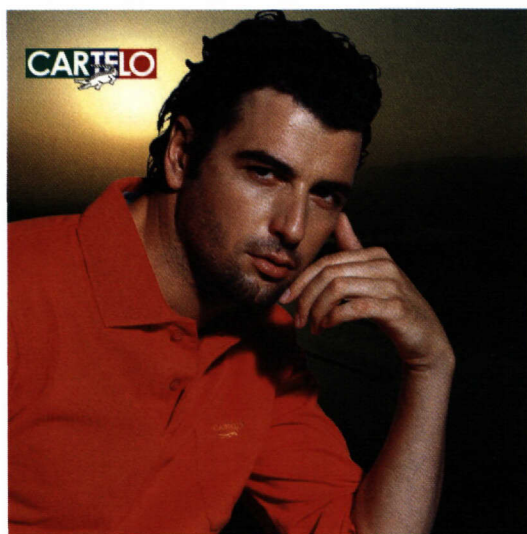




## THE MARKET

CARTELO Crocodile produces fashionable clothing and accessories for the complete consumer lifestyle. CARTELO Crocodile entered China in 1993 through Shanghai Eastern Crocodile Apparels Co Ltd, one of the earliest international brands to venture into China. It was the arrival of CARTELO Crocodile and other famous brands in China that changed the Chinese's traditional perception of fashion. As compared to other fashion brands, CARTELO Crocodile offers practical leisurewear where others focus more on trendy fashion.

As a statement of style, quality and value, CARTELO Crocodile has established itself as a preferred brand for well-to-do Chinese consumers. CARTELO Crocodile has been among the Top Ten Most Popular Brands in China since 1998.



## ACHIEVEMENTS

With its humble start in 1993 in China, CARTELO Crocodile has grown vigorously and exponentially. Today, CARTELO Crocodile has more than 1,000 exclusive shops and boutiques across China and it is a widely known fashion brand. Since 1997, the company has been one of the 500 biggest companies in Shanghai in terms of sales revenue.

Gaining consumers' trust is only one of the factors that make CARTELO Crocodile stand out from the rest. The National Bureau of Statistics has ranked CARTELO Crocodile as a Top Ten Popular Brand in China every year since 1998 while its mainstream product, the CARTELO Crocodile T-shirt, was the best seller for five consecutive years from 1999. The China Quality Inspection Association affirmed CARTELO Crocodile as Product With Stable Quality in 2002.

The founder, Dato' Dr Tan, and the chairman of the company, Mr Ang Boon Tian, have both been honoured with a Magnolia Award from the Shanghai Foreign Affairs Office for their outstanding contributions to the growth of business in Shanghai.

Good corporate governance also sets CARTELO Crocodile apart. The company received an Economic Development Promotion Award from the Changning Foreign Investment Enterprise Society and a Superior Contribution To Economy Award from the Changning International Chamber of Commerce in 1999. In 2000, it received a Superior Enterprise Efficiency Award from the Changning Foreign Economic Committee. In 2001, the company was accorded the status of Preferentially Protected Enterprise Against Counterfeits by the China Quality Inspection Association and accredited as a Credible and Law Abiding Enterprise by the Shanghai Administration for Industry and Commerce. In 2002, the company was recognised as an Enterprise Exempt from Examination by the Shanghai Administration for Industry and Commerce and appraised as Class A for Tax Payment by the Shanghai Finance Bureau and Shanghai Revenue Bureau. In 2003, the Shanghai Consumers' Association honoured the company as a Credible Enterprise with Advanced Service.

## HISTORY

Dato' Dr Hian-Tsin Tan founded the brand in 1947 in Singapore. He started with only men's shirts and briefs, adding T-shirts in 1949. Now, the brand has expanded its product range to cover clothing and accessories for men, women and children. In terms of market penetration, it has expanded beyond Singapore to Malaysia, Brunei, Indonesia, Thailand, Hong Kong, China, Japan, Taiwan, South Korea, India, Pakistan, Bangladesh, Sri Lanka, Nepal and the Middle East.

CARTELO Crocodile was first introduced in China in the 1980s after China and Singapore established diplomatic ties. The very first CARTELO Crocodile exclusive shop was opened in Shanghai in 1993 and Shanghai Eastern Crocodile Apparels Co Ltd was set up on the following year.

CARTELO Crocodile is more than a fashion powerhouse delivering quality and value for



money products. For over half a century, CARTELO Crocodile was owned, managed and manufactured by Chinese. It is a renowned international brand in all its markets, making CARTELO Crocodile one of the few privately-owned international fashion companies in existence. With more than 55 years of experience in the fashion industry, locally and overseas, the brand has stayed competitive and vibrant internationally.

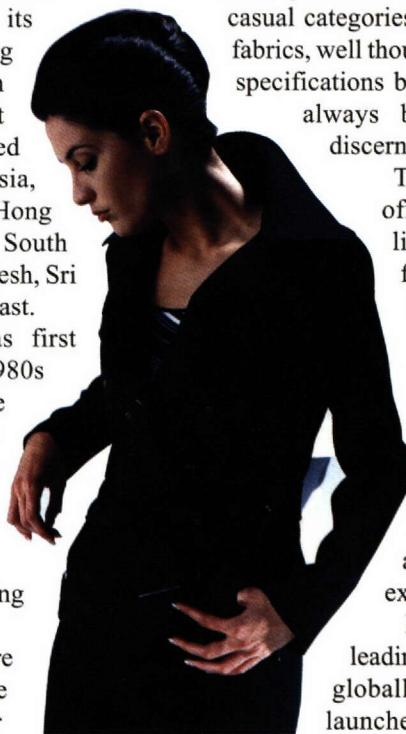
## THE PRODUCT

CARTELO Crocodile product lines have become well diversified through its long history. Its ready-made garments cater to both the business and casual categories. Both are made from quality fabrics, well thought-out designs and up-to-date specifications by skilled workmanship. It has always been a preferred brand of discerning buyers.

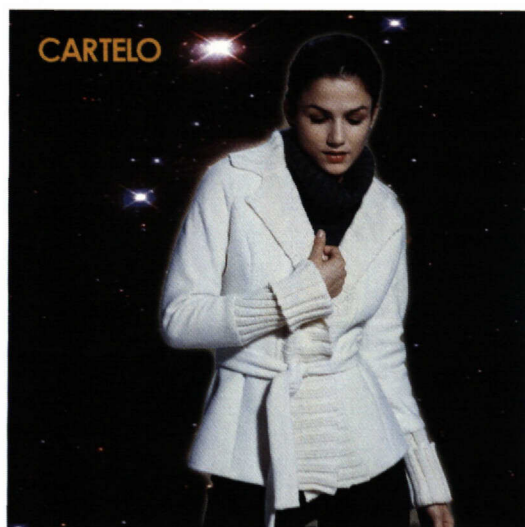
Today, CARTELO Crocodile offers more than 100 product lines, including sportswear, footwear, headgear, time pieces, leather accessories, eye wear, athletic equipment and stationery, greatly enriching the CARTELO Crocodile brand portfolio.

Apart from its policy of quality products at affordable price, customer satisfaction is a driving force in its effort to excel in product quality.

In its commitment to be a leading and innovative fashion brand globally, CARTELO Crocodile has launched special fabrics with health







and/or comfort improvement capability into its apparel to set itself clearly apart from competitors. The golf-wear lines use special anti ultra-violet fabrics to shield harmful rays of sunlight. The sportswear lines incorporate special ever-cool fabrics designed to absorb and disperse sweat or water quickly and thus maintain a dry and clean feel. A new anti-radiation fabric offering protection from electromagnetic radiation has just been introduced, ideal for today's health conscious consumers.

#### RECENT DEVELOPMENTS

After gaining wide and popular acceptance in the China market, the company is now focusing on mid to long-term development, enhancing its presence and impact in the PRC.

The production plant in Suzhou covers 17 acres. Due to the excellent relationship with, and

support of, the Changning local authorities, the company has decided to make Changning a permanent home, acquiring 20 acres to build the CARTELO Crocodile Building to serve as the company's China headquarters catering for design, research and development, display and distribution.

#### PROMOTION

The awareness of the CARTELO Crocodile brand in China and other parts of the world is generated mostly through advertisements in newspaper, magazines, TV commercials, billboards and also word of mouth from those who appreciate the quality and value for money attributes of the brand. The philosophy has always been and always will be, "Value for money".

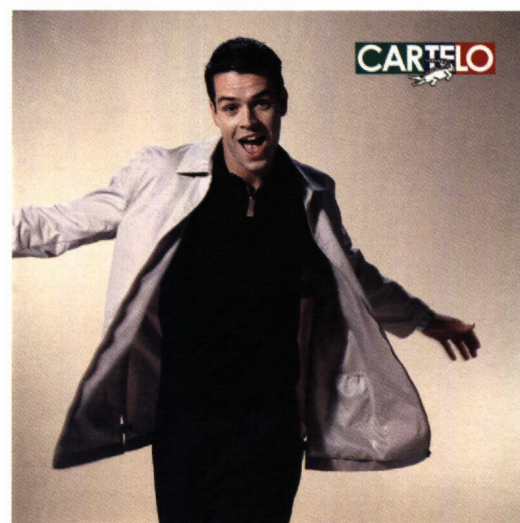
#### BRAND VALUES

CARTELO Crocodile continues to command a large share of the China fashion market as one of the best-known brands with a wide and diversified product range offering practical yet fashionable designs.

In return for the confidence that customers have placed upon the brand, CARTELO Crocodile continues to strive for excellence by adhering to its core values: leading fashion, high quality at affordable price.

Being a responsible corporate citizen, CARTELO Crocodile lives up to its philanthropic spirit by contributing generously to the communities and societies where it has a presence. Internally, the company recognises and values its employees including the communities that support the brand. In this respect, CARTELO

Crocodile donated Rmb 13,000,000 to China Renmin University to construct a 12-storey building. In 1998 the Company donated Rmb 5 million to flood-relief efforts (almost one-third of total donations received in the Changning district). Following its sponsorship of China's athletes at the Sydney Olympic Games, the company was selected as one of the top five domestic sponsors by the China Olympics Committee.



CARTELO Crocodile has since become the only sportswear working with the China Olympics Committee, and has obtained a first priority for sponsoring the Beijing 2008 Olympic Games. The company also contributed Rmb 1.5 million in 2002 to launch the CARTELO Crocodile Scholarship Fund for the students in the Changning District and later in December 2002, the company donated Rmb 20 million to the Shanghai Song Ching Ling Foundation. In May 2003, the company donated Rmb 250,000 to Shanghai Anti-SARS Aid Foundation.

CARTELO Crocodile is a brand the Chinese can be proud of. It is not just another successful business enterprise but a true story of a Chinese man who turned a small shop into an internationally recognised Superbrand.



#### THINGS YOU DIDN'T KNOW ABOUT CARTELO CROCODILE

- Dr Hian-Tsin Tan, the founder of CARTELO Crocodile, is nicknamed Mr Crocodile and Uncle Crocodile
- CARTELO Crocodile, through Shanghai Eastern Crocodile Apparel Co Ltd, has established more than 1,000 exclusive shops and boutiques around China
- CARTELO Crocodile offers three special fabrics for its clothing line: anti-ultraviolet, ever-cool and anti-radiation fabric
- In the 1940s, three brands emerged independently — Crocodile in Singapore, Lacoste in France and Izod in the US — all using a crocodile or alligator logo. All three compete today in the China market