



Nubrand at a Glance

About Nubrand Group Holdings Limited

Nubrand Group Holdings Limited (“Nubrand” or “the Company” or collectively with its subsidiaries “the Group”) was previously established in 1997 and renamed as Wanji Pharmaceutical Holdings Limited (“WPH”) in 2003. In September 2005, Billion Pacific Ventures Limited (“Billion Pacific”) acquired a 71.02% controlling interest in WPH, and subsequently changed the company’s name to Nubrand Group Holdings Limited in April 2006.

Starting life as a single-product company, WPH steadily expanded into a multi-faceted organization, sourcing and distributing a portfolio of over 170 life-enhancing products from its Mainland parent company, Shenzhen Wanji Pharmaceutical Company Limited. Its scope of business includes the sales and distribution of medical equipment, medicinal and winery products in the Hong Kong, Taiwan and overseas (North America and Europe) markets. The keys to the company’s early success were an unwavering commitment to innovation, research and development, and an unrivalled ability to anticipate and respond to market trends.

In March 2006, the Group acquired a 100% interest in Procare (Holdings) Company Limited (“Procare”), which specializes in R&D, production, marketing and the distribution of health and beauty products. Procare’s principal areas of business activities are the production and marketing of health and beauty products and cosmetics. Best known for its best selling LaVie range of products and Mannings’ house brand cleansing products, Procare will be the engine which drives NuBrands’ ambitious plan to establish itself as a leader in the lucrative health and beauty market in China.

Product Highlights

LaVie

A comprehensive range of more than 40 top quality head-to-toe skincare and cosmetic products covering everything from facial cleansing milks and moisturisers to nail nutrition oils and foot creams. The LaVie brand is currently sold at approximately 300 retail outlets across Hong Kong and China. Procure recently entered into a distribution agreement with a leading distributor in Guangdong Province. The far-reaching arrangement will see LaVie products distributed in an additional 250 stores across Southern China starting from September 2006. It is expected the number of points-of-sale across Southern China will increase to more than 1,000 by 2008.




AQS

AQS products are available in more than 130 retail outlets in Hong Kong and China. Targeted at young female consumers in the late-teens to mid-20's demographic, the brand also offers a choice of six brightening, whitening and hydrating serums, masks and gels, which are distributed via wholesale and direct sales channels in China.



Private Label Personal Care Products

The Group is also responsible for formulating, manufacturing, packaging and branding a variety of other personal care products. They include the Mann 3-in-1 deep cleansing gel for men, which is available at over 130 retail outlets across Hong Kong, and PRINCESS lip gels for teenage consumers.



OEM House Brands

Nubrand's OEM Division currently produces some 16 house brand products for the successful Mannings chain of pharmacy and beauty stores and the Wellcome supermarket chain in Hong Kong and China. It also manufactures products for the Guardian health and beauty chain in Singapore, as well as for a handful of well-known skincare brands in the region. The range of products manufactured covers everything from pre-packed wet tissues and baby wipes to 30-second hair treatments. The Group's management is poised to expand its OEM customer base in both domestic and overseas markets.



Medical Equipment

Nubrand also distributes a variety of best-selling medical equipment for healthcare providers in both the private and public sectors. The range includes a state-of-the-art, full-field mammography system which provides both physicians and patients with a valuable head start in the battle to detect breast cancer.

