

# Company Profile



Founded in 1983, Boto has emerged as the leading manufacturer of artificial Christmas trees through its strategy of vertical integration and commitment to quality. With its self-sufficient production plant of approximately 400,000 square meters and with 10,000 workers in Shenzhen, the PRC, Boto is capable of an annual output exceeding 30,000 TEUs.

Since 1997, Boto has diversified into a new product line of leisure furniture by utilizing the existing production facilities during traditionally low seasons and its worldwide sales network.

The Group continues to diversify its business portfolio and acquired Imagi in 2000. Through this acquisition, Boto has formally entered into the digital entertainment arena, engaging in computer graphics animation productions that are enjoyed by audiences around the world.

From a 20,000 square-foot studio located in Hong Kong, state-of-the-art equipment are used by over 100 artists, animators and technicians to create the TV series "Zentrix™".