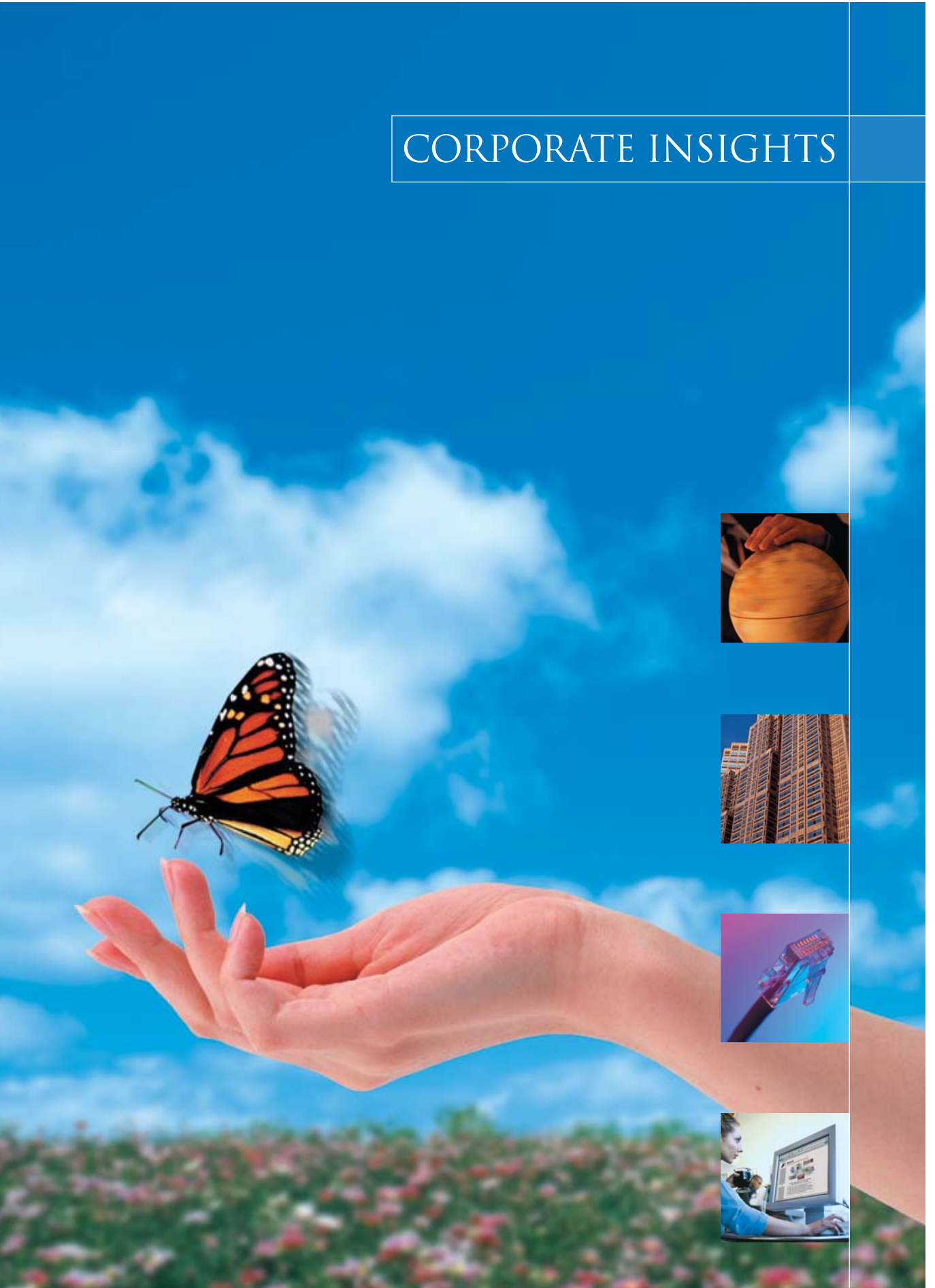


CORPORATE INSIGHTS



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MISSION STATEMENT

Sun Innovation Holdings Limited (“SIHL”) is an investment holding company that provides investment solutions for its shareholders and aims to generate a high return within a limited risk profile. SIHL strives to achieve this goal by implementing an innovative solution to a traditional investment problem; providing shareholder with high value by using existing resources; refocusing its corporate strategy into three separate business units responsible for creating Revenues, Profits, and supporting the Asset Base respectively.

HIGH REVENUES

The Communications services generates high revenue in relation to limited capital employed. We are well positioned to provide quality telecommunication products and services through our latest VoIP technology, while establishing a competitive advantage through attractive pricing. We will continue to convey our competitive edge to clients by improving on the effectiveness and efficiency of their business’ operations through our products and services. We will use such interaction to generate new synergies in developing fresh revenue streams.

STABLE PROFITS

The Entertainment Media business contributes stable profits to the Group. We will continue to understand the needs and aspirations of our market, create and introduce innovative entertainment content for our existing customers, and explore marketing opportunities and brands for new consumers.

STRONG ASSET BASE

The Assets Investment and Leasing business is developing a quality asset portfolio for the Group. We will continue to formulate professional investment strategies for property purchases and sales in major cities throughout the PRC as well as lease floor space and high technology equipment to high-value customers to generate strong yields and recurrent cash flows. We will actively seek investment opportunities and take advantage of market conditions to generate steady short-term and medium-term revenues for the Group.