

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 7 presently undergoing projects including 3 resort property projects, 4 residential projects, and 4 resort hotels running under Allblue Vacation Club.

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Business Development

- Kasen Helpdeco, the Group's online one-stop solution for high-end furniture, speeds up its expansion in China. After the opening in Hangzhou and Haining, Helpdeco holds grand opening of its experimental stores in Shanghai and Ningbo. This brand new O2O business model provides a unique and fresh shopping experience for customers by converging online business and offline experimental stores.
- In late May, Kasen International was awarded the "Most Social Responsible" company logo by Zhejiang Jiaying government in recognition of its outstanding performance in corporate social responsibilities. The Group achieved continuous progress in economic development, environmental protection, employee caring, safe production and corporate citizenship. The Group fully implemented the social responsibility idea of a committed company striving to build a harmonious environment with positive social return.
- The Group announced that Mr. Zhong Jian has resigned as the CFO of the company to pursue personal interests and appointed Mr. Chen Zhengming as the CFO of Kasen. Mr. Chen has been working in the Group for over 10 years and has extensive experience in financial management.
- One of the Group's principal subsidiaries Haining Schinder Tanning Co., Ltd. launched the management innovation program to review the corporate development status, and strive to improve the overall management of the corporate and excel in this aspect. The program would include topics such as corporate strategic management, corporate culture buildup, systematic management and strategic innovation.

Major Operational Data of Jan - June 2014

Manufacturing Sales

Segments	Items	Sales
Automotive Leather	-	38,507,161 sq.ft
Sofa Leather	-	18,567,842 sq.ft
Upholstered Furniture	Sofa Covers	372,573 seats
	Sofa	232,229 seats

Property Sales

Projects	Contracted Units	Contracted Sales	GFA Delivered (sq.m)
Qianjiang Continent	61	70,257,012	30,467
Asia Bay	43	110,403,630	6,426
Kasen Satellite City	125	86,442,828	4,261
Changbai Paradise	21	8,099,763	-
Qianjiang Oasis	106	47,427,784	-

Kasen Helpdeco Experimental Store in Shanghai

