



# Company Presentation

1 March 2010

Zipped-on For Global Markets



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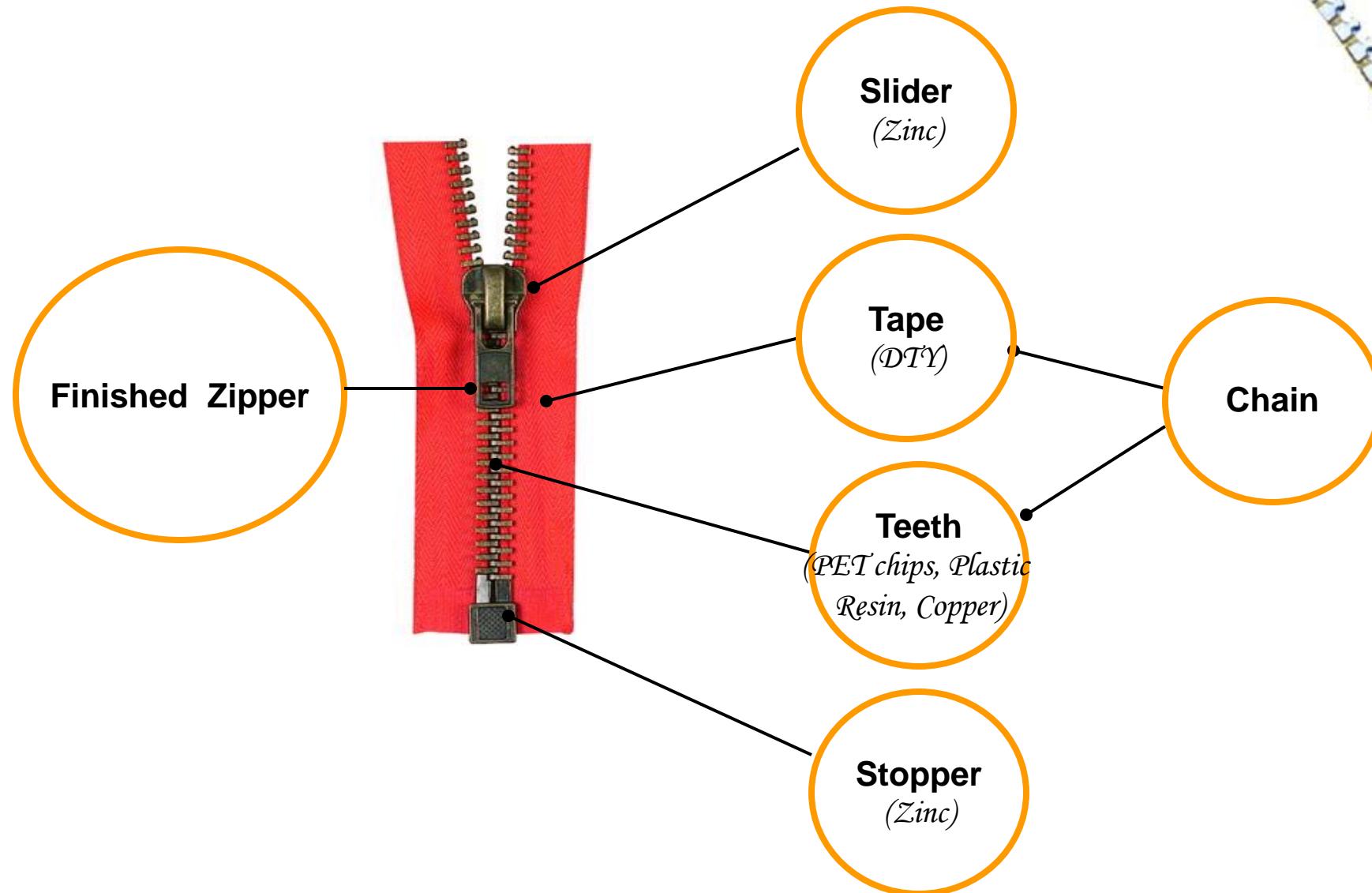
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## Business Overview

## 企业简介

# Component of a Zipper (拉链的构成部件)



# Our Business (我们的业务)

## Principal activity

**Production of quality Zipper Sliders, Zipper Chains, Finished Zippers**

## Customers

- **> 1,600 customers** in the PRC, mainly in Fujian, Jiangsu, Zhejiang, Sichuan provinces and Shanghai
- **Diversified Customer base:**
  - **Local manufacturers** – Apparel/Footwear, Camping Equipment, Bags/Luggages, Upholstery Furnishings
  - **Trading Cos** - which export to overseas markets including Australia, EU, Russia, Turkey, Korea, Thailand, Vietnam, Indonesia, others
  - **Zipper makers** - which further process or assemble zipper products for onward sales

# Our Locations (我们的位置)

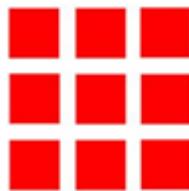


- **3 Production Facilities in Jinjiang [HQ], Shanghai, Qingdao**
- **Extensive sales network - Xiamen, Quanzhou, Chengdu, Dongguan, Yiwu, Wuhan, Shanghai, HK**

# Types of Products (产品的种类)

## Trademarks

3F



Invisible hook



Pin lock trade mark



Non lock double pull



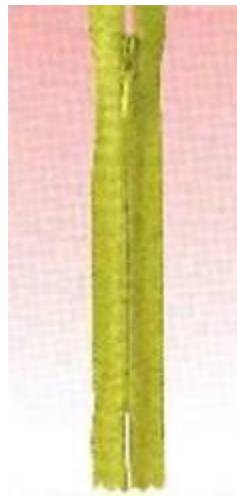
Non lock double plastic pull



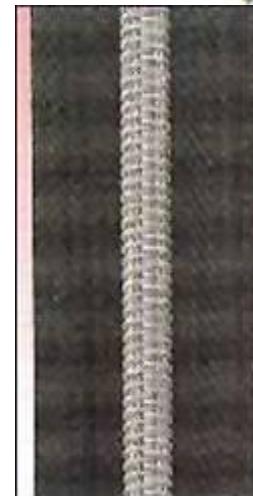
Auto lock ribbon pull



Non lock long key



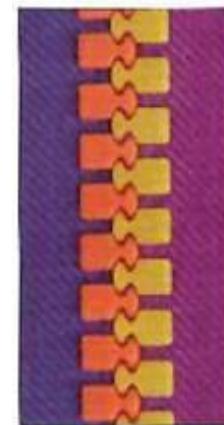
Invisible with  
polyester tape



Nylon chain



Metal chain



Plastic chain

**3F = Quality First, Customer First, Service First**

# Wide Product Application (产品的广泛用途)

Widely used in consumer end-products such as:



Apparels (incl  
sportswear)



Shoes



Camping  
equipment



Laptop bag



Travel luggage



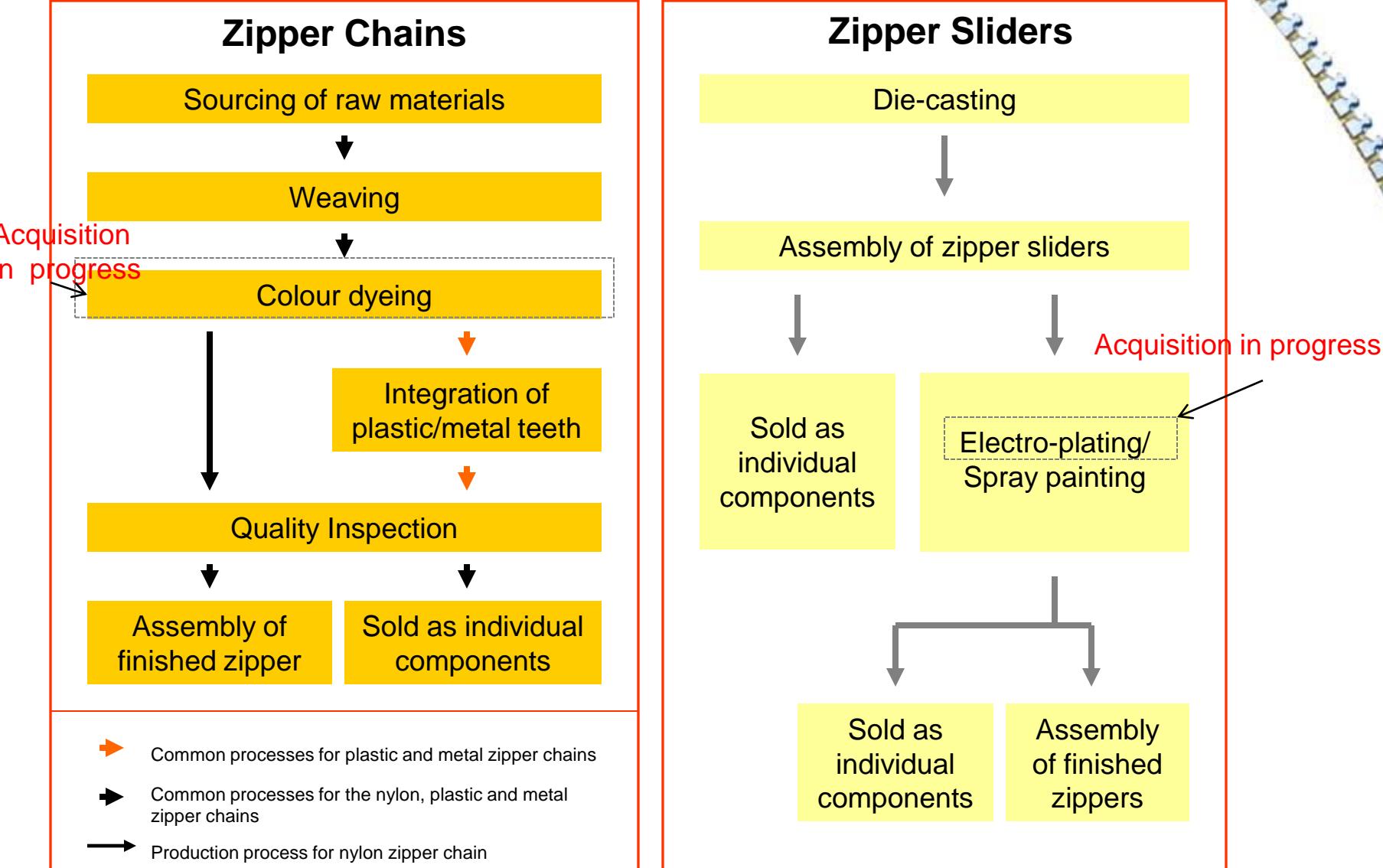
Bags & wallet



Upholstery

# Production Process (生产过程)

10



# Production Capacity & Utilisation Rate

## (产能和利用率)

Max Prodn Capacity	2006	2007	2008	2009	2010	1Q 2010	2Q 2010	3Q 2010	4Q 2010
<b>(tons)</b>									
<b>Zipper chains</b>	21,419	22,200	25,623	25,623	<b>25,623</b>	6,406	6,406	6,406	6,406
<b>Zipper sliders</b>	10,897	10,897	10,897	10,897	<b>10,897</b>	2,724	2,724	2,724	2,724
<b>Finished zippers *</b>	*	*	3,971	3,971	<b>3,971</b>	993	993	993	993
<b>Utilization rate</b>									
<b>Zipper chains</b>	89%	91%	55%	41%	<b>62%</b>	50%	62%	68%	67%
<b>Zipper sliders</b>	81%	80%	80%	44%	<b>50%</b>	37%	55%	59%	49%
<b>Finished zippers *</b>	*	*	<b>~50%</b>	51%	<b>54%</b>	38%	56%	58%	64%

\* For information only. Finished zippers (FZ) are assembled from chain/sliders, and the production capacity of FZ have been included under zipper chain, and zipper sliders segment. FZ produced prior to 2007 were but in low volume and were not tracked separately.

# Corporate Milestones (企业里程碑)

1993	1994	1995	1996 - 1999	2005
<ul style="list-style-type: none"> <li>Started <b>nylon continuous zipper chains</b>, related products</li> </ul>	<ul style="list-style-type: none"> <li>Commenced production of <b>fabric tape</b></li> </ul>	<ul style="list-style-type: none"> <li>Established <b>'3F' brand</b></li> <li>Started <b>zipper sliders</b></li> </ul>	<ul style="list-style-type: none"> <li>Expanded to... <b>'invisible' nylon zippers, finished zippers, plastic/metal zipper chains</b></li> </ul>	<ul style="list-style-type: none"> <li>Granted authorization to use <b>Oeko-Tex mark</b>, mandatory certificate for EU markets</li> </ul>
2006	2007	2008	2009	2010
<ul style="list-style-type: none"> <li>Fujian Enterprise Technology Centre, research partnership with Software Institute of Xiamen University</li> <li><b>Symbolic Brand of China</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Intertek Certification</b> for zipper products, allow wider range of products to be marked with Intertek Eco-Certification label and sold internationally</li> </ul>	<ul style="list-style-type: none"> <li>Received National waiver <b>免检</b> from export inspections</li> </ul>	<ul style="list-style-type: none"> <li>Awarded <b>China New and HighTech Enterprise</b></li> </ul>	<ul style="list-style-type: none"> <li>Successfully registration of <b>Super Durable Zipper patent</b></li> <li>Move towards to high-end shoes, tents and luggage bags market</li> </ul>

A preferential tax rate of 15% for three years pending for approval



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**Competitive Strengths**

**竞争优势**

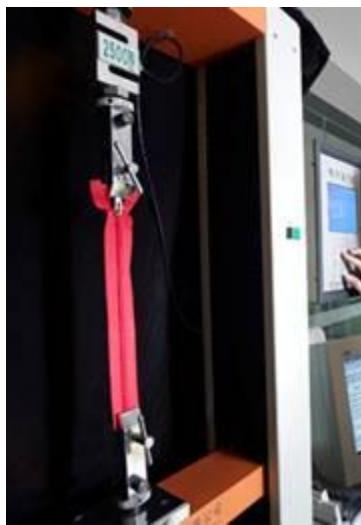
# One of the Largest Zipper Manufacturers in the PRC (中国最大的拉链生产商之一)

- **No. 2 in China** in terms of production capacity
- **Economies of Scale** in terms of raw material procurement, production management and brand marketing
- Ability to **Provide Value-added service** by customising zipper products to cater to differing requirements amongst customers



# One of Few Vertically Integrated Players in PRC Zipper Industry(中国拉链行业为数不多的一条龙生产商)

- Able to carry out **Upstream Activities**, including production of monofilament line, fabric tape and centre core thread
- Ability to assemble **Finished Zippers**
- Allows **Economies of Scale**
- Achieve **Consistency in Quality** of products



# Established Track Record & Reputation (良好的业绩和声誉)

- End products used by **renowned brands** such as:

## *Sportswear:*



## *Fashion:*



# Established Track Record & Reputation (良好的业绩和声誉)

## Luggage/Bags:

Microsoft

SONY  
make.believe

asics.

ANA  
ANA SKY WEB

Sams~~on~~nite

dapai  
达派

## Camping Equipments:

Kampa

Gelert

路之谱 NORTHPOLE  
INNOVATION BEGINS HERE

# Emphasis on Quality and R&D (注重质量和研发)

- Our R&D facility was certified as “**Fujian Provincial Level Enterprise Technology Center**”
- **Intertek Eco-Certification =>** products can be sold in the international markets
- **21 full time R&D staff** - members include professors, software engineers, tooling engineers and craftsmen
- **Collaborative partnerships** with research institutes such as **Xiamen University** for R&D of management software and hardware
- We currently have a total of **18 design patents, 3 utility patents and 2 invention patent** (including patent for **Super Durable zipper (新型耐磨拉链)**, and another **6 patents** under application)

# Experienced Management Team (经验丰富的管理团队)

- Key management team

- **Mr Hong Qing Liang (Executive Chairman & CEO)**  
*over 20 years experience*
- **Mr Hong Peng You (Director of Administration)**
- **Mr Hong Qing Ke (Director of Sales)**
- **Mr Hong Shui Ku (General Manager)**
- **Mr Koh Choon Kong (CFO)**



## Hong Qing Liang, Executive Chairman and CEO

洪清凉：执行董事局主席兼首席执行官

- Over **20 years** of experience in the zipper industry
- Honourable Chairman of Zipper Industry Association of Fujian Province
- Vice Chairman of the Foreign Enterprise Association and Vice Chairman of Chamber of Commerce of Long Hu Town, Jinjiang City
- Member of CPPCC Fujian Province



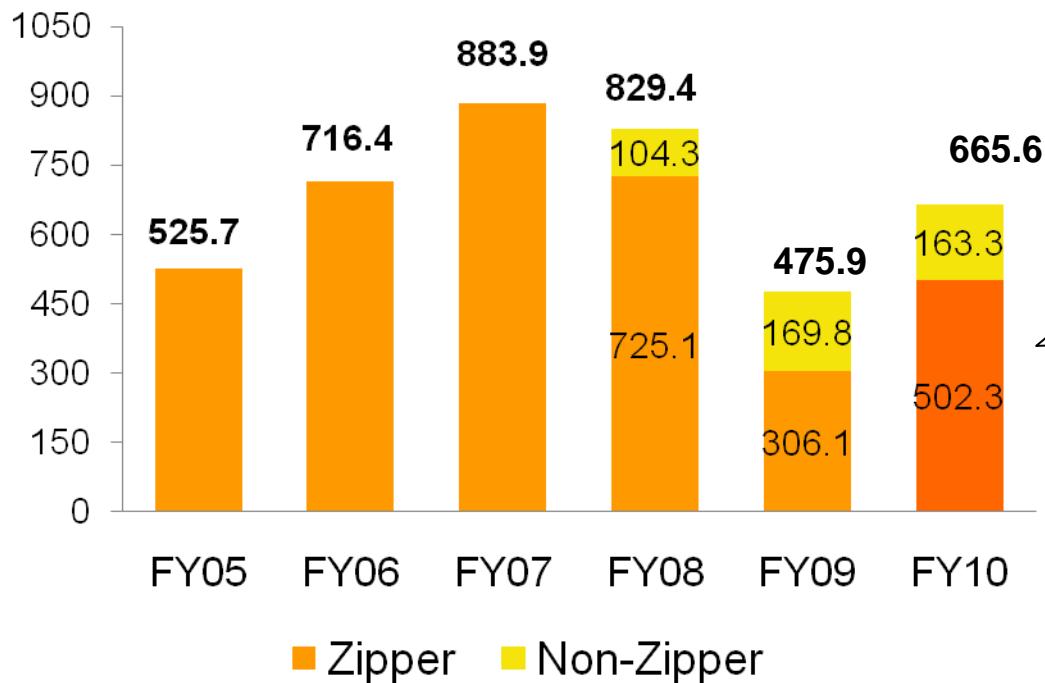
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## Financial Highlights 财务摘要

# Revenue By Year (营业收入一览)

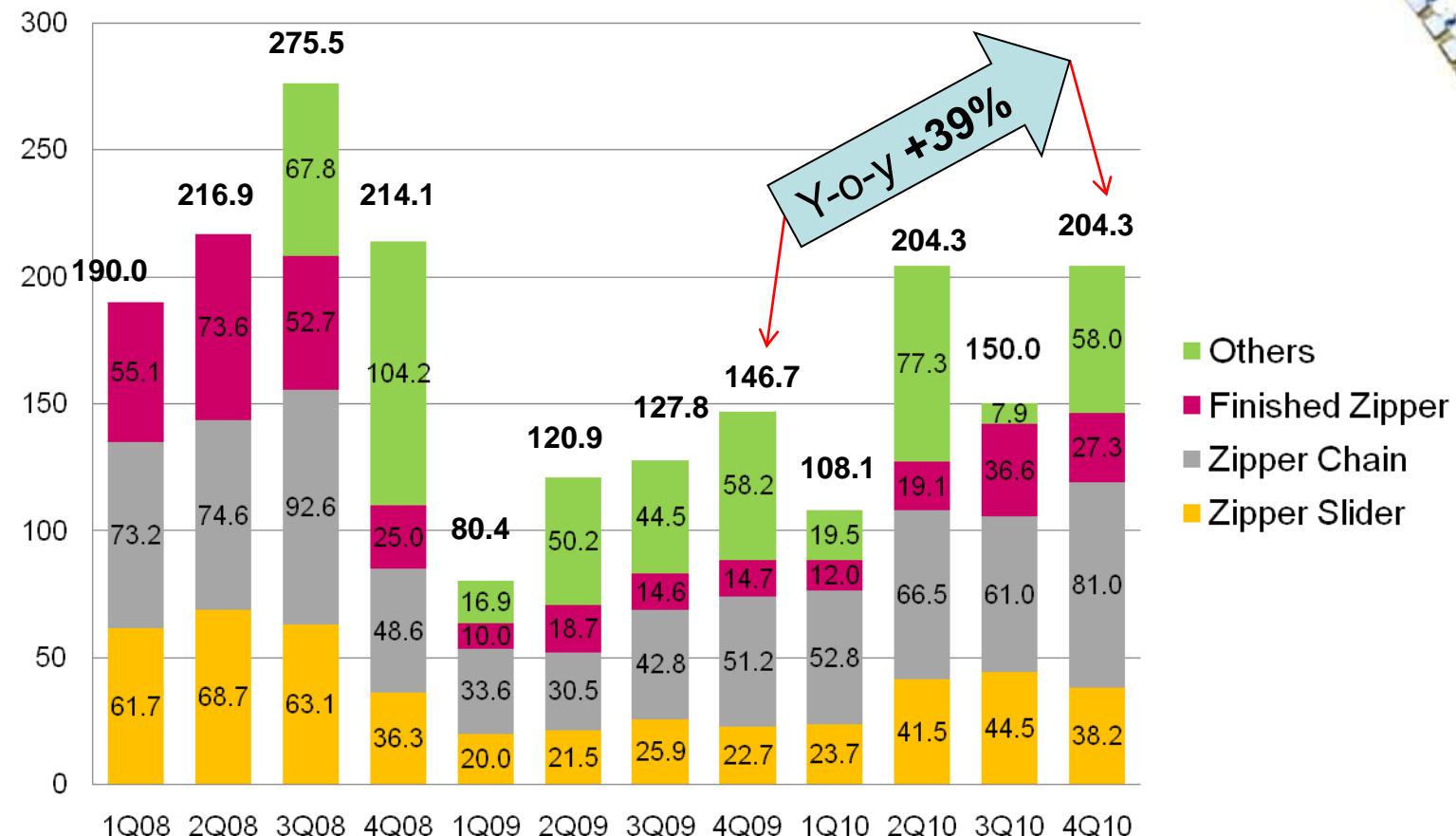
RMB ' Mln



Zipper  
segment  
up 64%

# Revenue by Quarter (季度营业收入)

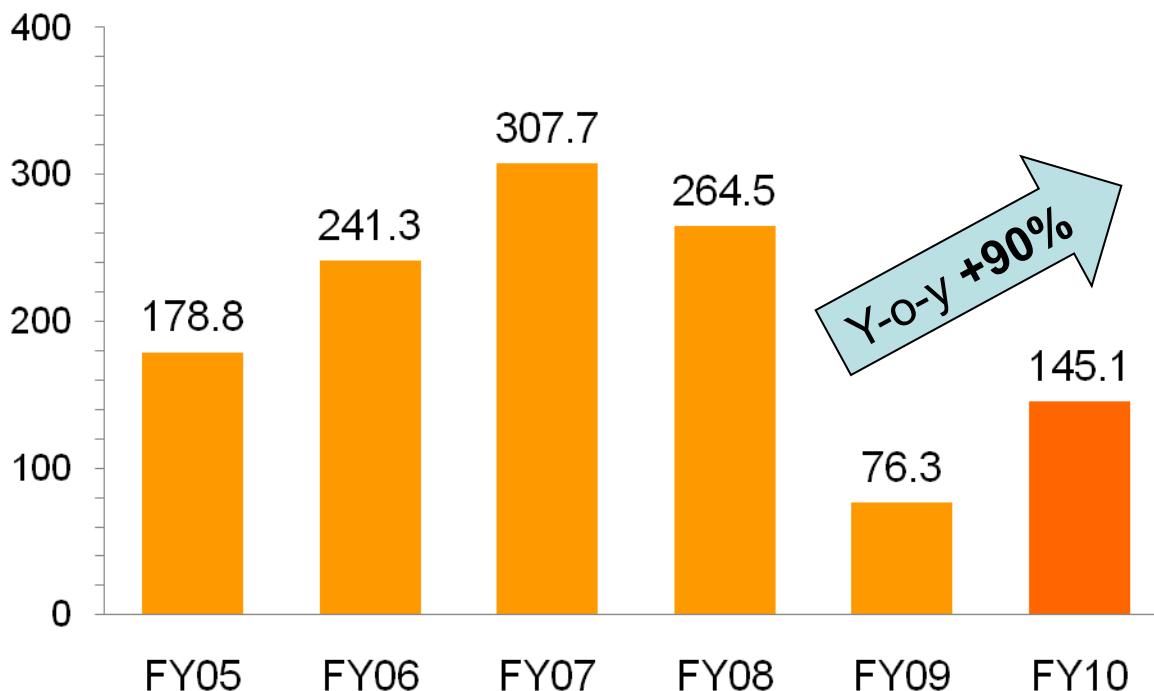
RMB ' Mln



- Others includes Knitting wool, Trading. Knitting wool business discontinued in 2Q2010
- Zipper Segment sales Q-o-Q up 3%

# Gross Profit By Year (毛利一览)

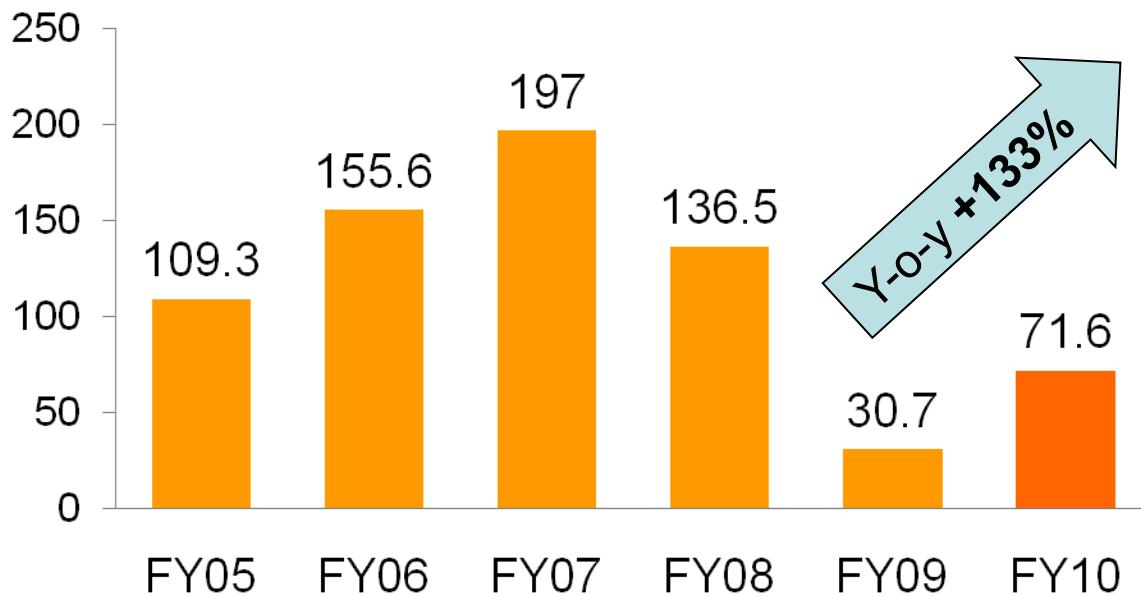
RMB ' Mln



- Emphasis on higher margin business- Finished Zipper segment

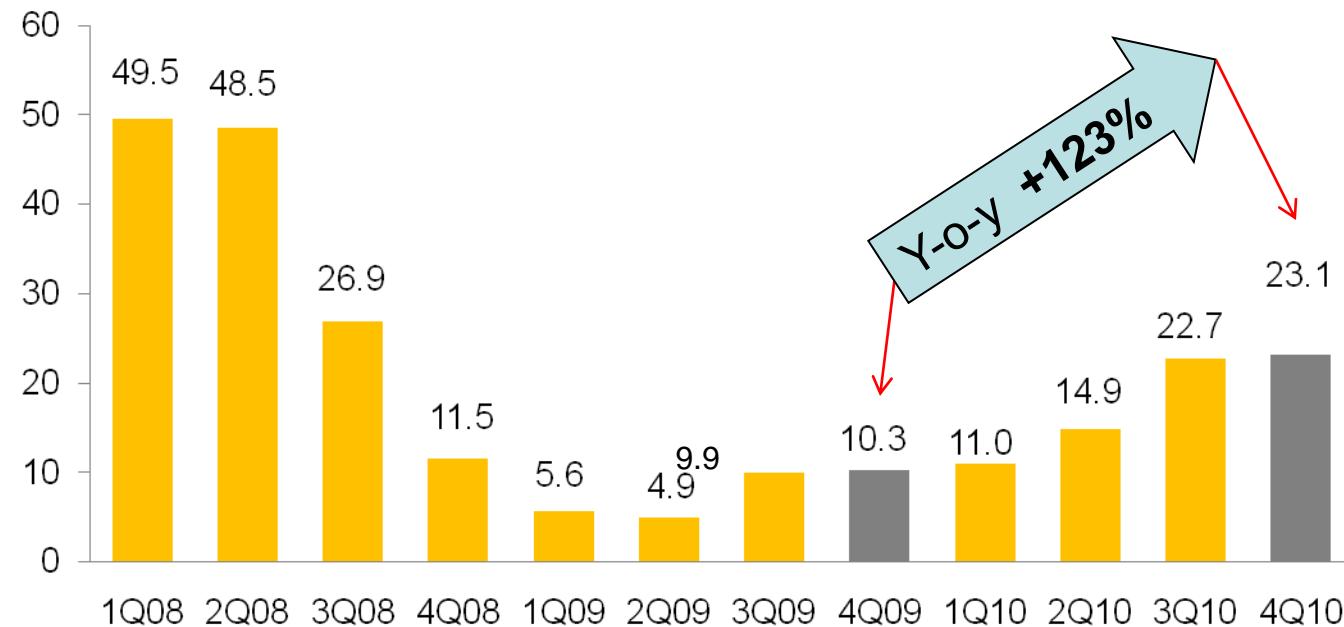
# Net Profit By Year (净利一览)

RMB ' Mln



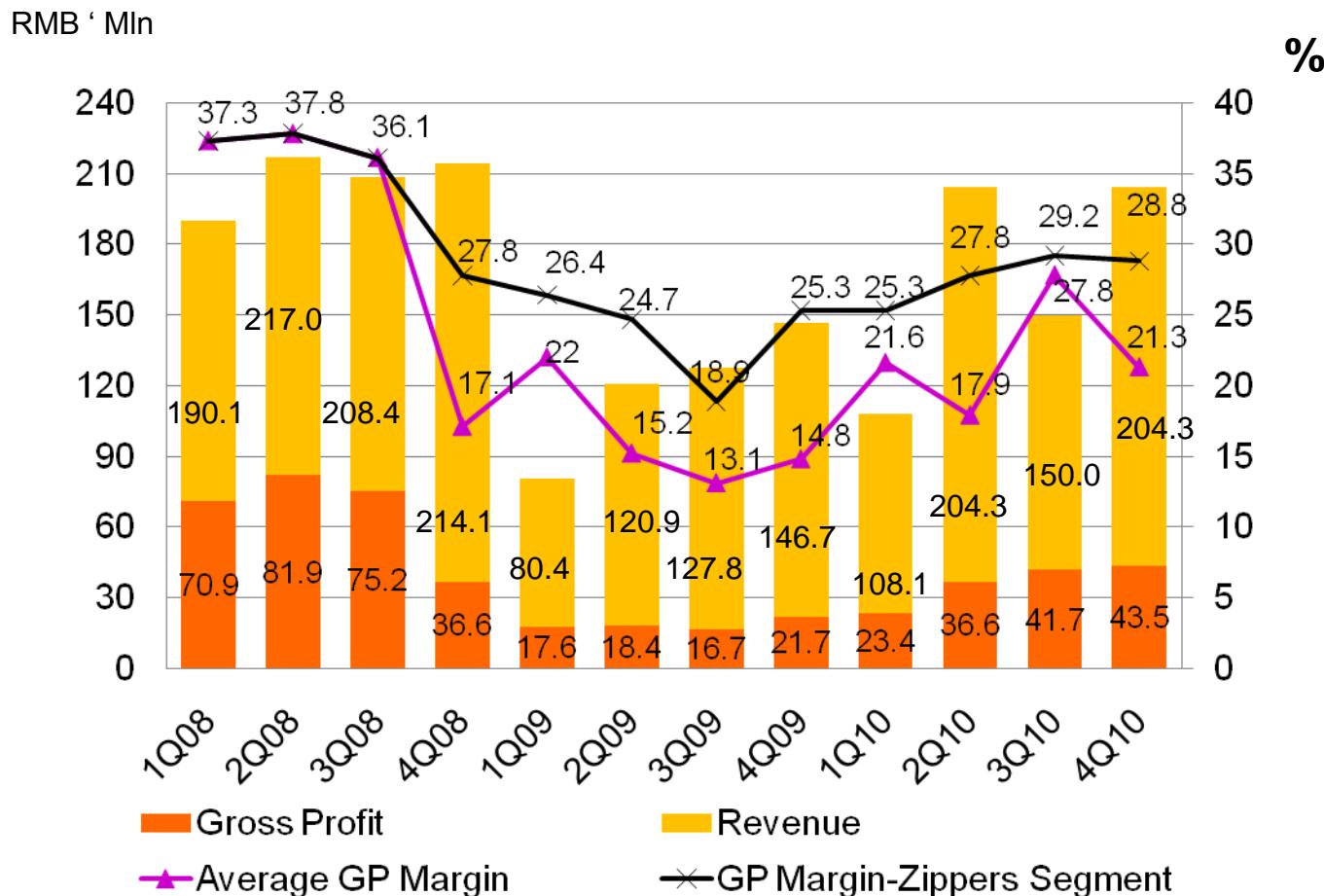
# Net Profit by Quarter(季度净利润)

RMB ' Mln



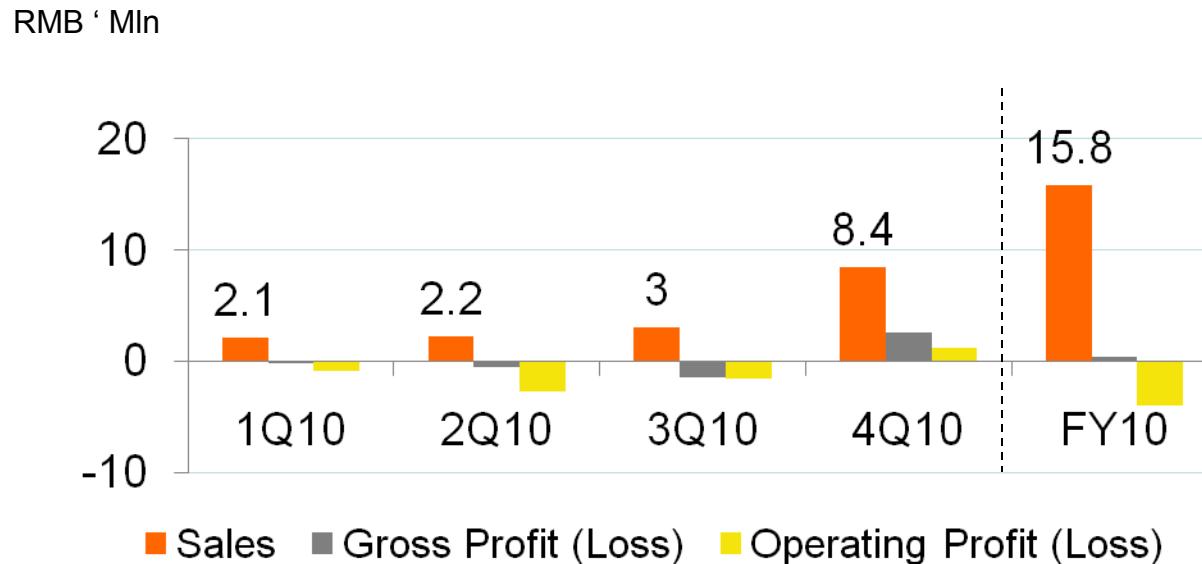
Q-o-Q Net Profit up 2%

# Quarterly results (季度财务摘要 )



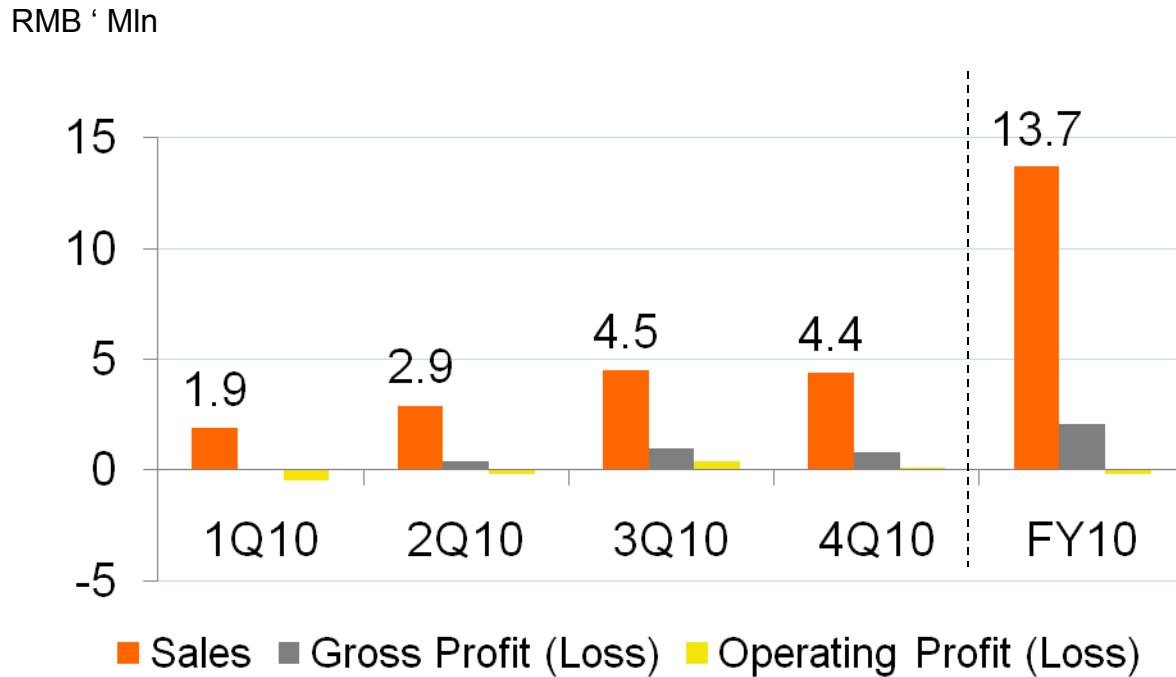
# Shanghai Plant Performance (上海工厂业绩)

1Q & 2Q10 incl. discontinued knitting wool ops.



Targeting Positive contribution FY2011

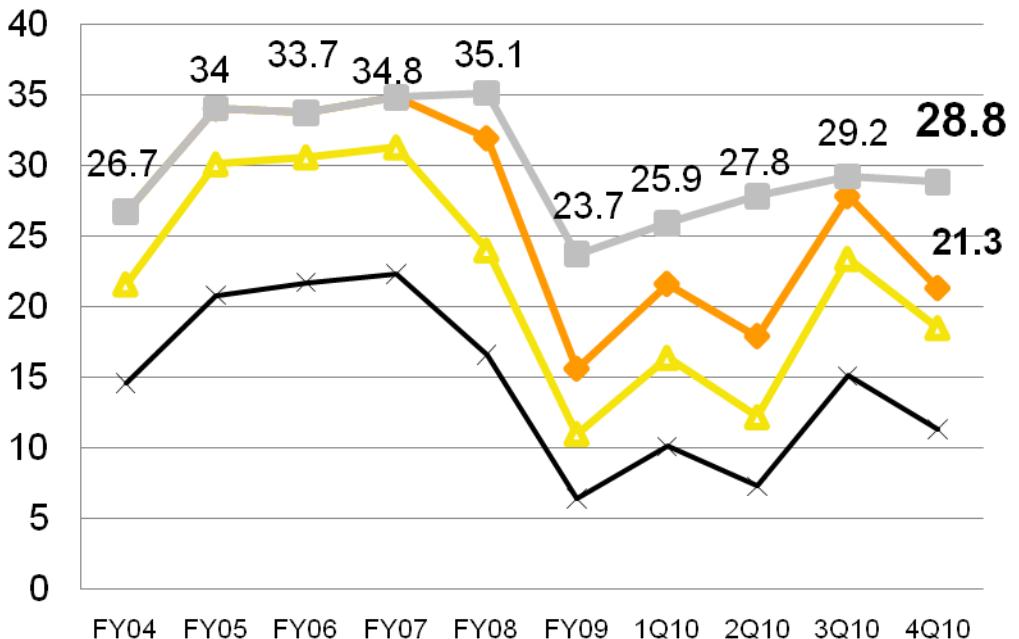
# Qingdao Plant Performance (青岛工厂业绩)



Improving sales in 3Q and 4Q.  
Expecting positive contribution FY2011

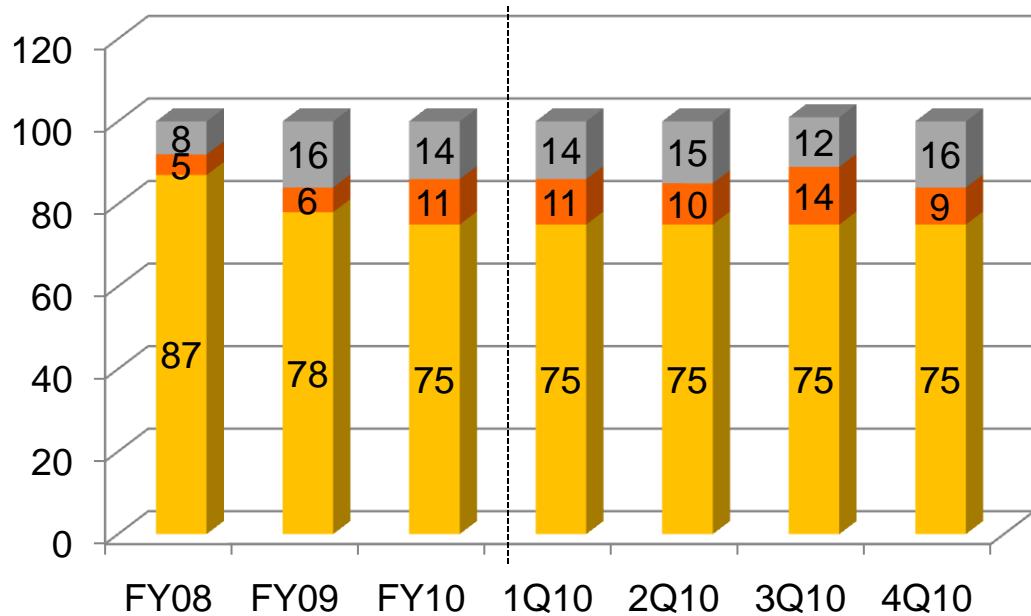
## Profit Margins (利润率)

%



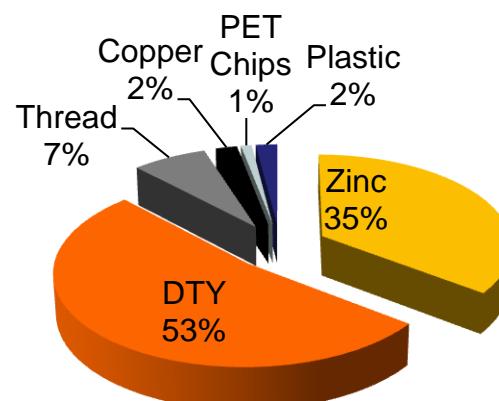
4Q10 Net Margin dropped due to bigger trading business pulling down the whole margin level

## COGS Composition



■ Raw Material ■ Direct Labour ■ Manufacturing overheads

## FY10 Raw Material Composition



# Sales Contribution Breakdown (地区销售情况)

(excluding knitting and trading business)

RMB' million	FY2008	FY2009	FY2010	4Q2010
Local sales	83%	70%	61%	64%
Export sales	17%	30%	39%	36%

# Operating Expenses (营运支出)

RMB' million	4Q10	4Q09	Variation
Selling and distribution expense	2.0	2.3	-11%
Gen and admin expense	12.7	3.8	+238%
Finance expense	0.9	1.1	-18%
Finance income	0.8	0.6	+33%

## Notes:

- Selling/Distr exp decreased due to lower promotional costs
- Gen/admin exp up due to salary increase and allowance for doubtful debts
- Finance expense down due to the decrease in bank overdrafts and bills payable
- Fin income up due to higher fixed deposit

# Cashflow Highlights (现金流摘要)

RMB' mil	4Q2010	4Q2009	FY2010	FY2009
<b>Cashflows from / (used in) Operating activities*</b>	(169.3)	24.8	(93.3)	512.3
<b>Cashflows from / (used in) Investing activities</b>	(57.9)	(8.7)	(84.1)	(93.8)
<b>Cashflows from / (used in) Financing activities</b>	3.9	14.1	(26.4)	(72.2)
RMB' mil			FY2010	FY2009
Bank + Deposits – OD			<b>484.9</b>	<b>689.9</b>
Net Cash (Bank/Deposits- Bank Loans)			<b>414.1</b>	<b>645.7</b>

\* Due mainly to the advances paid to suppliers to secure a stable stream of raw material supplies and obtain a competitive price

Project	CapEx (RMB million)
<b>Construction worker's dormitory (just commenced)</b>	25
<b>Install 100 sets of machinery for Super Durable zippers (WIP)</b>	25
<b>Extension of 2 production flrs 15,000 sqm (WIP)</b>	20

# Financial Highlights (财务摘要)

RMB ' m	As at 31/12/2010	As at 31/12/2009
<b>Total Assets</b>	1,335.0	1,285.3
<b>Total Liabilities</b>	(190.0)	(190.5)
<b>Total Equity</b>	1,145.2	1,094.8
<b>Earnings per share* (RMB)</b>	0.09	0.04
<b>NAV per share ** (RMB)</b>	1.33 ~S\$0.26 @5.1191	1.32

**Net Cash per share as at 31/12/2010: RMB 48 cents (~S\$0.09)**

\* Basic EPS computed based on weighted average number of shares in 2010:  
831,237,326 shares

\*\* Based on issued share capital as at 31/12/2010: 860,272,000 shares

## Financial Ratios (主要的财务比率)

	FY2010	FY2009
<b>Avg Trade receivable days</b>	100	171
<b>Avg Trade payable days</b>	5	18
<b>Inventory turnover days</b>	33	38
<b>Return on equity (%)</b>	6.3	2.8
<b>Return on assets (%)</b>	5.4	2.4
<b>Current Ratio (times)</b>	6.4	8.6
<b>Debt to equity* (%)</b>	16.6	17.4

\* Debt includes bills payable to banks and short term bank loans



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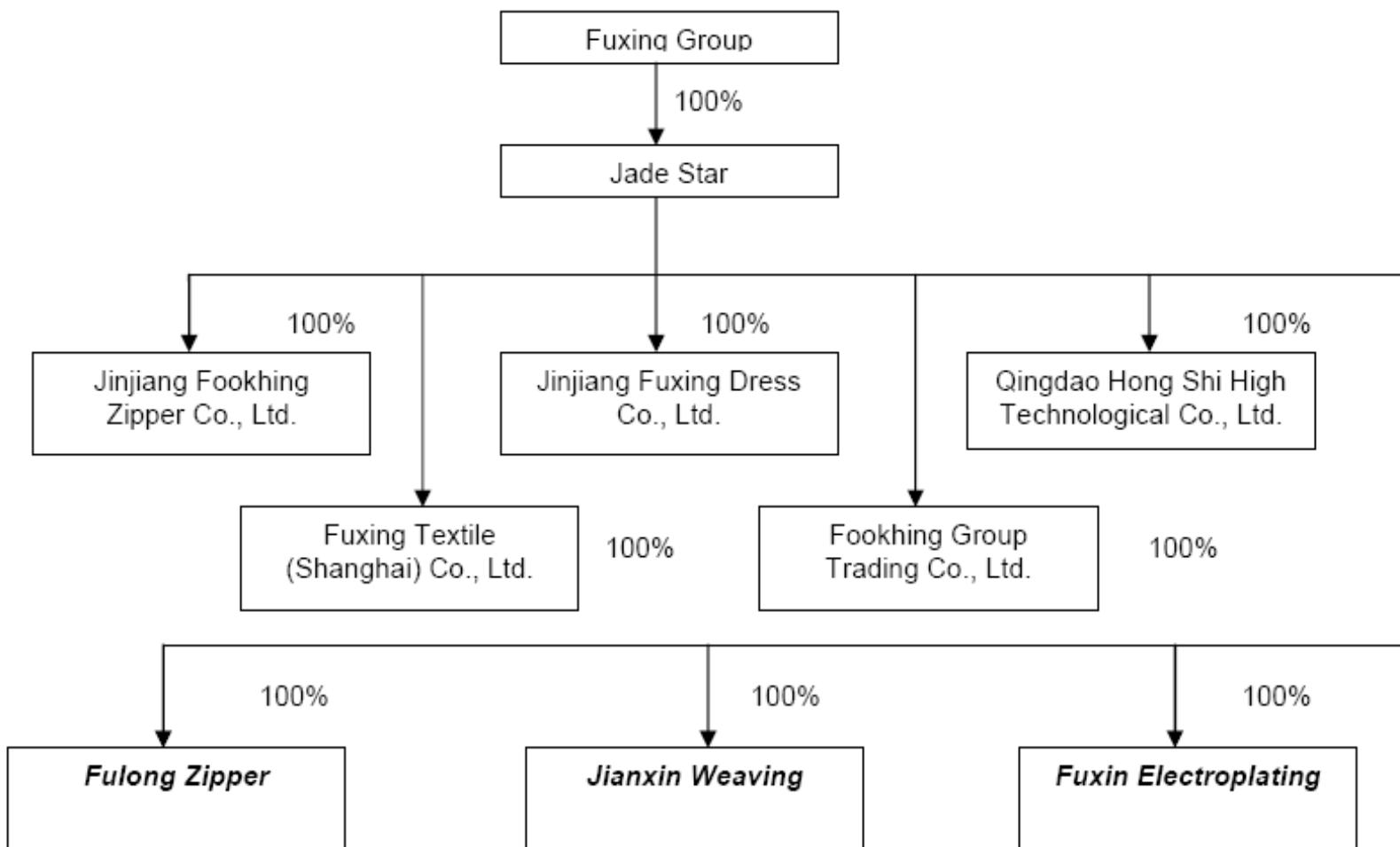


## Acquisition Update 收购情况介绍

Company	Stake	Valuation (RMB)	Consideration (RMB)
1. Fulong Zipper	100%	129 mln	120 mln
2. Jianxin Weaving	100%	116.8 mln	107 mln
3. Fuxin Electroplating	100%	156.3 mln	145 mln
<b>Total</b>			<b>372 mln</b>

The entire amount will be paid using internal funds, 10% upon signing SPA, 90% upon Full Completion, after conditions precedent fulfilled

# Group Structure After Acquisition



# Rationale

- ✓ Competitive advantage – Barrier to entry
  - Government unlikely to approve or issue new licenses in the dyeing and electroplating industry due to environmental pollution issues
- ✓ Vertical integration and synergies achieved
  - By acquiring these 3 target companies, the Group will be fully integrated in zipper industry.
  - Control over quality, processing, efficiency, delivery, cost saving etc
- ✓ Widen earnings base and revenue stream
  - Consolidation of the target companies with the Group
  - Addition of new stable revenue/profit to existing zipper business
  - Can tap into customer base of target companies

# Purchase Consideration

3 companies for RMB372 million in cash

	2009	2010e*
Net Profit of 3 companies (RMB'000)	38,411	34,707
P/E ratio	9.6	10.7

\* Per respective mgt expectation

# Financial Effects - NTA

Assuming the Acquisition had been effected in FY2009

	FY2009		1H2010	
	NTA (RMB'000)	NTA per share (RMB/SGD)	NTA (RMB'000)	NTA per share (RMB/SGD)
<b>Before adj. acq.</b>	1,050,646	1.26	1,040,071	1.26
<b>After adj. acq.</b>	780,636	0.97/0.19	773,480	0.90/0.18

- Based on weighted average no. of shares:  
 2009: 803,703,000 shares  
 2010: 860,272,000 shares



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**Outlook**  
**前景**

# PRC's Macro Economy Environment (中国的宏观经济环境)

%

## China Manufacturing PMI

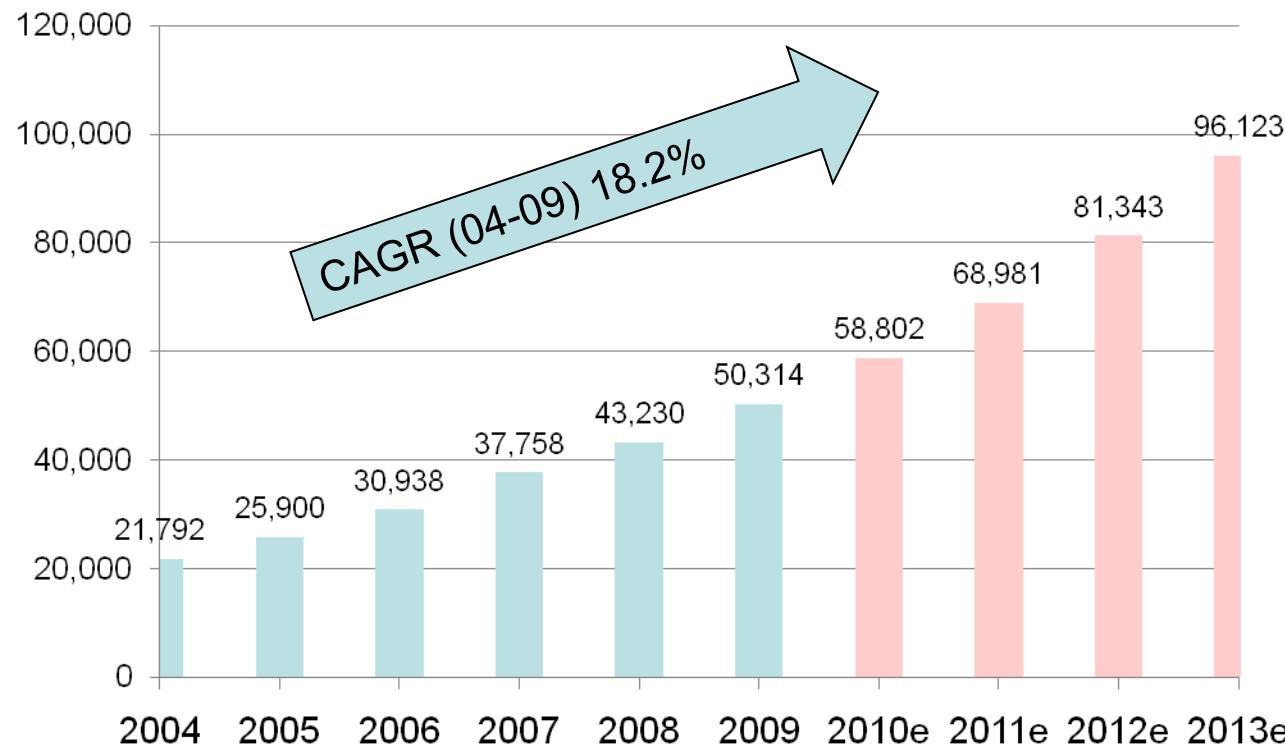


Source: National Bureau of Statistics of China

Source: CMMC Report 2009(\*)

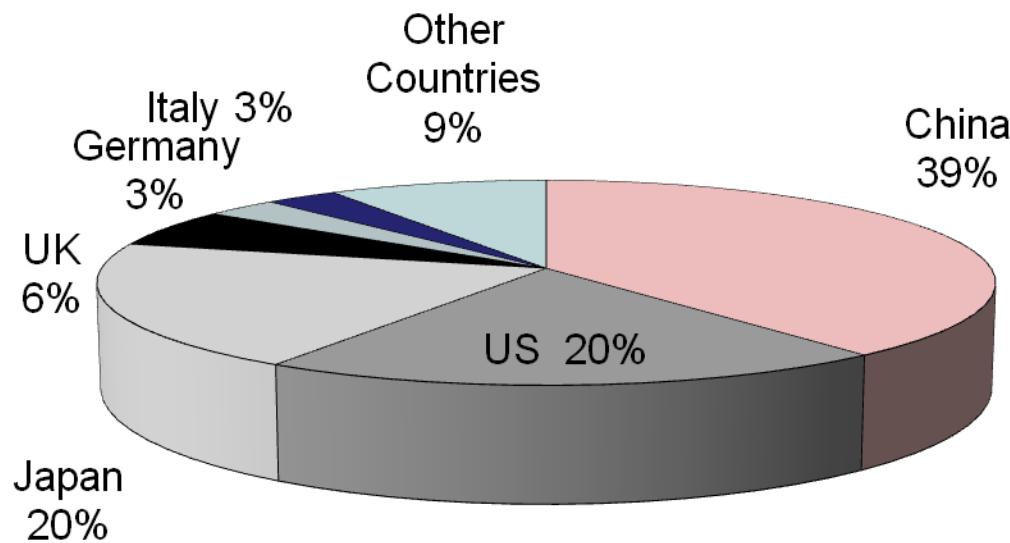
## Sales value of the zipper industry in China

RMB million



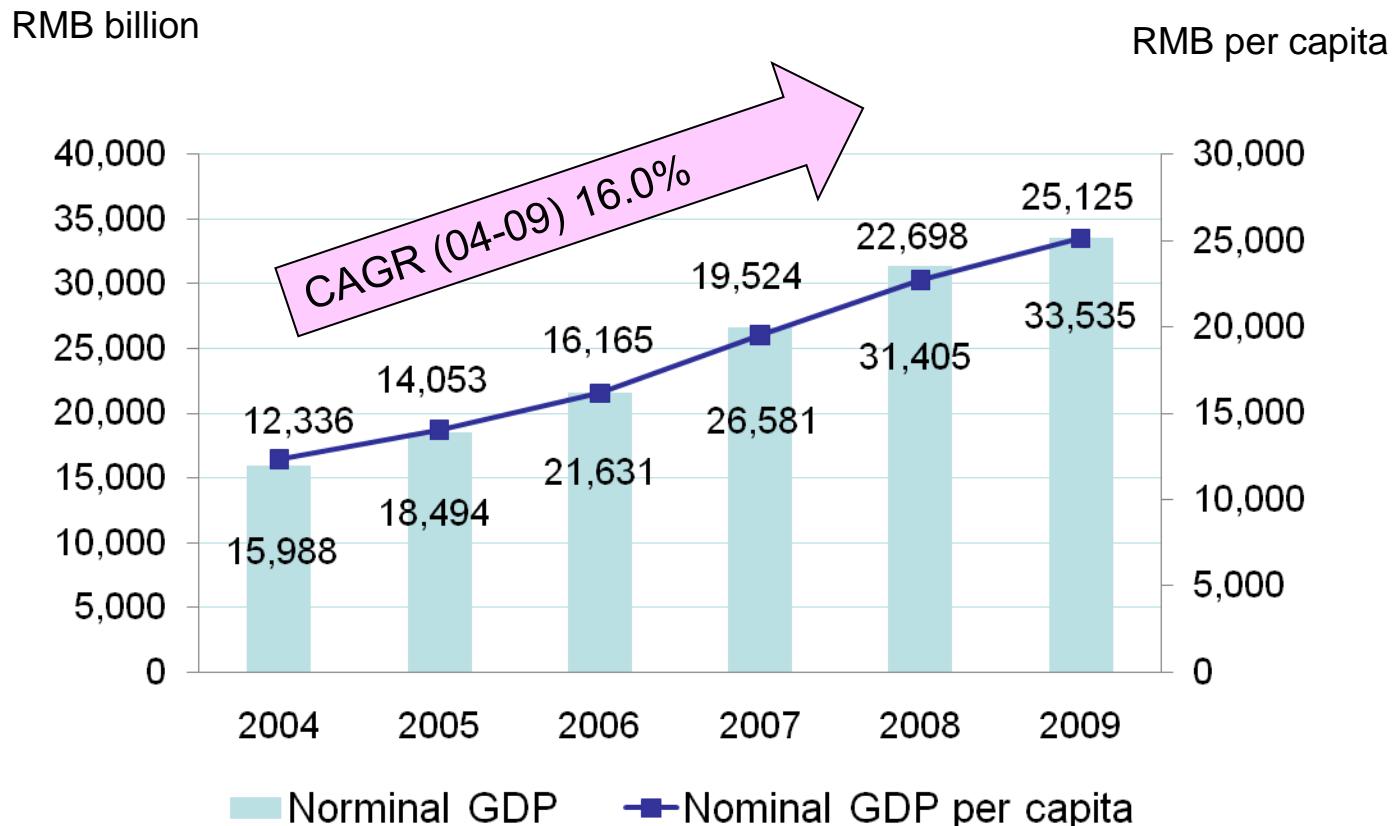
\* The China Market Monitor Centre (CMMC) Report is an industry research report. The sources of data and analysis in the CMMC Report 2009 include (i) the National Bureau of Statistics of China; (ii) the State Administration for Industry and Commerce; (iii) the General Administration of Customs of China; (iv) the State Administration of Taxation; and (v) major associations in the zipper industry.

## Global market share for zippers in terms of production volume in 2009



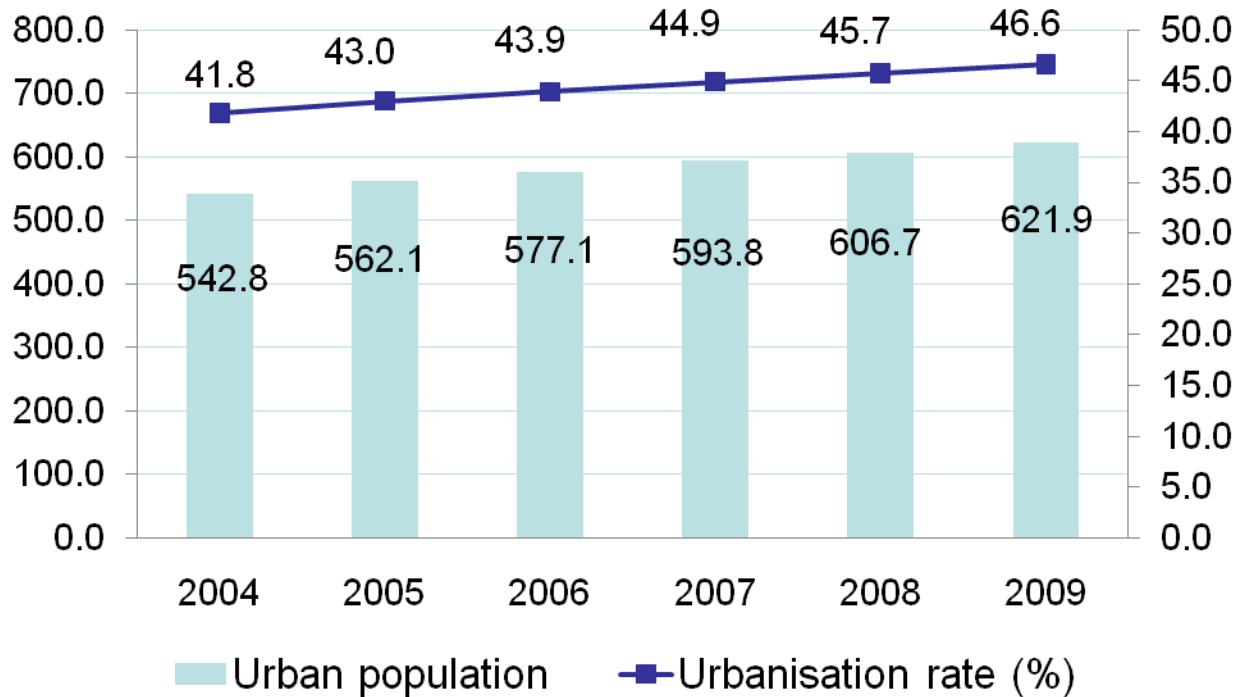
*Forecast numbers by CMMC*  
Source: CMMC Report 2009

## Nominal GDP and nominal GDP per capita



Forecast numbers by CMMC  
Source: CMMC Report 2009

## Urban population and urbanisation rate in PRC



Forecast numbers by CMMC  
Source: CMMC Report 2009

# General Concerns (关注的问题)

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- Appreciation of RMB currency vs USD
- Shortage of labor supply & increasing labor cost
- Interest rate hikes
- Raw material costs

# Our Growth Strategies (成长策略)

- Exploring new M & A opportunities: looking at 2 zipper companies
- Shanghai, Qingdao plants – positive contribution for FY2011
- Push out patented **Super Durable Zipper**
  - *High-end user, higher margin expected*
- Increase Sales of Finished Zippers to 25%-30% from now <20%
- Improve operating efficiency, process automation
- Enhance brand name

# Dividend Payout (股息支付)

	FY2008		FY2009	FY2010	
Name of Dividend	Interim	Final	Final	1Q2010 Interim	Final
Dividend Type	Cash	Cash	Cash	Cash	<b>Cash</b>
Amount Per Share (In RMB)	0.01	0.02	0.02	0.02	<b>0.02</b>
Tax Rate	N.A.	N.A.	N.A.	N.A	<b>N.A.</b>
Total Per Share (In RMB)	0.03		0.02	0.04	

- **Payout ratio 47% of net profit in FY2010, in line with the previous dividend policy of not less than 40%**
- **In consideration of potential M&A and business expansion, the Group recommended to change its dividend policy to payout of not less than 25% of net profit in FY2011 and going forward**

# CEO's Message (主席致词)



Executive Chairman  
& CEO

洪清涼

*We shall continue to enhance our 3F Brand name through Service and Quality and grow our market share.*

*This year, we need to grow our patented Super Durable Zipper. We shall continue to pursue a Growth via M&A strategy.*

*FY2011 shall be a growth year. So shall next year for Fuxing China.*

*1 Mar 2011*



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## Q & A



**Investor/Analyst/Biz Partnership  
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