

Biographies of Directors and Senior Management

EXECUTIVE DIRECTORS

Mr. Cheng Yung Pun

Aged 54, is the Chairman of the Company since the year 2000. Mr. Cheng is responsible for the overall corporate policy and development strategy as well as overseeing the Group's overall management. Mr. Cheng has an in-depth of knowledge and experimentalism of operations in Greater China. Mr. Cheng has more than 25 years' extensive experience in plastic toys manufacturing, property development and investment. Mr. Cheng is a father of Ms. Cheng Wing See, Nathalie, executive Director of the Company.

Mr. Yu Sui Chuen

Aged 50, is responsible for overseeing the finance and administration of the Group and assisting the Chairman in the strategic planning. Mr. Yu holds a Higher Diploma in Business Administration majoring in Accounting. Mr. Yu has over 25 years' experience in finance management and administration of which nearly 10 years as a member of the management committee of a listed company. He joined the Company in the year 2000.

Ms. Cheng Wing See, Nathalie

Aged 32, is responsible in managing of procurement of the Group. Ms. Cheng has over 8 years' extensive experience in procurement in the plastic toys field. Ms. Cheng is a daughter of Mr. Cheng Yung Pun, Chairman of the Company. She joined the Company in the year 2000.

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INDEPENDENT NON-EXECUTIVE DIRECTORS

Dr. Loke Yu alias Loke Hoi Lam

Aged 57, was appointed to the board as an independent non-executive director and a chairman of the audit committee of the company in the year of 2004. Dr. Loke has over 30 years of experience in accounting and auditing for private and public companies, financial consultancy and corporate management. He holds a Master of Business Administration Degree from Universiti Teknologi Malaysia and a Doctor of Business Administration Degree from University of South Australia. He is a Fellow of The Institute of Chartered Accountants in England and Wales; Hong Kong Institute of Certified Public Accountants; and The Hong Kong Institute of Directors. He is also an Associate member of The Hong Kong Institute of Chartered Secretaries and a member of Malaysian Institute of Accountants. He is Chairman of MHL Consulting Limited and serves as an independent non-executive director of Shandong Molong Petroleum Machinery Company Limited, United Metals Holdings Limited, New Chinese Medicine Holdings Limited, Yanion International Holdings Limited and Wealthmark International (Holdings) Limited, companies listed on The Stock Exchange of Hong Kong Limited.

Mr. Mak Shiu Chung, Godfrey

Aged 43, was appointed to the board as an independent non-executive director and a member of the audit committee of the Company in the year of 2000. Mr. Mak holds a Bachelor of Science degree in business studies from Bradford University School of Management, UK and a Master of Business Administration degree from the University of Wales, UK. He is a Member of the Hong Kong Securities Institute; a Member of The Chartered Institute of Marketing and an Associate of The Institute of Chartered Secretaries and Administrators. Mr. Mak is currently the Executive Director of Huafeng Textile International Group Limited and Angels Technology Company Limited, and has over 15 years of experiences in the field of corporate finance.

Mr. Wan Hing Pui

Aged 75, was appointed to the board as an independent non-executive director and a member of the audit committee of the Company in the year of 2004. Mr. Wan has over 47 years of experiences in auditing, taxation and financial management consultancy services. He is an Associate Member of The Institute of Chartered Accountants in England and Wales, a Fellow of Hong Kong Institute of Certified Public Accountants, The Taxation Institute of Hong Kong and The Association of Chartered Certified Accountants in the United Kingdom. He is a sole proprietor of H.P. Wan & Co., a firm of Certified Public Accountants (Practising).

CHIEF EXECUTIVE OFFICER

Mr. Michael Adam Greenberg

Aged 46, was appointed as the chief executive officer of the Company in April 2005. Mr. Greenberg is responsible for new product development, marketing and manufacturing operations of the Group. Mr. Greenberg was the Chief Operation Officer of the Shelcore Companies before joined the Group and he has more than 25 years' extensive experience in product development, marketing and manufacturing of toy businesses.