



## Magician at a Glance



Magician Industries (Holdings) Limited (the "Company") is a well-established manufacturer and distributor of a most comprehensive range of household and related specialty products which totaled at over 6,000 items, selling such products as well as providing OEM and ODM services to wholesalers and retailers in more than 40 countries.

Magician has its head office in Hong Kong and production base in Shenzhen, the People's Republic of China (the "PRC"). Equipped with state-of-the-art machinery and the most advanced technology, its production base achieved ISO9001:2000 international standards accreditation in January 2003, which is a strong testament to the Company's outstanding production standards and management excellence.

On top of that, Magician possesses an efficient sales and distribution network with 27 direct sales offices and four local distributors in Mainland China, spanning over a vast region from Guangzhou in southern China to Harbin in the north.

In addition to being an OEM and ODM partner to world-renowned customers, Magician has also created and nurtured its own distinctive brand names, including "NICOLE design" which is widely available in approximately 4,000 sales outlets throughout the PRC. The Company has also established its own retail outlets known as "Magic Home" and "NICOLE design" concept-corner stalls in Mainland China to create stronger corporate and brandname awareness. Recently, the Company also launched a series of patented non-stick metal bakeware compatible with both microwave and traditional ovens under a new brand name of "TurboBake".

Established in the early 1970s, Magician's businesses have grown consistently with sales amounting to approximately HK\$471 million in the financial year of 2004. With its workforce expanded more than 4,500 employees currently, Magician's annual export production fills up over 3,500 containers reaching all major international cities around the globe.