



Corporate Profile

Mitsumaru East Kit (Holdings) Limited (“Mitsumaru Holdings” or the “Company”) and its subsidiaries (collectively referred to as the “Group”) were listed on the Main Board of the Stock Exchange of Hong Kong Limited on 15 July 2004 (Stock Code: 2358).

Mitsumaru Holdings is a leading supply chain management solution provider for the global electronics industry. It has extensive experience in Hong Kong for over 10 years through its subsidiaries and has established subsidiaries in Shanghai, Wuhu and Germany, respectively.

The Group has focused its resources and expertise on developing consumer electronic products, particularly the colour television (“CTV”), and has successfully established a unique business platform, offering quality supply chain management services for the CTV and consumer electronics manufacturers. The Group supplies products in the form of Complete Knock Down (CKD), Semi Knock Down (SKD) or Complete Build Up (CBU) to its customers, which involved services such as design, development, procurement, quality control, assembling and logistics for their production of CTV and electronic products.

The Group strategically positioned itself as a “No Brand Solution Supplier”, and accordingly, it is capable of eliminating any limitations arising out from competition amongst brands, which facilitates alliances for cooperation with brands in countries around the world so as to maximise business opportunities that create win-win situation for both parties.

The newly-constructed research, development and logistics center of the Group is located in Shanghai, the most economically developed city of the PRC. It has increased the capacity in logistical processing of products from 3 million kits per year to 9 million kits per year.

Currently, the Group has established close business relationship with approximately 300 domestic and overseas suppliers. Such an extensive procurement network enables the Group to source appropriate and quality raw materials and components worldwide at reasonable prices based on the different needs of customers, capitalising on the specifications designed by the Group. Furthermore, the Group can collect orders placed by customers for bulk purchases to reduce its costs and enhance the flexibility of procurement.

The customers of the Group consist of reputable household appliances and consumer electronic products manufacturers globally.