



PROFILE OF DIRECTORS AND SENIOR MANAGEMENT

DIRECTORS

Executive Directors

Mr. Li Tat Ting, aged 49, is the chairman and an executive Director. Mr. Li founded the Group in 1997 and is responsible for the overall strategic planning and the formulation of corporate policies for the Group. Mr. Li has extensive experience in the entertainment industry. Mr. Li operated and owned several video game arcades in Hong Kong in the eighties and nineties. In the late eighties, Mr. Li began providing consultation services, designing themes, sourcing and installing mechanical rides and video games and managing the operation of amusement parks in the Philippines, namely Boom Na Boom and Star City.

Mr. Tsang Chi Wai, Eric, aged 50, joined the Group as the deputy chairman and an executive Director in November 2000. Mr. Tsang is responsible for the Group's overall strategic planning and celebrity-related campaigns and artiste shows. Mr. Tsang possesses over 20 years' experience in the entertainment industry particularly in the performance business and film industry. He has been actively involved in acting, directing and script writing since 1979 and has won a number of film awards in Hong Kong, including the Best Actor Award and the Best Supporting Actor Award. Mr. Tsang is also the deputy chairman and an executive director of another company listed on the Stock Exchange.

Mr. Lam Kam Fai, aged 48, joined the Group in December 1997 and was appointed as an executive Director in June 2001. Mr. Lam is responsible for the Group's day-to-day operation. Mr. Lam has experience in operating an amusement park called Boom Na Boom in the Philippines and was involved in the operations of a private club, a video game center and an indoor entertainment center in the nineties.

Mr. Cheung Fuk Chuen, Lawrence, aged 35, joined the Group in December 1997 and was appointed as an executive Director in June 2001. Mr. Cheung is responsible for the Group's marketing activities. Mr. Cheung has experience in operating an amusement park called Boom Na Boom in the Philippines. He also has experience in operating indoor entertainment center and coordinating the sales of admission tickets to tour agents for different tourist attractions in the PRC.

Independent non-executive Directors

Mr. Lau Siu Hong, Freeman, aged 44, is an independent non-executive Director. Graduated from the Hong Kong Polytechnic University, Mr. Lau is a partner of Kan & Lau Design Consultants. Since 1984, Mr. Lau has won over 200 awards in overseas and local art and design competitions.

Mr. Gary Lee, aged 37, is an independent non-executive Director. Mr. Lee was educated in the United States of America. Mr. Lee has over ten years of experience in advertising and promotional field of business and is currently a special event consultant.



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Senior management

Mr. Lai King Hung, aged 45, joined the Company as the chief executive officer in May 2002. Mr. Lai graduated from the University of Manitoba, Canada with a bachelor of science degree. He has extensive experience in the family entertainment industry. Prior to joining the Group, he was a director of Whimsy Entertainment Company Limited (now known as Compass Pacific Holdings Limited), a company whose shares are listed on the Stock Exchange, and has responsible for its planning and strategy, finance management, administration and management of the entire operation.

Mr. Wong Pak Wai, Peter, aged 41, joined the Group as the general manager in December 2000 and is responsible for overall management administration and operations of SammyLand. Mr. Wong has years of experience in the entertainment business in the PRC.

Mr. Cheung Man Yau, Timothy, aged 44, joined the Group as the company secretary in February 2002. Mr. Cheung graduated from the University of Hong Kong with a bachelor of arts degree. He is currently a practicing accountant and an associate member of Hong Kong Society of Accountants and a fellow member of the Chartered Association of Certified Accountants. He has more than twenty years of extensive experience in finance field and previously worked for a number of international accounting firms and listed companies in Hong Kong.

Mr. Leung Hon Fai, aged 31, joined the Group as the Chief Accountant in September 2002. Mr. Leung graduated from Lingnan College (now known as Lingnan University) with a honour diploma of accountancy. He is currently an associate member of Hong Kong Society of Accountants and a fellow member of the Chartered Association of Certified Accountants. He has more than ten years of extensive experience in accounting field.