

Directors and Senior Management

EXECUTIVE DIRECTORS

Poon Wai (潘慰), aged 51, is our founder. She is the CEO and an executive Director of our Company. She is responsible for the overall management, major decision-making, strategic planning, development and visions of our Group. Ms. Poon is our founder and has been instrumental to the development of our Group since its inception in 1995. Ms. Poon is an experienced entrepreneur who has over 10 years of experience in the F&B industry. Prior to the founding of our Company, Ms. Poon was involved in the trading of Asian food products in the US and Hong Kong. Ms. Poon is particularly well versed and experienced in specialty foods from northern and southern regions of China. Ms. Poon is a committee member and assistant director of the Shanghai Restaurants Association.

Yin Yibing (尹一兵), aged 51, is our chief operating officer and an executive Director of our Company. He is responsible for supervising market development, overall operations and daily management of our Group. Mr. Yin has been with our Group since 1997. Mr. Yin has over 10 years of industry experience and knowledge in the F&B industry, covering areas such as operations, management, manufacturing and logistics. Prior to joining our Group, Mr. Yin worked in an international trade and leasing company and has more than 10 years experience in this field. Mr. Yin has a degree in mechanical engineering from the Northeast China Institute of Heavy Machinery (東北重型機械學院) and obtained a Master of Arts degree in management systems from the University of Hull in 1994.

Poon Ka Man, Jason (潘嘉聞), aged 50, is our chief marketing officer and an executive Director of our Company. He was appointed as our Director since 8 March 2007. He is responsible for the marketing of our “Ajisen” brand name and the design of our chain restaurants. Mr. Poon has over 20 years of experience in construction and design. Mr. Poon also owns his own contracting and design firm in Hong Kong, specialising in the design and renovation of offices, commercial retail spaces, factories and residential properties. Mr. Poon is the brother of Poon Wai.

NON-EXECUTIVE DIRECTORS

Katsuaki Shigemitsu (重光克昭), aged 38, has been a non-executive Director of our Company since 8 March 2007. Mr. Shigemitsu is also a shareholder and director of Shigemitsu, our Franchisor. Mr. Shigemitsu has over 15 years of experience in the F&B business. After his graduation in 1991, Mr. Shigemitsu joined his family's business, Shigemitsu. Mr. Shigemitsu commenced work as a restaurant manager in an Ajisen restaurant in Japan. Subsequently, Mr. Shigemitsu has assumed several senior management positions in Shigemitsu. In 1995, he was appointed as the vice-chairman of Shigemitsu. In 1997, he was appointed as the chairman of Shigemitsu. Mr. Shigemitsu holds a degree in structural engineering from the Kumamoto Institute of Technology (熊本工業大學).

Wong Hin Sun, Eugene (黃慶生), aged 39, a non-executive Director of our Company. He is responsible for overseeing our corporate development and finance. In September 2002, Mr. Wong founded Sirius Venture Consulting Pte Ltd. and he founded Sirius Capital Holdings Pte. Ltd. in November 2002, which are a business advisory and a private equity company respectively. Since February 2001, Mr. Wong has been the director of Crimson Asia Capital Singapore Pte Ltd (“Crimson Asia”), a US-based private equity fund, where his duties involved overseeing the office in Singapore. Mr. Wong also serves as a non-executive director of 2 Singapore-listed companies, namely Yaan Security Technology Limited and Communications Design International Limited and a non-executive director of Haike Chemical Group Ltd, a company listed on the London Stock

Directors and Senior Management

Exchange. Mr. Wong graduated from the National University of Singapore with a Bachelor of Business Administration (First Class Honours) in 1992 and obtained a Masters in Business Administration from the Imperial College, London in 1998. Mr. Wong is an Adjunct Faculty of the Singapore Management University and a lecturer at the Nanyang Technology University, Singapore and also a lecturer at the Cheung Kong Graduate School of Business' MBA program in Shanghai. Mr. Wong is a Chartered Financial Analyst and a member of both the Singapore and UK Institute of Directors.

INDEPENDENT NON-EXECUTIVE DIRECTORS

Jen Shek Voon (任錫文), aged 60, an independent non-executive Director of our Company. Mr. Jen is a sole proprietor of Jen Shek Voon, PAS, a public accounting firm in Singapore that specialises in international and regional financial and business advisory services. Mr. Jen also sits as an independent and non-executive director on the boards of directors of a number of publicly listed companies in Singapore and the region, namely Fu Yu Corporation Limited (Singapore), Centillion Environment & Recycling Limited (Singapore), Junma Tyre Cord Company Limited (Singapore), Suiwah Corporation Berhad (Malaysia), and Asia Silk Holdings Limited (Singapore). Mr. Jen holds a Bachelor of Accounting Degree (Hons) from the University of Singapore and a post-graduate commerce degree from the University of New South Wales. He is a fellow of the Institute of Chartered Accountants in Australia, the Association of Chartered Certified Accountants in UK and the Taxation Institute of Australia, and a practicing member of the Institute of Certified Public Accountants in Singapore and the Malaysian Institute of Accountants. Mr. Jen currently holds a certificate of registration issued by the Accounting and Corporate Regulatory Authority of Singapore, authorizing him to practice as a public accountant in Singapore.

Lo Peter (路嘉星), aged 51, an independent non-executive Director of our Company. Mr. Lo is a director of China Enterprise Capital Limited and the chairman and an executive director of Wealthmark International (Holdings) Limited (stock code: 0039), a company listed on the SEHK. Mr. Lo has more than 15 years of experience in operating businesses in the PRC including but not limited to trade and investment in various industries such as leather goods, power plants, auto manufacturers, medical equipment and beer brewery. From 1995 to 1998, Mr. Lo was the deputy general manager and a director of Acheng Relay Company Limited (stock code: 000922), a company listed on the Shenzhen Stock Exchange. From 1998 to 2004, Mr. Lo was the chief executive officer and an executive director of Harbin Brewery Group Limited. Mr. Lo is also a non-executive director of China Infrastructure Machinery Holdings Limited (stock code: 3339), a company listed on the Hong Kong Stock Exchange. Mr. Lo holds a bachelor's degree in Mathematical Economics and Econometrics from the London School of Economics and Political Science. Mr. Lo is a member of the China People's Consultative Conference of Harbin City, the PRC.

Yan Yu (閻宇), aged 43, an independent non-executive Director of our Company. From 1986 to 1993, Mr. Yan was working in the Food and Beverage Service Management Unit of the Ministry of Business where he last held the position of Deputy Director. From 1993 to 1998, he was working in the Food and Beverage Service Unit of the PRC Ministry of Domestic Trade where he last held the position as head of the Unit. From 1998 to 2001, Mr. Yan was head of the Consumer Service Expenditure Unit of the National Domestic Trade Bureau. In 2001, Mr. Yan joined the China Cuisine Association. Mr. Yan is currently the Deputy Chairman of the China Cuisine Association in which he is also the Deputy Director of the fast food sub-committee. Mr. Yan holds an economics degree from the Beijing Technology and Business University (北京工商大學).

Directors and Senior Management

SENIOR MANAGEMENT

Feng Hanming (馮漢明), aged 56, is the general manager of Beijing Ajisen, responsible for overseeing the development, sales and day-to-day operations and management of the company. Mr. Feng holds a degree in Management (Economics) from Guangzhou Finance and Trade Cadre Management Institute (廣州市財貿幹部管理學院). Mr. Feng is a certified assistant economist. Mr. Feng is the brother-in-law of Poon Wai.

Jing Zhi En (景志恩), aged 38, is the general manager of Shenzhen Factory, responsible for its management and daily operations. He is also the general manager of Shenzhen Weiqian, responsible for management and operations of Shenzhen Weiqian and the Ajisen restaurants under its control. Mr. Jing has also obtained a certificate in hotel management from Shenzhen University (深圳大學).

Lau Ka Ho, Robert (劉家豪), aged 32, is the qualified accountant of our Company. Mr. Lau has approximately 9 years of experience in audit, finance and business advisory, some of which were spent working in HK-listed company. Mr. Lau graduated from The Hong Kong Polytechnic University with a bachelor's degree in accountancy. He is a certified public accountant and is a member of the Hong Kong Institute of Certified Public Accountants (formerly known as the Hong Kong Society of Accountants).

Lee Man Lung, Vincent (李文龍), aged 47, is the general manager of Hong Kong Ajisen Co Ltd and is responsible for the management and operation of the Ajisen restaurants in Hong Kong. Mr. Lee has over 20 years of experience in the information technology business, particularly in the sales and marketing of various IT related hardware and software products in both Hong Kong and the PRC market. Mr. Lee holds a bachelor degree in Business Administration from The Chinese University of Hong Kong.

Lin Jiahe (林家和), aged 55, is the general manager of Shanghai Lead Food, and is mainly responsible for the management of day-to-day affairs of the company. Mr. Lin has over 27 years of experience in the F&B industry. From 1992 to 2002, Mr. Lin was the assistant general manager of Shanghai Kentucky Co. Ltd. Mr. Lin has obtained a certificate in hotel management from the Chinese University of Hong Kong and Hong Kong Hotels Association and has been certified as a trainer by The Chinese University of Hong Kong, Shanghai Jiaotong University and Hong Kong Hotels Association, under their Shanghai Hotel Management Development program. Mr. Lin is a certified senior economist.

Qi Dong (戚東), aged 35, is the general manager of Shanghai Factory, responsible for its management and daily operations. From 1995 to 1996, Mr. Qi was working at the China National Offshore Oil Corp. (CNOOC), where he last held the position of engineer. From 1996 to 2004, Mr. Qi was working with Caltex (China) Investment Company Limited where he last held the position of manager, in charge of business development in Central China. Mr. Qi holds a bachelor's degree in Industrial Management Engineering and a master degree in Petroleum Engineering from the University of Petroleum (中國石油大學). Mr. Qi also holds a postgraduate diploma in Management from the University of Melbourne.

Directors and Senior Management

Wu Xiaobin (吳曉彬), aged 33, is the general manager of Shandong Weiqian. He is responsible for its development and the day-to-day management and operations. Mr. Wu has over 9 years of experience in the F&B industry. Mr. Wu graduated with a diploma in English from the Southwest University of Political Science and Law (西南政法大學).

Zhang Bo (張波), aged 31, is the general manager of Nanjing Weiqian, responsible for the development, sales and day-to-day operations and management of the company in the Jiangsu and Zhejiang regions. Mr. Zhang has a degree in Economics Law from Northwest Institute of Political Science and Law (西北政法學院).

Zheng Lixin (鄭立新), aged 41, is our Chief Financial Officer. He is responsible for the overall accounting and financial management of the Group, developing financial strategy to support the Group's growth plan. From 1990 to 1992, he was employed as the financial controller of the Beijing McDonald's Food Company Ltd. Mr. Zheng holds a Bachelor of Arts in Finance and Accounting from Shenzhen University (深圳大學). Mr. Zheng also holds a certificate in Unix/C/C++ Program from the Illinois Institute of Technology in Chicago, USA.

Ngai Wai Fung (魏偉峰), aged 45, is our company secretary. Mr. Ngai is an associate director and head of listing services of KCS Limited, one of Asia's leading independent and integrated providers of corporate services. He has over 18 years of experience covering a diverse range of areas from acting as company secretary, executive director and chief financial officer in listed companies to providing legal, accounting, finance and corporate finance advice to a wide variety of industries including banking, telecommunications, infrastructure, property development and management, construction, shipping-related, trading and catering businesses. Mr. Ngai is currently vice president of The Hong Kong Institute of Chartered Secretaries (HKICS) and the Chairman of its China Affairs Committee. He is also a fellow of HKICS and the Institute of Chartered Secretaries and Administrators in UK. Mr. Ngai holds a Master of Corporate Finance from The Hong Kong Polytechnic University, a Master of Business Administration from Andrews University, Michigan and a Bachelor of Laws (with Honours) degree from the University of Wolverhampton.