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Company Profile

Founded in 1988, Lerado Group designs, manufactures and distributes a wide range of infant and pre-school products including baby strollers, baby beds and playyards, battery operated ride-on cars, soft goods and other accessory products. A majority of our products are manufactured on an original design manufacturing ("ODM") basis, where we are responsible for the research and development ("R&D") of product design and we own the patents to such designs. We also produce for our customers on an original equipment manufacturing ("OEM") basis, where products are manufactured in accordance with customers' specifications and they rely on our experienced manufacturing expertise. Headquartered in Hong Kong, we have an R&D centre in Taiwan and production facilities in Zhongshan and Shanghai, the People's Republic of China (the "PRC"). The majority of our products are sold to customers in the United States of America (the "US") and various European countries. We are proud of our product design and R&D capability as we currently own more than 100 registered patents for over 70 product features. Our innovative calibre, together with our efficient manufacturing expertise, allows us to expand into products targeted for young school children in the coming years. Our motto is to provide superior products with innovative features and strict safety standards to our customers worldwide.