

Directors and Senior Management

Biographical details of directors and senior management are shown below:

EXECUTIVE DIRECTORS

Thomas CHAN Chun Hoo *Chairman*

Mr. Chan, age 55, 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 of the board in 1997. Mr. Chan is a director of Angers Investments Limited, a substantial shareholder of the Company.

Sidney TO Shu Sing

Mr. To, age 48, 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 a director of the Company 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.

Alain CHENG Bing Kin

Mr. Cheng, age 43, was appointed a director of the Company in 2006. He was admitted to practise as solicitor in Hong Kong, England and Wales and has over 11 years of experience in the legal field. He is also a CPA of the Hong Kong Institute of Certified Public Accountants and a fellow of The Association of Chartered Certified Accountants. Mr. Cheng is the Group Legal Counsel of the Group since 2003 and he is also a director of a number of subsidiaries of the Group prior to his appointment as a director of the Company in 2006.

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INDEPENDENT NON-EXECUTIVE DIRECTORS

Allen LEE Peng Fei

Mr. Lee, age 65, was appointed a director of the Company in 1993. 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, age 57, was appointed a director of the Company in 1993. He is qualified as a chartered accountant by the Canadian Institute of Chartered Accountants and is a CPA of the Hong Kong Institute of Certified Public Accountants. In addition to over eight years of professional accounting experience, he has over 25 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.

David YU Hon To

Mr. Yu, age 57, was appointed a director of the Company in 1995. He is a fellow of The Institute of Chartered Accountants in England and Wales and a CPA 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.

Alexander CHOW Yu Chun

Mr. Chow, age 59, was appointed a director of the Company in 2006. He is a fellow of The Association of Chartered Certified Accountants and a CPA of the Hong Kong Institute of Certified Public Accountants. He has over 30 years of experience in commercial, financial and investment management in Hong Kong and China. Mr. Chow is also a director of New World China Land Limited, New World Mobile Holdings Limited and Top Form International Limited.

NON-EXECUTIVE DIRECTORS

TSIM Tak Lung *Deputy Chairman*

Mr. Tsim, age 59, 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 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, age 55, was appointed a director of the Company in 1999. Mr. Ip has 32 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, age 58, 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 the 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.

Ronnie SOONG

Mr. Soong, age 60, President 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 with U.S. toy companies including Hasbro, Galoob & Ertl. He has 26 years of experience in the toy industry and brings with him a wide range of operational and management expertise. Mr. Soong oversees all facets of the toy division's engineering and manufacturing operations.

John SINCLAIR

Mr. Sinclair, age 46, 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.

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SENIOR MANAGEMENT (Continued)

Arthur ROSTEN

Mr. Rosten, age 58, Chief Financial Officer of the toy division, joined the Group in 2006. Prior to joining the Group, he held senior management positions in both US public and private entrepreneurial companies and led the international operations of Nexia International, a global professional services group. He brings a broad array of financial planning and reporting, corporate governance, operations and strategic planning expertise to the Group. He is a CPA and a Chartered Accountant.

Ed CHANDA

Mr. Chanda, age 52, Senior Vice President of operations for 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 26 years of supply chain and retail management experience to the Group and oversees the toy division's production, inventory management and retail point of sale analysis functions.

Phil JACOBS

Mr. Jacobs, age 55, Senior Vice President of sales for the toy division, joined the Group in 2002. Prior to joining the Group, he held senior sales management positions with leading U.S. toy 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.

Lou GIOIA

Mr. Gioia, age 60, Senior Vice President of marketing and product development for the toy division, joined the Group in 2005. He brings over 30 years of experience in senior management, marketing and product development gained during his tenure with major toy companies including Kenner Toys, Mattel and Toy Biz. He oversees the recently consolidated marketing and product development function of the toy division and leads the implementation of the Group's product diversification and brand expansion strategy.

Tracy FONG Yuk Yu

Ms. Fong, age 40, Company Secretary of the Group, joined the Group in 1994. She holds a Bachelor's degree in Accountancy and has over 16 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 Chartered Secretaries.