

Biographies of Directors and Senior Management

EXECUTIVE DIRECTORS

CHENG YOONG CHOONG

CHENG Yoong Choong, aged 43, is an Executive Director and the Managing Director of the Company. Mr Cheng is also the chairman of the remuneration committee of the Company and a director of various companies of the Group. He graduated from the University of San Francisco with a Bachelor of Science degree and a Master of Business Administration in 1984. He has been with the Lion Group since 1987 in various capacities in stores operations and merchandising and has been the Chief Operating Officer of the retail division of the Lion Group since 2000. Mr Cheng has been with the Group since its inception. Mr Cheng is actively involved in the Malaysian and PRC retail scenes and was chairman of the Malaysia Retailers Association in 1996. He was a member of the Executive Board of the Intercontinental Group of Department Stores in 1998 and 1999.

Mr Cheng is the nephew of Tan Sri Cheng Heng Jem, the Non-executive Director and Chairman of the Company.

CHEW FOOK SENG

CHEW Fook Seng, aged 55, is an Executive Director and Chief Executive Officer of the Company. He has been the Chief Executive Officer of the companies comprising the Group since 2001. He obtained his Master of Business Administration from the Northland Open University and International Management Centre from Buckingham and received training on retail management in the United States and Japan. He has also travelled extensively to the United States, Japan, Europe, Australia, Hong Kong, Philippines and other parts of the world to explore and realise new business concepts and opportunities.

Mr Chew was with the Emporium Group of departmental stores ("Emporium Group") before joining the Lion Group in 1987 as its senior manager. He was then transferred to the Group upon its establishment in the PRC and was promoted to the position of Executive Director of Retail Division (PRC) in 2001. Mr Chew has more than 10 years of experience working in the PRC retail market.

NON-EXECUTIVE DIRECTOR

TAN SRI CHENG HENG JEM

Tan Sri CHENG Heng Jem, aged 64, is a Non-executive Director and Chairman of the Company. Tan Sri Cheng has more than 35 years of experience in the business operations of the Lion Group of companies ("the Lion Group") encompassing steel, motor and tyre, computer, trading, plantation, property and community development and retail. He oversees the operation of the Lion Group and is responsible for the formulation and monitoring of the overall corporate strategic plans and business development of the Lion Group.

Tan Sri Cheng is the president of The Associated Chinese Chambers of Commerce and Industry of Malaysia and The Chinese Chamber of Commerce and Industry of Kuala Lumpur and Selangor.

Tan Sri Cheng's directorships in public companies are as follows:

- Chairman and Managing Director of Lion Corporation Berhad and Amalgamated Containers Berhad, both public listed company in Malaysia
- Chairman of each of Lion Diversified Holdings Berhad, Silverstone Corporation Berhad and Lion Forest Industries Berhad, all public listed companies in Malaysia
- Director of of Amsteel Corporation Berhad, a public listed company in Malaysia
- Director of Lion Teck Chiang Limited, a public listed company in Singapore

Tan Sri Cheng is the uncle of Mr Cheng Yoong Choong, the Executive Director and the Managing Director of the Company.

INDEPENDENT NON-EXECUTIVE DIRECTORS

STUDER WERNER JOSEF

STUDER Werner Josef, aged 46, was appointed as an Independent Non-executive Director on 9 November 2005, and is a member of the audit committee of the Company. Mr Studer obtained his federal diploma in economics and business administration from SEBA (School for Economics and Business Administration) in Lucerne, Switzerland. Mr Studer is a business economist and holds a Bachelor of Business Administration degree. He serves currently as Executive Director to the Intercontinental Group Department Stores ("IGDS"). The IGDS is a non-profit association which offers a global business platform for leading department stores all over the world. The IGDS comprises more than 33 members now. Prior to joining IGDS, Mr Studer was in various management functions and positions at Hero Company (food manufacturing), Switzerland; Feldschloesschen Company (Brewery), Switzerland, and Migros Company (retailer) in Switzerland. Mr Studer has over 20 years of experience in the fast moving consumer goods ("FMCG") and retail industries.

KO TAK FAI, DESMOND

KO Tak Fai, Desmond, aged 38, was appointed as an Independent Non-executive Director on 9 November 2005, and is the Chairman of the audit committee and a member of the remuneration committee of the Company. Mr Ko became a member of the Institute of Chartered Accountants in England and Wales in 1994. Mr Ko is the Head of Finance for a private group with hotel and property interests in the PRC.

YAU MING KIM, ROBERT

YAU Ming Kim, Robert, aged 68, was appointed as an Independent Non-executive Director on 1 January 2007, and is a member of the audit committee and a member of the remuneration committee of the Company. Mr Yau was the Chief Executive or Managing Director of many major international and local apparel companies since 1971. From 1998 to 2004, he was appointed as the Vice Chairman of Hong Kong Exporters' Association, a member of the Executive Committee of The Hong Kong Shippers' Council and the Garment Advisory Committee of The Hong Kong Trade Development Council.

Mr Yau is currently an INED of Tungtex (Holdings) Company Limited which shares are listed on the Main Board of the Stock Exchange.

SENIOR MANAGEMENT

TAN Hun Meng, aged 45, a Malaysia citizen, is the Chief Operating Officer of Southern Region cum Regional General Manager (Eastern) of the Group. He graduated with a Diploma from Curtin University of Technology, Australia and attended various retail management and senior management courses conducted by Cornell University and other institutions in the United States as well as a university in Australia. Mr Tan has more than 20 years of experience in the retail industry and more than 10 years of experience working in the PRC retail market. He joined the Lion Group in 1987 and the Group in May 1995. Mr Tan was the former General Manager of Sichuan Parkson Retail Development Co., Ltd. and Shanghai Ninesea Parkson Plaza Co., Ltd. ("Shanghai Ninesea Parkson"), PRC before taking up the present position. He is well known within Parkson for his achievements in business turnaround and productivity improvement.

LOW Kim Tuan, aged 51, a Malaysia citizen, is the Chief Operating Officer of Northern Region cum General Manager of the Group. Mr Low holds Executive Diploma in Management Studies from Curtin University of Technology, Australia and has completed an EMBA course at Chung Yuan Christian University, Taiwan, and attended retail management and senior management courses conducted in the USA and Taiwan. He has more than 18 years of experience in the retail industry and more than 10 years of experience working in the PRC retail market. He was with the Emporium Group before joining the Lion Group in 1987 as a regional manager and was promoted to the position of Head Office Merchandising Manager in 1990. He joined the Group upon the establishment of the Group and headed the merchandising department in Beijing before taking up his present position.

HAW Lay Kim, aged 41, a Malaysia citizen, is the Group's General Manager for Legal Department and In-House Counsel in the PRC. Miss Haw graduated with a Bachelor of Laws at National Chengchi University of Taiwan and University of Lancaster, England. She was practising law at Othman Hashim & Co in Malaysia before joining the Lion Group's legal department in August 1993 and has more than 10 years of experience working in the PRC retail market. She joined the Group to lead the Group Legal Department upon the establishment of the Group.

CHUA Lian Mui, Jayne, aged 43, a Singapore citizen, is the Group's General Manager for the Merchandising Division of the Group. Miss Chua holds a Group Diploma in Marketing issued by the London Chamber of Commerce Examinations Board. In her course of work, she attended several courses relating to fashion merchandising and retail. In her previous employment she was trained on fashion buying, merchandising display and management in Singapore and Japan and had travelled extensively to Europe and Asia on buying trips and attending important trade shows. She has more than 20 years of experience in the retail industry and more than 10 years of experience working in the PRC retail market. She joined the Group upon the establishment of the Group as Assistant General Manager. She was transferred in 1997 to lead the Merchandising Division for the Eastern Region before she was promoted to the present position in 2000.

SENIOR MANAGEMENT

WONG Chee Keong, aged 40, a Malaysia citizen, is the General Manager of MIS and Human Resource Department of the Group. Mr Wong obtained his Bachelor of Science from Campbell University of North Carolina, USA. He joined the Lion Group's MIS Department in August 1991, and travelled extensively to China. In August 1996 he was seconded to the Group and headed the MIS department based in Beijing. In 2004 he was promoted to the present position.

CHONG Sui Hiong, Shaun, aged 39, a Malaysia citizen, is the Store Design and Development General Manager of the Group. Mr Chong holds a Diploma in Civil Engineering from University of Technology Malaysia, Bachelor of Science in Industrial and Systems Engineering from University of Southern California and a Master of Business Administration from Rutgers, the State University of New Jersey. He went for further study in Los Angeles, US before joining the Lion Group in 1994 as Project Executive of Store Design and Development. In June 1996 he joined the Retail Division of the Group and headed the Store Design and Development of the Group based in Shanghai before taking up his present position.

LEE Sook Beng, aged 40, a Malaysia citizen, is the Chief Auditor of the Group. Ms Lee holds a certificate from the Institute of Chartered Secretaries and Administrators, UK. She joined the Lion Group's Accounts Department in July 1990. In 1999, she was with TOPS Malaysia Group of companies as Category Manager before joining the Group in January 2000.

QUALIFIED ACCOUNTANT

WONG Kang Yean, Clarence, aged 36, a Malaysia citizen, is the Chief Financial Officer of the Group. He is a registered member of the Association of Chartered Certified Accountants. He is also a chartered accountant with the Malaysian Institute of Accountants. Mr Wong has a number of years of experience in accounting and corporate finance. Prior to joining the Group, Mr Wong was the Chief Financial Officer and Head of the Corporate Finance and Accounts department of Malaysia Land Properties Sdn Bhd through an internal transfer from Far East Consortium International Limited, a listed company on the Stock Exchange of Hong Kong Limited ("Stock Exchange") where he was the Group Corporate Finance Manager and Financial Controller of the overseas operations for more than 3 years. Mr Wong joined the Group as a full-time employee in 2005 and is a member of the Group's senior management team.