

# Senior Management Profile

## SENIOR MANAGEMENT

**Mr. Yeo Chee Tong**, aged 46, was appointed as the Chief Executive Officer in July 2003. Mr. Yeo started his career in 1983 as a software engineer at Singapore's Ministry of Defence where he spent 2 years based in Montreal, Canada. In 1988, he joined Singapore Computer Systems Ltd, focussing on sales and marketing of systems integration business. Subsequently, Mr. Yeo moved to ST Telemedia Pte Ltd where he spearheaded a large satellite project involving close liaisons with multinationals in United States, China and Japan. Mr. Yeo, a Singapore Government Merit Scholar, holds a MSc (Engineering) degree and a MBA degree from the National University of Singapore. He attended the Harvard Advanced Management Programme in 1999.

**Mr. Lo Kin Cheung**, aged 41, is the Chief Financial Officer of the Group since August 2001 and was appointed as the Managing Director of Export Division in January 2005. Prior to joining the Company, Mr. Lo worked for an international accounting firm, Ernst and Young in Hong Kong and clocked 12 years of experience in accounting, auditing and financial advisory services. In 1998, he joined a listed company holding the position as executive director and was responsible for corporate development and daily operations. Mr. Lo graduated from the University of Hong Kong with a Bachelor of Science (Hons) degree. He is also a fellow member of the Hong Kong Institute of Certified Public Accountants, the Association of Chartered Certified Accountants (UK), and an associate member of the Institute of Chartered Accountants in England and Wales and the Certified General Accountants of Canada. He attended the Harvard Advanced Management Programme in 2004.



**Mrs. Campos-Chia Chiu Leng**, aged 58, joined SNP Corporation Ltd as Executive Vice President (International Printing) in January 2004. Mrs. Campos oversees and coordinates the export sales efforts for several of the printing subsidiaries with the objective of establishing and marketing SNP as a brand synonymous with quality, reliability and service. Prior to joining SNP, Mrs. Campos spent 20 years as Marketing and Corporate Development Director with Tien Wah Press Ltd. Mrs. Campos graduated with a Bachelor of Social Science (Hons) degree from The University of Singapore.



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## SENIOR MANAGEMENT – DIVISION HEADS

**Mr. Yuan Fu Yin**, aged 43, joined the Group as the Assistant General Manager of China Division in April 2004. He was promoted to General Manager, China Division in October 2004.

Starting his career at Beijing Institute of System Engineering as a researcher, he later moved into the communications industry as Marketing Manager with APMT Satellite in China and then Singapore. In 2000, he joined SNP and was the Chief Editor for its Chinese Cyberbookstore “myepb.com”.

Mr. Yuan graduated from Shanghai University of Science & Technology with a Bachelor in Computational Mathematics and a Master in Applied Mathematics.

**Mr. Chia Yan Heng**, aged 38, was appointed as Managing Director of SNP Excel (Hong Kong) Company Limited in July 2005.

An accountant by training, he began his career in SNP in the finance division, and subsequently moved on to gain exposure in publishing as he was appointed to lead various SNP’s education publishing subsidiaries.

Mr. Chia graduated with a Bachelor of Accountancy degree (Hons) from National University of Singapore and is a Certified Public Accountant of Singapore. He attended the Harvard Advanced Management Programme in 2005.



**Mr. Kwong Chi Kin**, aged 57, is the Managing Director of SNP Yau Yue Paper Products Limited and Packaging Division. Mr. Kwong has over 40 years of experience in the corrugated printing field and is one of the founders of SNP Yau Yue Paper Products Limited.

