

## **Biography of Key-note Speaker**

Mr. Lai Chee Ying, Jimmy, aged 60, a Director of the Company since 1999, is currently the Chairman of the Board. He is responsible for formulating and implementing the Group's strategies policies. Mr. Lai entered the media industry by launching Next Magazine in March 1990, and he subsequently added several other popular titles to his stable of publications, including Easy Finder (September 1991, renamed as FACE in May 2007), Apple Daily (June 1995), Sudden Weekly (August 1995) and Eat & Travel Weekly (July 1997), ME! (December 2006). Mr. Lai has further extended the boundaries of the Group's operations from Hong Kong to Taiwan by launching Taiwan Next Magazine (May 2001), Taiwan Apple Daily (May 2003) and Sharp Daily (October 2006). Prior to founding his publishing business in 1990, Mr. Lai had a distinguished 30-year career in the local garment industry, establishing and running the hugely successful Giordano manufacturing and retail chain.