



# Newsletter

Nov – Dec 2013

## Kasen International :

Kasen International Holdings Ltd is a leading upholstered furniture and leather products manufacturer in China. It was listed on the main board of the Hong Kong Stock Exchange on October 20, 2005. By capitalizing on its competitive cost structure, integrated vertical platform, as well as other competitive advantages, Kasen has further strengthened its leading position in the field of leather manufacturing. Adhering to its diversified development strategy, Kasen successfully expanded its business into property development. There are 9 presently undergoing projects including 5 resort property projects and 4 residential projects.

## IR Contact :

**Peggy Ma**

Tel:(852) 2563 1700  
 Fax:(852) 2359 9321  
 Email:peggymayiwei@kase  
 n.imsbiz.com.hk

<http://www.kasen.com.cn>

[http://www.irasia.com/list  
 co/hk/kasen/index.htm](http://www.irasia.com/list/co/hk/kasen/index.htm)

## Business Development

- Kasen, one of the Chinese leading leather and furniture manufacturers, marks another exciting step with the official launch of Helpdeco flagship store ([www.helpdeco.com](http://www.helpdeco.com)) in Haining, Zhejiang. By bringing the convergence of online and offline retail, this flagship store offers brand new collections of furniture designed for domestic market, while further improves the customers' retail experience. Helpdeco strives to become the destination of choice for customers interested in the finest American style furniture and fittings.
- The Group invested in a property project located in West Lake District, Hangzhou in November 2013. With the land area spanning around approximately 32,000 sq.m, and the total gross floor area of approximately 66,000 sq.m, the property is to be developed into a commercial center.
- In the first National Leather Manufacturing Skill Contest, our employee, Zihai Tang, won first prize and was awarded the National Skilled Engineer by China Leather Industry Association. This prize reaffirms Kasen's leading position in Chinese leather manufacturing industry.

## Major Operational Data of Jan – Dec 2013

### Manufacturing Sales

Segments	Items	Sales
Automotive Leather		59,360,856 sq.ft
Sofa Leather		40,680,861 sq.ft
Upholstered Furniture	Sofa Covers	811,435 seats
	Sofa	380,559 seats

### Property Sales

Projects	Contracted Units	GFA Delivered (sq.m)
Qianjiang Continent	396	172,119
Asia Bay	145	32,838
Kingdom Garden	130	-
Changbai Paradise	56	-
Jing Xiang Yuan Project Phase II	232	-



**Site Picture of Icy Town in Changbai Paradise, Changbai Mountain**