group in 2001. Prior to joining the Group, he held a number of senior management positions at major toy companies including Mattel, Galoob, Hasbro and Coleco. As a veteran in toy industry, he brings with him a wealth of diverse business experience, outstanding management skills and a comprehensive understanding of consumer products and retail industries.

John SINCLAIR

Mr. Sinclair, aged 45, Chief Operating Officer of the toy division, joined the Group in 1989 as Vice President of Sales and Marketing in its Canadian subsidiary. In 1992, he relocated to the Hong Kong office to run the toy division's international sales efforts. In 1997, he was promoted to Senior Vice President of Licensing and Business Development based in the U.S. He was appointed Chief Operating Officer in 2002. He brings over 20 years of toy retailing, marketing, international sales and licensing experience to the Group.

Donald SUTHERLAND

Mr. Sutherland, aged 60, Chief Financial Officer of the toy division, joined the Group in 2002. Prior to joining the Group, he held senior management positions in several corporations, including Mattel, Revlon, Carling Breweries, and Weston Foods. He brings a broad array of operations, financial planning and information systems expertise to the Group. He is a CPA, holds a B.S. in Business Administration and a law degree.

Phil JACOBS

Mr. Jacobs, aged 54, head of sales of the toy division, joined the Group in 2002. Prior to joining the Group, he held senior sales management positions with many of the toy industry's largest companies including Tiger Electronics, Hasbro, Galoob and Mattel. With over 30 years of toy industry experience, he has developed strong working relationships with senior merchandise executives at all major U.S. retailers.

Jill WILL

Ms. Will, aged 52, head of marketing of the toy division, joined the Group in 2002. Prior to joining the Group, she held senior marketing positions with Mattel and Kenner where she played a key role in the creation and execution of some of the industry's most successful and longest running marketing campaigns for brands such as Care Bears, Star Wars, Strawberry Shortcake and Barbie. She brings over 25 years of brand management, marketing and promotional experience to the Group.

Ed CHANDA

Mr. Chanda, aged 51, head of operations of the toy division, joined the Group in 1991. Prior to joining the Group, he held senior management positions in buying and merchandising with JC Penney and Hills Department Stores. He brings 25 years of supply chain and retail experience.

Mark TAYLOR

Mr. Taylor, aged 63, head of product development of the toy division, joined the Group in 2003. Prior to joining the Group, he managed the product development function at Lanard Toys. During his 25 years in the toy industry, he has held senior design and product development positions with Galoob, Mattel, Entertech\LJN Toys and Tomy Toys. He has been involved in the design and development of numerous, best selling toy brands including Micro Machines, Hot Wheels, Masters of the Universe, Barbie and Disney.

Directors and Senior Management

SENIOR MANAGEMENT (Continued)

Ronnie SOONG

Mr. Soong, aged 59, head of Asian operations for the toy division, joined the Group in 2000. Prior to joining the Group, he held several Asian based senior management positions in major toy companies including Hasbro, Galoob & Ertl. He has 25 years of experience in the toy industry and brings with him a wide range of operational and management expertise.

Alain CHENG Bing Kin

Mr. Cheng, aged 42, is the Group Legal Counsel. He was admitted to practise as solicitor in Hong Kong, England and Wales and has over 10 years of experience in the legal field. He is also an associate member of the Hong Kong Institute of Certified Public Accountants and a fellow of The Association of Chartered Certified Accountants.

Tracy FONG Yuk Yu

Ms. Fong, aged 39, Company Secretary of the Group, joined the Group in 1994. She holds a Bachelor's degree in Accountancy and has over 15 years of experience in company secretaryship and administration. She is a fellow of The Institute of Chartered Secretaries and Administrators and a fellow of The Hong Kong Institute of Company Secretaries.