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PEGASUS INTERNATIONAL

Pegasus Manufacturing Group

Pegasus Group is one of the largest footwear OEM suppliers in China, founded in 1956 in Taiwan. In 1990, the Group relocated its whole production base from Taiwan to Panyu, Guangdong. In 1996, Pegasus Group successfully listed in Hong Kong. For now, the Group owns a factory area of around 500,000 sq.m. and 42 production lines. It has around 16,000 employees and its production capacity reaches 20,000,000 pair of shoes per year. Pegasus has its products exported to areas around the world, among them North America is the biggest export market. Pegasus has established long-term close cooperation relationship with a number of OEM customers, namely Nike, L.L.Bean, Timberland, Bite, Lands' End, 5.11, Dick's Sports and etc. Pegasus has a variety of product range, including fashionable leisure shoes, out-door leisure shoes, hiking boots, snow boots, army boots, skateboard shoes, aquatic sports shoes, sports shoes, sports sandals, golf shoes, baseball shoes, work boots, formal leather shoes, leisure leather shoes and so forth.

Pegasus Marketing Group

廣州創信鞋品服飾有限公司 ("Guangzhou Pegasus") is a subsidiary of Pegasus Group, incorporated in January 1998 to explore the domestic sales market in the PRC. Up to now, it has set up self-operated exclusive counters in more than 100 band-one shopping-malls, covering more than ten tier 1 and 2 cities, namely Beijing, Shanghai, Guangzhou, Chengdu, Chongqing, Dalian, Wuhan and so on. Guangzhou Pegasus has unceasingly developed different channels to license for internationally renowned brand-names and self-owned brand-names, in order to pioneer the market in China. These brand-names include children footwear brand-names like Magic House, 3H aerobic health shoes, Bowie, Disney (comprising Mickey and Minnie Series, the Princess Series, Winnie the Pooh Series and Toy Story Series), Doraemon and adult footwear brand-names like Speedwell, Slazenger, IF, Projekt4. Besides, the company is equipped with channels targeting on different markets: Speedwell, Slazenger, Magic House, Kid's E-look. etc.

The group upholds the operation objective of "Professionalism, Quality and Services", and is committed to providing fashionable, comfortable and healthy footwear and accessories to the consumers.



Speedwell Specialty Stores



Magic House Specialty Stores

Brand-name	Feature	Positioning	Concept	Personality	Pursuit	Channels	In-shop Product Structure	Age Group	Product Price Range
Speedwell	Product Brand-name Channel Brand-name	Fashionable Leisure Sportive	Leads the trend of fashion and leisure sports; Embodies an easy, natural and relaxed way of life.	Self-confident Natural and Good-looking	This is me	Exclusive Counters Shop-in-shops Specialty Stores	On the halves of accessories and shoes, and so are the proportion of products for men and products for women.	20-28	500-1000
Slazenger	Product Brand-name Channel Brand-name	Sportive Fashionable Professional	Characterized by sportive style and tradition, stresses on interior and exterior, incorporating fashionable elements to become the advocate for uniqueness	A release of vitality, embodying an English style	A release of vitality, embodying English style	Exclusive Counters Shop-in-shops Specialty Stores	On the halves of products for men and for women, displaying accessories and shoes, rackets and so on	13-25	300-500
IF	Product Brand-name Channel Brand-name	Comfortable Elegant Fashionable	Uniquely features a brand-new sensitivity to conciseness, elegance, ease and functionality, tailor-made for a modern life	Demonstrates, with a distant color of noble, the charisma of successful men in the city	A delicate and elegant Italian Style	Exclusive Counters Shop-in-shops Specialty Stores	Male formal leather shoes	30-40	800-1800
Projekt4	Product Brand-name Channel Brand-name	Vitality Passion Personality	Originating from a sense of pop music in Europe and US, has fashionable, pliable and light and portable characteristics	Vitality Passion	Free will, heart at Home	Exclusive Counters Shop-in-shops Specialty Stores	Men's leather shoes, leisure shoes, women's leather shoes, leisure shoes	20-30	600-1000
Magic House	Product Brand-name Channel Brand-name	Vivacious Fashionable Sportive	Healthy, personalized product with elegant and vivacious design concept; Embodies the care and love for the youngsters	Sportive, brave, sanguine and obliging	Healthy, Environmental Friendly, Cosy and Natural	Exclusive Counters Shop-in-shops Specialty Stores	70% of the products are under characters brand-names (Magic House, Winnie the Pooh, Mickey, Minnie, Princess, Toy Story, Doraemon); 30% are under international brand-names	0-14	200-400
Kid's E-look	Channel Brand-name	Fashionable Diversification	Diversified, personalized products with fashionable and playful design concept	Sportive, lively, healthy and upwardly mobile	Healthy and fashionable, displaying vitality	Exclusive counters	International Brand-names	3-15	400-1000

PEGASUS INTERNATIONAL

Events:

1. SPEEDWELL sponsorship of the 11th International Miss Tourism Competition 2006 (Guangdong, the PRC)
2. ZIC as competition promoter of FIAGT 2007 PRC Station and competition owner and promoter of Pan-Zhujiang Delta Super Car Racing Festival 2007 and is entitled to seek sponsorship and to organize promoting activities for the event.
3. The only officially appointed footwear and apparel cooperative partner of Pan-Zhujiang Delta Super Car Racing Festival 2007
 - a) summer competition (23-24 June 2007)
 - b) autumn competition (15-16 September 2007)
4. The only officially appointed footwear and apparel cooperative partner of FIAGT 2007 PRC Station (24-25 March 2007)



Official footwear and apparel for the 11th International Miss Tourism Competition 2006 (Guangdong, the PRC)



SPEEDWELL

Sponsor of FIAGT 2007 (PRC Station)

The only officially appointed footwear and apparel cooperative partner of FIAGT 2007

