

BIOGRAPHIES OF DIRECTORS AND SENIOR MANAGEMENT TEAM

Executive Director

Mr. SHAM Kar Wai

Aged 38, is an Executive Director, the Chairman and the Chief Executive Officer of the Company. He founded the Group in November 1988 with his brother, Mr. Sham Kin Wai, and is responsible for the overall management and strategic development of the Group. Mr. Sham Kar Wai has over 16 years of experience in the fashion retail industry and has established an extensive network of contacts at international design houses during his time with the Group.

Mr. SHAM Kin Wai

Aged 35, is an Executive Director. Since founding the Group with his brother, Mr. Sham Kar Wai, in November 1988, his principal focus has been on merchandising and product design for the Company. As the Chief Creative Officer of the Company, Mr. Sham Kin Wai has 16 years of experience in the fashion retail industry and is responsible for the creative and aesthetic aspects of the Group's business. He has also been instrumental in creating the interior design concepts for the stores.

Mr. CHAN Wai Mo, Alva

Aged 49, is an Executive Director. He joined the Group in March 2003 and is responsible for the Group's operations in the PRC and Taiwan. Mr. Chan has over 12 years of experience in fashion retailing in Asia, of which six years have been spent on business development in the PRC. Mr. Chan holds a Master's degree in Business Administration from The State University of New York and is a Member of the American Institute of Certified Public Accountants and a Fellow Member of the Hong Kong Institute of Certified Public Accountants. Mr. Chan was an Executive Director of Esprit Holdings Limited for seven years, and China Resources Enterprise Limited for three years, which are both listed on the Stock Exchange, before joining the Group.

Non-Executive Director

Dr. YEUNG Chun Kam, Charles S.B.S. J.P.

Aged 58, was appointed a Non-Executive Director in October 2004. Dr. Yeung is also the founder and chairman of the Glorious Sun Group and has over 30 years of experience in the garment industry. He was awarded the “Young Industrialist Award of Hong Kong” in 1991 and was conferred an honorary doctorate degree by the China Textile University in 1993 and an honorary fellow by The Professional Validation Council of Hong Kong Industries in 2002. Dr. Yeung is a Member of the National Committee of the Chinese People’s Political Consultative Conference, the Vice-President of China Association of Enterprises with Foreign Investment, the President of Guangdong Chamber of Foreign Investors, the Honorary Permanent Chairman of The Hong Kong General Chamber of Textiles Limited, the President Honoris Causa of Hong Kong Young Industrialists Council. Dr. Yeung is also an advisory professor of the East China University and the Tianjin Polytechnic University and a visiting professor of the Xi’an Institute of Science and Technology in the PRC.

Independent Non-Executive Directors

Mr. CHAN Mo Po, Paul

Aged 50, was appointed an Independent Non-Executive Director in October 2004. Mr. Chan is also the managing partner of Paul Chan & Partners, Certified Public Accountants. Mr. Chan holds both a Bachelor’s and a Master’s degree in Business Administration from The Chinese University of Hong Kong. He is a practicing Certified Public Accountant in Hong Kong and a fellow member of the Association of Chartered Certified Accountants (‘ACCA’), the Hong Kong Institute of Certified Public Accountants (‘HKICPA’), the Society of Chinese Accountants and Auditors, the Institute of Chartered Secretaries & Administrators, the Taxation Institute of Hong Kong and the Hong Kong Institute of Company Secretaries, and a member of the Macau Society of Certified Practising Accountants. Mr. Chan has over 27 years’ experience in the accounting and finance field and is currently the vice president of the HKICPA. He had been a former chairman of the ACCA – HK and a former member of the World Council of the ACCA in the United Kingdom.

Dr. LO Wing Yan, William, J.P.

Aged 44, was appointed an Independent Non-Executive Director in October 2004. Dr. Lo is also an executive director of China Unicom Limited, a company listed on both the Hong Kong Stock Exchange and the New York Stock Exchange. He is also a non-executive director of a number of publicly listed companies, including Nam Tai Electronics, Inc., and the Stock Exchange listed Softbank Investment International (Strategic) Ltd., Ocean Grand Chemicals Holdings Ltd., Superdata Software Holdings Ltd., Capital Publications Limited, Panorama International Holdings Ltd. and Varitronix International Limited. He holds a Master’s degree in Molecular Pharmacology and a Doctorate in Genetic Engineering, both of which are obtained from the University of Cambridge in England. He was also a Commonwealth Scholar, a Croucher Foundation Fellow and a Bye-fellow of Downing College, the University of Cambridge. In 1996, the Davos-based World Economic Forum selected Dr. Lo as a “Global Leader for Tomorrow”. In 1999, he was appointed as a Justice of the Peace (J.P.) by the Hong Kong SAR Government. In 2003, he was appointed as a Committee Member of Shantou People’s Political Consultative Conference. Dr. Lo is an Adjunct Professor of The School of Business of the Hong Kong Baptist University. Dr. Lo has over 12 years of senior management experience.

Mr. WONG Wai Ming

Aged 47, was appointed an Independent Non-Executive Director in October 2004. Mr. Wong is the chief executive officer of Roly International Holdings Limited, a company listed on the Singapore Stock Exchange. Mr. Wong is a chartered accountant and holds a Bachelor of Science degree from the University of Manchester, Institute of Science and Technology in the United Kingdom and he has over 14 years’ experience in banking.

Senior Management Team

In order to make the business successful, we treat our staff as the assets of the Group. We also have a very strong senior management team to support the operation of the Group. It comprises the following members:

Miss NG Yuk Chau

Aged 37, is the Finance Director. Miss Ng holds a Bachelor of Social Sciences degree from the University of Hong Kong and has 14 years of experience in accounting and auditing. She joined the Group in January 1994.

Mr. KWONG Kwok Yu

Aged 41, is the Financial Controller of the Group and the Qualified Accountant of the Company. Mr. Kwong is a Fellow Member of the Association of Chartered Certified Accountants and an Associate Member of the Hong Kong Institute of Certified Public Accountants, with over 18 years of professional experience in accounting and auditing. He joined the Group in October 2000.

Miss YU, Michaeline

Aged 38, is the Retail Operation Director. She joined the Group in May 1998 and is responsible for the overall management of the Group's retail operations. Miss Yu holds a Bachelor of Arts degree from the University of California, Berkeley, majoring in Economics, and holds a Master's degree of Pacific International Affairs from the University of California, San Diego. Miss Yu was formerly the retail manager of a number of international fashion retailers and has over 13 years of experience in the fashion retailing industry.

Miss CHOW Hau Mui

Aged 36, is the Retail Administration Director. She joined the Group in March 1994 and is responsible for the formulation and review of policies and procedures relating to the Group's retail operations and inventory control. Miss Chow holds a Bachelor of Business degree from Monash University, Australia. She has over 10 years of experience in retail administration.

Miss LEE Shuk Kuen, Joe

Aged 34, is the Merchandising Director. She joined the Group in June 1998, and is responsible for buying strategy and the procurement of designer brands for the I.T, I.t and ETE multi-brand stores. Miss Lee has over 10 years of buying experience in the fashion retailing industry.

Miss LEE Yuen Pik

Aged 35, is the Brand Director. She joined the Group in May 1996 and is responsible for the design, manufacturing and management of two in-house brands, b+ab and 5cm. Miss Lee holds a Higher Diploma in Fashion and Clothing Technology from the Hong Kong Polytechnic University. Miss Lee has over 10 years of buying and manufacturing experience in the fashion retailing industry.

Miss CHENG, Deborah

Aged 34, is the Marketing and Communications Director. She joined the Group in December 1997 and is responsible for promotional and public relations events, advertising and media relationships. She has over 10 years of marketing and public relations experience.

Miss YU Lai Hung

Aged 39, is the MIS Director. She joined the Group in August 1997 and is responsible for the design, implementation, support and strategic development of the Group's information technology network. Miss Yu holds a Master's degree in Business Administration from the Open University of Hong Kong and has over 15 years of experience working in information technology.

Miss TAM Shuk Yi

Aged 38, is the Human Resources Director. She joined the Group in November 2000 and has overall responsibility for all personnel matters, human resources planning, training and development. Miss Tam holds a Bachelor of Business degree from La Trobe University, majoring in Human Resources Management, and a Master of Science degree with Honours from the National University of Ireland, majoring in Human Resources Management. She has over 10 years of experience in human resources management.

NEW BRAND

**Anna Sui/ Alexander McQueen/ Balenciaga/ Beams Boy/
Cacharel/ D&G/ Earth Music & Ecology/ Jil Sander**

OS

**I.T HAS
UNIQUE
BRAND**

A E D PORTFOLIO

M

E

STORE CONCEPT:

**Langham Place,
Cleveland Street and
apm shopping mall**

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