



Directors and Senior Management

Biographical details of directors and senior management are shown below:

Executive Directors

Thomas CHAN Chun Hoo *Chairman*

Mr. Chan, aged 53, joined the Group in 1967. In 1970 he became responsible for sales and was instrumental in developing the Group's global sales and marketing network. Since 1979, he has been actively involved in all aspects of the Group's operations. His decision to take on the promotional toy business in 1985 led to the evolution of the Group from a manufacturing entity into a pure toy development and marketing group. The Group's high level of productivity is attributable to his guiding management principles of creativity, flexibility and simplicity. Mr. Chan was appointed Chairman in 1997. Mr. Chan is a director of Angers Investments Limited, a substantial shareholder of the Company.

Sidney TO Shu Sing

Mr. To, aged 46, joined the Group in 1986. Prior to joining the Group, he had nine years experience with multi-national marketing and manufacturing companies. Over the years, he has served the Group in a number of functional areas including sales and marketing, licensing, and corporate development. He was appointed executive director in 1997. Mr. To holds an Executive Master of Business Administration degree from Simon Fraser University, British Columbia, Canada. He is a brother-in-law of Mr. Tsim Tak Lung.

Non-
Executive
Directors

Charles IP Shu Wing

Mr. Ip, aged 53, was appointed as a director of the Company in 1999. Mr. Ip has 30 years of experience in business management and has held a number of key management positions in various multi-national corporations.

Allen LEE Peng Fei

Mr. Lee, aged 63, was appointed as a director of the Group since 1984. He is currently a deputy of HKSAR, the 9th and 10th National People's Congress, PRC. He has taken on an active role in public service.

Anthony LO Kai Yiu

Mr. Lo, aged 55, was appointed as a director of the Group since 1985. He has over 23 years of experience in investment banking and other financial services. He serves as a director of a number of public and private companies. Mr. Lo is a member of the Listing Committee of The Stock Exchange of Hong Kong Limited.

TSIM Tak Lung

Mr. Tsim, aged 57, is a consultant on corporate communication and strategic planning. He is on the boards of several public and private companies in Hong Kong and North America. He was appointed as a director of the Company in 1997. Mr. Tsim is a brother-in-law of Mr. Sidney To Shu Sing.

David YU Hon To

Mr. Yu, aged 55, was appointed as a director of the Company in 1995. He is a fellow of The Institute of Chartered Accountants in England and Wales and an associate member of the Hong Kong Society of Accountants. He was a partner of an international accounting firm with extensive experience in corporate finance. Mr. Yu is a founder and director of Management Capital Limited, which specializes in direct investment and financial advisory activities and also on the boards of a number of listed companies and private companies in Hong Kong.

Senior Management

Lou NOVAK

Mr. Novak, aged 56, President of the toy division, joined the Group in 2001. Prior to joining the Group, he held a number of senior management positions at several major toy companies including Mattel, Galoob, Hasbro and Coleco. Most recently he was CEO of an award winning computer animation studio. He brings with him a wealth of diverse business experience, outstanding management and strategic planning skills and a comprehensive understanding of the worldwide toy and retail industries.

John SINCLAIR

Mr. Sinclair, aged 44, Chief Operating Officer of the toy division, joined the Group in 1989 as Vice President of Sales and Marketing in its Canadian subsidiary and relocated in 1992 to the Hong Kong office to manage and expand toy division's international sales efforts. In 1997, he moved to the toy division's U.S. head office as Senior Vice President of Licensing and Business Development and was appointed Chief Operating Officer in 2002. He has over 20 years of toy retailing, marketing, international sales and licensing experience.

Donald SUTHERLAND

Mr. Sutherland, aged 59, Chief Financial Officer of the toy division, joined the Group in 2002. Prior to joining the Group, he held senior management positions in several corporations, including Mattel, Revlon, Carling Breweries and Weston Foods. He brings a broad array of operations, financial planning and information systems expertise to the Group. He is a CPA, holds a B.S. in Business Administration and a law degree.

Phil JACOBS

Mr. Jacobs, aged 53, head of sales of the toy division, joined the Group in 2002. Prior to joining the Group, he held senior sales management and business planning positions with many of the toy industry's largest companies including Tiger Electronics, Hasbro, Galoob and Mattel. With over 30 years of toy industry experience, he has gained the respect of and developed strong working relationships with senior merchandise executives at all major U.S. retailers.

Jill WILL

Ms Will, aged 51, head of marketing of the toy division, joined the Group in 2002. Prior to joining the Group, she held senior marketing positions with Mattel and Kenner where she played a key role in the creation and execution of some of the industry's most successful and longest running marketing campaigns for brands such as Care Bears, Star Wars and Barbie. She brings over 25 years of brand management, marketing and promotional experience to the Group.

Ed CHANDA

Mr. Chanda, aged 50, head of operations of the toy division, joined the Group in 1991. Prior to joining the Group, he held senior management positions in buying and merchandising with JC Penney and Hills Department Stores. He has been instrumental in the development and implementation of the Group's inventory management programs, retail sales analysis tools and retail replenishment systems.

Mark TAYLOR

Mr. Taylor, aged 62, head of product development of the toy division, joined the Group in 2003. Prior to joining the Group, he managed the product development function at Lanard Toys. During his 25 years in the toy industry, he has held senior design and product development positions with Galoob, Mattel, Entertech \LJN Toys and Tomy Toys. He has been involved in the design and development of numerous, best selling toy brands including Micro Machines, Masters of the Universe, Barbie and Disney.

Ronnie SOONG

Mr. Soong, aged 58, head of Asian operations for the toy division, joined the Group in 2000. Prior to joining the Group, he held senior management positions in several major U.S. toy companies including Hasbro, Galoob & Ertl. He has 25 years of experience in the toy industry and brings with him a wide range of operational and management expertise.

Alain CHENG

Mr. Cheng, aged 41, is the Legal Counsel of the Group. He was admitted to practise as solicitor in Hong Kong, England and Wales and has over nine years of experience in the legal field. He is also an associate member of the Hong Kong Society of Accountants and a fellow of The Association of Chartered Certified Accountants.