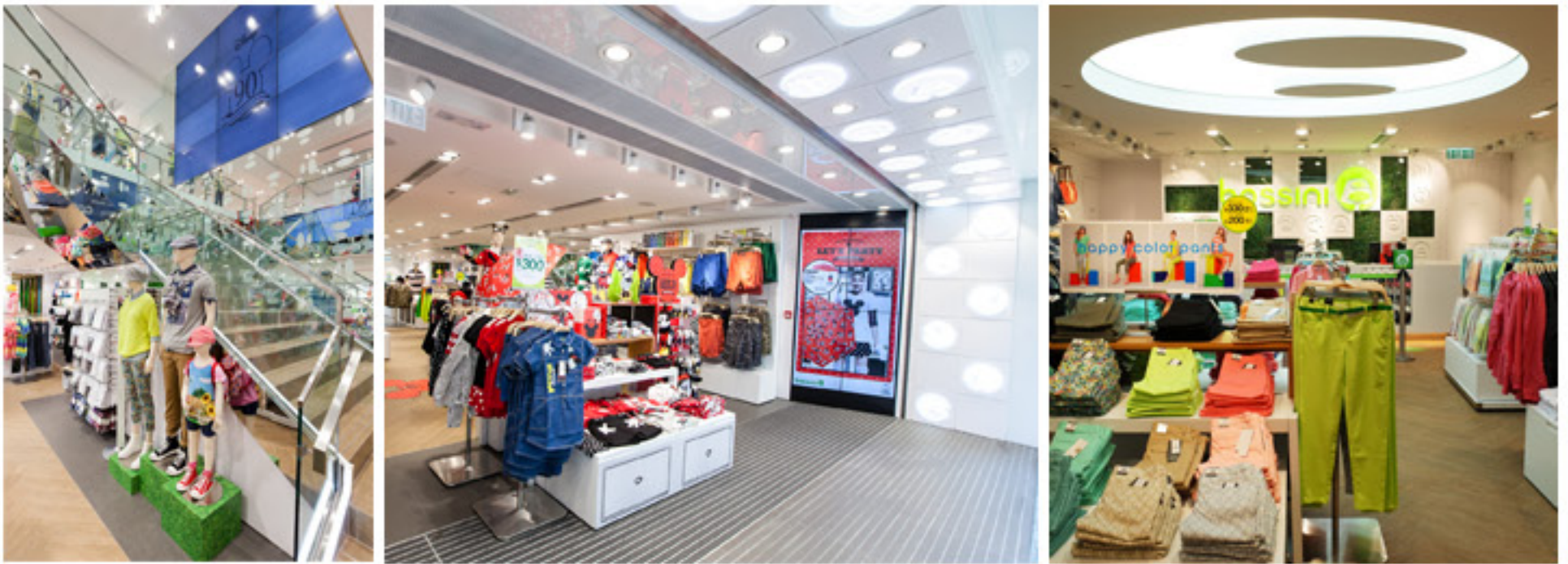




## Going Forward. Getting Happier.

Dear Friends,

Throughout the first half of 2014, we were totally committed to creating exciting new shopping experiences for our customers. Thanks for staying with us on our journey to becoming the most preferred every day apparel brand in the region. Let's keep moving ahead together on this happy odyssey!



### **Sizing Up: One-stop shopping experience in hot new location**

To expand our presence in the critical shopping area of Tsim Sha Tsui, we opened a strategic new image shop in a high-traffic hot spot. With a giant LED screen and special lighting designs, the 9800 sq. ft. 2-storey space presents our collections in a bold new concept that immerses consumers in a totally engaging and enjoyable shopping experience.



### **Making Surprises: Happy 90<sup>th</sup> Birthday for Disney**

Riding on our strategic partner Disney's 90th anniversary, we created an exciting new talk-of-the-town campaign that brought surprises and fun to our consumers, reinforcing our happy brand value. The first wave was launched in mid-March when we turned Mickey Mouse into a top fashion icon. The second wave followed in early July with a Disney Classic collection that included characters, such as Donald and Goofy to bring yet more happy dreams to life for our fans.

### **Going Further: Recognized as a Quality Shop and a Happy Company**

We were honored to receive a number of awards recently including two from the QTSA - the "Outstanding QTS Merchant Award" for the 10th consecutive year and the "Most Popular QTS Merchant Award". We were also recognized by the 'Promoting Happiness Index Foundation' with a 'Happy Company of 2014' award. These encouraging awards will keep us motivated to continue building a leading brand devoted to growing happiness.

