

# DIRECTORS, SUPERVISORS, SENIOR MANAGEMENT

ZHANG Yanping, 47, is the chairman and an executive Director. He graduated in 1988 from the Renmin University of China with a bachelor's degree in journalism. Mr. Zhang completed his military service with Division No. 4 of Beijing Garrison Command (北京衛戍區警衛四師) from December 1976 to June 1980. He then joined Beijing People's Radio (北京人民廣播電臺) as a trainee from June 1980 to April 1981. He joined BYD in November 1981 and has gained 24 years of experience in the media business and has acted in a number of different positions such as a reporter, director, editing committee member, deputy chief editor, standing deputy chief editor and chief editor of BYD. Mr. Zhang is currently the president of the BYD. Mr. Zhang was appointed as a Director on 16 May 2001.

ZHANG Yabin, 48, is a vice-chairman and executive Director. Mr. Zhang is currently the chief editor of BYD. He graduated in 1982 from the Peking University with a bachelor's degree in journalism. He was a reporter and an editor of the political and legal department of Beijing Daily News Press (北京日報社) from February 1982 to June 1992. He became the deputy director of the chief editorial department of Beijing Daily News Press from July 1992 and then became the director of the external relationship department of Beijing Daily News Press starting from March 1996. In April 1999, Mr. Zhang started to serve as the chief editor of Morning Post Press (北京晨報社). He joined BYD in April 2002 as the chief editor. Mr. Zhang was appointed as a Director on 30 December 2002.

SUN Wei, 51, is the president and an executive Director. He graduated in 1994 from the China Communist Party Central School in economics and administration and studied in a course leading to a postgraduate degree in journalism in China People's University from 1966 to 1988. He joined BYD in October 1983 and has gained experience as a reporter, editor, deputy director, director, editing committee member and deputy chief editor. Mr. Sun was the executive deputy chief editor of BYD. He is currently the vice president of Beijing Youth Fictionist Association (北京青年創業者協會). Mr. Sun was appointed as a Director on 23 August 2004.

HE Pingping, 50, is an executive Director. Mr. He graduated in 1987 from Capital Normal Academy (北京師範學院) in politics and education. He was in charge of the Group Committee of Beijing Cotton Textile Dyeing Company Limited (北京棉紡織印染公司) from October 1983 to January 1985. Starting from March 1987, he became the vice president of the Advertising Division of the Committee of China Communist Youth League of Beijing Municipal (共青團北京市委宣傳部). From January 1990 to February 1991, he served as the vice president of the Beijing Youth Service Center (北京青少年服務中心). He then became the deputy chief editor and vice president of Beijing Youth Audio-visual Press (北京青少年音像出版社) in February 1991 before he joined BYD as the deputy chief editor in March 1993. He was appointed as a Director on 16 May 2001.

DU Min, 37, is an executive Director. He is currently also the executive vice president of our Company. He graduated in 1991 from Renmin University of China with a bachelor's degree in law. Mr. Du has acted in a number of different positions such as an editor, a reporter and a department head of China Business Times from July 1991 to July 1995. He became the vice president and the deputy chief editor of China Business starting from August 1995. In September 1998, he joined the America International Data Group's branch in China (美國國際數據集團中國公司) as its vice president. He then served as the vice president of Shanghai Meining Computer Software Company Limited (上海美寧計算機軟件有限公司) from July 2000 to September 2002 before becoming the general manager of our Company in December 2002. Mr. Du was appointed as a Director on 30 December 2002.

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## Non-executive Directors

LIU Han, 46, is a non-executive Director. Mr. Liu is currently the vice president of BYD. He graduated in 1982 from Capital Normal Academy (北京師範學院) in Chinese literature. He became a teacher of the No. 1 Secondary School of Fengtai, Beijing (北京豐台一中) from September 1982 to December 1985. Mr. Liu served as an officer of Beijing Fengtai Bureau of Education (北京豐台教育局) from December 1985 to June 1986. He joined BYD in July 1986 as a reporter, deputy head of the editorial department, and the editor-in-chief, assistant to the president and the president of Middleschool Times. Mr. Liu was appointed as a Director on 16 May 2001.

XU Xun, 49, is a non-executive Director. He graduated in 1998 from China Social Science Institute Graduate School (中國社會科學院研究生院) with a master's degree in finance. Mr. Xu served as an editor and a reporter of Capital Economic Information Daily (首都經濟信息報) from 1990 to 1993. He was the general manager of Beijing Hua Ren Advertising Company Limited (北京華人廣告公司) during 1993. He became the deputy general manager of Chinese Securities Daily (中國證券報) during the period from November 1994 to February 2000. Thereafter, he worked in Beijing Zhijin Science and Technology Investment Co. Ltd. (北京資金科技投資有限公司) as the deputy general manager from March 2000 to March 2002, and he has worked in Beijing Management Department of Yongjin Group as General Manager from March 2002 till now. Mr. Xu was appointed as a Director on 16 May 2001.

## Independent Non-executive Directors

TSANG Hing Lun, 56, is an independent non-executive Director. Mr. Tsang is the CEO of Influential Consultants Ltd. He is also Fellow Members of Hong Kong Institute of Directors, the Association of Certified Accountants and the Hong Kong Institute of Certified Public Accountants. Mr. Tsang graduated from the Chinese University of Hong Kong with a bachelor degree in business administration (1st Class Hons.) in 1973. Mr. Tsang has served in the senior management capacity in several reputable publicly listed companies operating in Hong Kong and Singapore. Mr. Tsang joined the Hang Seng Bank group in 1973 and had served in the group for 17 years. He acted as the assistant general manager of the planning and development division of Hang Seng Bank before joining the UOB Group in Singapore in 1990 as its Head of International Branches Division and First Vice President. After working in the UOB Group, Mr Tsang has also acted as an executive vice president of the Stock Exchange of Hong Kong in 1993 and an executive director of China Champ Group in 1994, as an alternate chief executive and deputy general manager of the China Construction Bank, Hong Kong Branch from 1995 to 1998. Mr Tsang has also acted as an executive director of DigiTel Group Limited, a company listed on the GEM Board of the Stock Exchange. Mr. Tsang was appointed as a Director on 12 November 2004.

WU Changqi, 50, is an independent non-executive Director. He graduated in 1982 from Shandong University (山東大學) with a bachelor's degree in economics. He obtained a master's degree in business administration and a doctoral degree in applied economics from 魯漢天主教大學 (Katholieke Universiteit Leuven) in Belgium in 1986 and 1990, respectively. He has also been a lecturer and an assistant professor in Economics of The Hong Kong University of Science and Technology respectively in 1991 and 1997. He served as the professor and the president of the Faculty of Strategic Management of the Guanghua School of Management of Peking University (starting from 2001), the president of the EMBA Centre of the Guanghua School of Management of Peking University (starting from 2002) and the associate dean of the Guanghua School of Management of Peking University (starting from 2003). Mr. Wu was appointed as a Director on 23 August 2004.

LIAO Li, 39, is an independent non-executive Director. He is currently the deputy president and the professor in finance of the School of Economics and Management of Tsinghua University. Mr. Liao graduated in 1989 from the Department of Electrical Engineering of Tsinghua University with a bachelor's degree in mechanical engineering and automation profession. He then obtained a doctorate degree in technical economic profession from the School of Economics and Management of Tsinghua University in 1995. In 1999, he graduated in the Sloan School of Management of Massachusetts Institute of Technology with a master degree of business administration. Mr. Liao was a lecturer of the School of Economics and Management of Tsinghua University from 1995 to 1997. Starting from 2001, Mr. Liao became the deputy president and the deputy professor in finance of the School of Economics and Management of Tsinghua University and became a professor in 2004. Mr. Liao was appointed as a Director on 23 August 2004.

## Supervisors

LI Shiheng, 45, is a supervisor of our Company. Mr. Li is currently the vice president of BYD and the deputy secretary of the Committee of the China Communist Party. Mr. Li graduated in 1997 from the China Communist Party School in politics and law. Starting from May 1990, he became the leader and the deputy secretary of the youth league of the Committee of Fengtai District of Beijing (北京共青團豐台區青工部). He became the deputy secretary of the youth league of the Committee of Fengtai District of Beijing in May 1991. He then became the deputy leader Committee of the urban region of Beijing (北京團市委城區部) from March 1993, before he became the vice president of BYD in September 1998.

HE Daguang, 47, graduated from Shaanxi College of Finance and Economy in 1983 specialising in financial management for industrial enterprises. From 1983 to 2001, Mr. He had, amongst other positions, served as a deputy head of a division, head of a division, vice chief accountant, deputy chief accountant and executive director of China International Water and Electric Corporation. Mr. He has been the PRC chief financial officer of Phoenix Satellite Television Company Limited since 2001.

ZHU Yaoting, 64, graduated from Shanghai Marine Transportation Institute (上海海運學院) in 1963 in mathematics. He had, among other positions, served as deputy director of a division of the Financial Bureau of the Ministry of Communications, vice director of the Auditing Bureau of the Ministry of Communications, vice director of the Financial Bureau of the Ministry of Communications, director of the Financial and Accounting Bureau of the Ministry of Communications and general manager of Huajian Transportation Economic Development Center prior to his retirement. He currently serves as an independent director of CRBC International Co., Ltd. and the general vice president of the China Communications Accounting Commission.

LIU Yanfeng, 33, graduated from the Party School of the Communist Party of China in December 2003 specialising in economics and management. Mr. Liu had, amongst other positions, served as the deputy director of the laser phototypesetting office of BYD from September 1991 to April 2001. Mr. Liu currently serves as the deputy director of the laser phototypesetting centre of our Company since May 2001.

ZHOU Fumin, 34, graduated from the department of materials science and engineering of Tsinghua University in 1995 with a bachelor degree in engineering science and graduated from School of Law of Tsinghua University in 1998 with a master degree in law. Mr. Zhou is a PRC licensed securities investment analyst.

## Senior Management, Qualified Accountant and Company Secretary

ZHENG Yijun, 48, is a vice president of the Company. Mr. Zheng joined the Sunshine Advertising Co. Ltd (歌華陽光廣告有限公司) of BYD in 1992 as the supervisor and became the general manager of Beijing Gehua Sunshine Advertising Co., Ltd. (北京歌華陽光廣告有限公司) since September 2000. Mr. Zheng was appointed as the vice president of the Company in September 2004. He graduated in July 1986 from Beijing Technology and Business University with a postgraduate qualifications in economics.

NIU Ming, 38, is a vice president of the Company. Mr. Niu joined the editorial department of BYD in 1989 in which he has held different positions such as a journalist, deputy director and director. Mr. Niu was re-designated as the chief editor of the editorial department of Beijing Youth Weekly of BYD in October 1998 before he was appointed as the vice president of the Company in September 2004. He graduated in July 1989 from the Division of Law of Beijing Union University with a bachelor's degree in laws and in January 2004 from Tsinghua University School of Economics and Management with a master's degree in business administration.

LAU Wing Kee, 41, is the chief financial officer and the company secretary of our Company. Mr. Lau is a member of the Hong Kong Institute of Certified Public Accountants. Mr. Lau worked for PricewaterhouseCoopers as an auditor in its Hong Kong, Beijing and Shanghai offices for approximately 10 years from 1990 to 2000. Before joining our Group, Mr. Lau was the finance director of Shanghai Ogilvy & Mather Advertising Co, Ltd. Beijing branch. Mr. Lau is the qualified accountant of our Company for the purpose of Rule 3.24 of the Listing Rules. Mr. Lau joined our Group on 1 November 2004.

SHANG Da, 43, is a secretary of the Board of Directors of the Company. Mr. Shang graduated from Capital Economic and Trade University. He joined the BYD in 1999 and served as the secretary of the Board of Directors of the Company since 28 May 2001.

YAN Mengmeng, 41, is a director of the laser phototypesetting centre of our Company. She was awarded a postgraduate certificate in business management from the Capital Economic and Trade University. From June 1983 to June 1991, she worked as a secretary of the Office of the China Electronic Press Association (中國電子新聞工作者協會) and became a secretary of the Office of the Exhibition and Design Association (展示設計協會) under the China Electronic Press Association. Starting from June 1991, she joined BYD as a coordinator of its laser phototypesetting office and was promoted to be the deputy director and the director of the laser phototypesetting office of BYD in June 1992 and March 1993, respectively. She was transferred from BYD to our Company as the head of its laser phototypesetting centre in May 2001.

YU Dagong, 51, is the head of the advertising department of our Company. He graduated in 1986 from China Journalist Association Press College (中國記協職工新聞學院) with a diploma in journalism. Mr. Yu joined BYD in April 1981 and worked as a reporter for BYD until July 1989. In May 1996, Mr. Yu worked as a reporter and the director of the advertising department of BYD. He was transferred from BYD to our Company in May 2001 as our head of the advertising department.