



# *Directors & Senior Management*

## **DIRECTORS**



**TAY Liam Wee**  
*Chairman*

Mr. TAY Liam Wee, aged 47, is an executive Director since 18 August 2004 and the chairman of the Company since 1 October 2005. Mr. Tay has been a director of Sincere Brand Management Limited ("SBML") since 23 March 1996. He was the director of Sincere Watch Limited ("SWL") in 1980 and became the managing

director of SWL since 1993. Mr. Tay is responsible for the overall formulation of business strategies and market development of the Group. Mr. Tay has been instrumental in leading the Group in its current growth phase that involves the development of the Group's corporate vision and the implementation of various expansion strategies and plans. Mr. Tay graduated with a bachelor of business administration degree from Lakehead University, Canada and has over 25 years of experience in retail and distribution of fine watches within the Asia Pacific region. In November 2004, Mr. Tay won the Lifestyle and Retail Entrepreneur of the Year title and the Ernst and Young Entrepreneur of the Year Singapore 2004 Awards. He has also been awarded recently the Tourism Entrepreneur of the Year for 2005 by the Singapore Tourism Board. Mr. Tay is the son of Mr. Tay Boo Jiang who is the founder and executive chairman of the SWL Group. He is also the brother-in-law of Mr. Soh Gim Teik, the non-executive Director and the finance director of SWL, the cousin of Ms. Tay Liam Wuan, the executive Director and the chief executive officer of the Company and the brother-in-law of Mr. Chan Laurence, Gordon, the General Manager of the Group. Mr. Tay joined the Group (as director of SBML) in March 1996.

**CHAU Kwok Fun, Kevin**  
*Vice Chairman*

Mr. CHAU Kwok Fun, Kevin, aged 46, is an executive Director since 19 September 2005 and the vice chairman of the Company since 1 October 2005. Mr. Chau has been a director and the chairman of SBML since 23 March 1996. He is responsible for the overall development of the Group's business, as well as the strategic planning and positioning and management of the Group. Mr. Chau graduated with a bachelor of arts

degree from the Wesleyan University in Connecticut, USA. Prior to joining the Group, Mr. Chau was a principal officer of an investment company in Hong Kong dealing in real estates and the food and beverage industry in the PRC. He began his career in 1982 with a US bank dealing in fixed income and derivative syndication and had been posted by the bank to their New York, London and Tokyo offices. In 1990, he set up his own real estate investment company in California, USA, investing in real estate projects in Texas and California. Mr. Chau is also an independent non-executive director of Tai Sang Land Development Limited whose shares are listed on the main board of the Stock Exchange. Mr. Chau joined the Group (as director of SBML) in March 1996.





## *Directors & Senior Management*

### **DIRECTORS**



**TAY Liam Wuan**

*Chief Executive Officer*

Ms. TAY Liam Wuan, aged 42, is an executive Director since 19 September 2005 and the chief executive officer of the Company since 1 October 2005. Ms. Tay Liam Wuan has been a director of SBML since 15 November 1995. She is responsible for all aspects of the Group's operations. Ms. Tay graduated with a bachelor degree in business administration from the National University of Singapore. Prior to joining the Group, Ms. Tay was a marketing manager of SWL and before that, she was previously a credit and marketing officer with Export Insurance Corporation of Singapore. Ms. Tay is the cousin of Mr. Tay Liam Wee, the chairman of the Company. Ms. Tay joined the Group (as director of SBML) in November 1995.



**SOH Gim Teik**

*Non-executive Director*

Mr. SOH Gim Teik, aged 52, is a non-executive Director since 19 September 2005. Mr. Soh is also the finance director and the company secretary of SWL since 1993 and 1982 respectively. Mr. Soh is mainly responsible for providing guidance on financial control and policies to the Group. Mr. Soh graduated with a bachelor of accountancy degree from the University of Singapore and has years of financial experience in various senior positions. Mr. Soh is a member of the Institute of Certified Public Accountants of Singapore. In March 2006, Mr. Soh was awarded the inaugural CFO of the Year for 2005 for Singapore's listed companies with a market capitalization of S\$500 million and below. Mr. Soh is the brother-in-law of Mr. Tay Liam Wee, the Chairman of the Company. Mr. Soh joined the Group (as director of SBML) in October 2001.



**LIM Suet Fern**

*Independent non-executive Director*

Ms. LIM Suet Fern, aged 48, is an independent non-executive Director. Ms. Lim is a practising advocate and solicitor of the Supreme Court of Singapore and works at Stamford Law Corporation as its senior director. She qualified as a barrister-at-law at Gray's Inn, London and graduated from Cambridge University, UK with a double first in law. Ms. Lim joined the Group in September 2005.



## *Directors & Senior Management*

### **DIRECTORS**

#### **KING Roger**

*Independent non-executive Director*

Mr. KING Roger, aged 65, is an independent non-executive Director. Mr. King has extensive experience in the areas of corporate management, computing engineering and management consultancy. Mr. King is a non-executive director of Orient Overseas (International) Limited whose shares are listed on the main board of the Stock Exchange and a director of Arrow Electronics Corporation whose shares are listed on the New York Stock Exchange. Mr. King is also a member of the Supervisory Board of TNT whose shares are listed on the Euronext Amsterdam (formerly known as Amsterdam Stock Exchange) and whose American Depositary Shares (ADRs) are traded on the New York Stock Exchange. He was the former managing director and chief operating officer of Orient Overseas (Holdings) Limited, the former executive chairman of System-Pro Computers Limited and the former president, chief executive officer and executive director of Sa Sa International Holdings Limited whose shares are listed on the main board of the Stock Exchange. He was also a former independent non-executive director of China LotSynergy Holdings Limited (formerly known as World Metal Holdings Limited) whose shares are listed on the Growth Enterprise Market of the Stock Exchange). Mr. King currently serves on a number of advisory committees, including the Zhejiang Province People's Political Consultative Conference. He is also a fellow member of the Hong Kong Management Association. He graduated with a bachelor degree in electrical engineering from the University of Michigan in 1963 and a master degree in electrical engineering from New York University in 1966. He is also a graduate of the Harvard Business School. Mr. King joined the Group in September 2005.



#### **LEW, Victor Robert**

*Independent non-executive Director*

Mr. LEW, Victor Robert, aged 50, is an independent non-executive Director and has been, since 1994, an independent non-executive director and chairman of the audit committee of Pacific Andes International Holdings Limited whose shares are listed on the main board of the Stock Exchange. Mr. Lew is currently a director of a corporation of practising certified public accountants in Hong Kong. He has over 20 years of experience in corporate assurance advisory, taxation, and corporate finance consulting. Mr. Lew graduated with a bachelor of commerce degree from the University of British Columbia, Canada. He is a fellow member of the Hong Kong Institute of Certified Public Accountants, a practising certified public accountant in Hong Kong and a chartered accountant of Canadian Institute of Chartered Accountants. Mr. Lew joined the Group in September 2005.



## *Directors & Senior Management*

### **SENIOR MANAGEMENT**

**Mr. CHAN Laurence, Gordon**, aged 54, is the general manager of the Group. Mr. Chan is responsible for financial management and control and the administration of the Group's operations. Prior to joining the Group in April 2005, Mr. Chan had over 20 years working in investment banking, private equity and fund management. He graduated with a master degree in business administration from the University of Manchester, United Kingdom and a bachelor degree in engineering from the University of Singapore. Mr. Chan is a Chartered Financial Analyst. Mr. Chan is the brother-in-law of Mr. Tay Liam Wee, the executive Director.

**Mr. CHAN Kwong Leung, Eric**, is the company secretary of the Company since 19 September 2005. Mr. Chan is responsible for the corporate secretarial functions of the Group. He is an associate member of the Institute of Chartered Secretaries and Administrators and the Hong Kong Institute of Company Secretaries. He is also a member of the Hong Kong Securities Institute. Mr. Chan is currently a principal of an international audit firm namely Morison Heng and the company secretary of Jackin International Holdings Limited whose shares are listed on the main board of the Stock Exchange. Mr. Chan has more than 17 years of experience in company secretarial practice in Morison Heng.

**Mr. CHEUNG Hon Fai, Maurice**, aged 32, is the financial controller and qualified accountant of the Company. Mr. Cheung is responsible for the financial reporting and accounting, internal control, corporate finance and treasury functions of the Group. Prior to joining the Group in March 2006, Mr. Cheung was working as financial controller and qualified accountant of EVI Education Asia Limited, those shares are listed on the Growth Enterprises Market of the Stock Exchange, and has over 9 years of experience in auditing, accounting and financial management. Mr. Cheung graduated with a bachelor degree in accountancy from The Hong Kong Polytechnic University. Mr. Cheung is an associate member of the Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants.

**Mr. LAU Kok Chong**, aged 36, is the senior product manager of the Group. Mr. Lau is responsible for brand management, purchasing and product delivery logistics of the Group. Prior to joining the Group in January 1999, he was a production director with an event management company specialising in fashion show, product launches and exhibition. Mr. Lau had produced events in various countries, including Hong Kong, Singapore, Taiwan, Thailand, the PRC (including Shanghai, Dalian and Beijing) and France. Mr. Lau obtained a diploma in electronic and telecommunication from Singapore Polytechnic, Singapore.

**Mr. CHEW Joo Yee**, aged 39, is the accountant of the Group. Prior to joining the Group in July 2000, he was an accountant and assistant to the managing director in a food manufacturing and distribution company in Singapore and Shanghai, the PRC for 10 years. Mr. Chew obtained a diploma in business study from Ngee Ann Polytechnic, Singapore.

**Mr. PAK Kwai Sing, Isaac**, aged 44, is the sales manager of the Group. Mr. Pak has over 20 years of experience in the watch industry. Prior to joining the Group in April 1997, Mr. Pak worked in various sales positions including over 5 years for Phillipe Chariol, a Swiss brand of watches, and 8 years with watch dealers in Hong Kong.

**Mr. LAW Yuen Mau, Jeffy**, aged 42, is the operations manager of the Group. He has over 22 years of sales experience in the watch industry. He worked for various watch dealers in Hong Kong prior to joining the Group. After having worked for the Group from 1995 to 1996, Mr. Law rejoined the Group in August 1999.