

# MATRIX

## MATRIX HOLDINGS LIMITED

### 美力時集團有限公司\*

*(Incorporated in Bermuda with limited liability)*

**(Stock code: 1005)**

## ANNOUNCEMENT

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board of Directors (the “**Board**”) of Matrix Holdings Limited (“the Company”), is pleased to announce that Matrix Distribution Limited (“**Matrix Distribution**”), an indirect wholly owned subsidiary of the Company, has successfully been appointed as the worldwide exclusive manufacturer and supplier of The Federation Internationale de Football Association (“**FIFA**”) official licensed soccer balls, by Global Brands (Football) Pte. Ltd., a wholly owned subsidiary of Global Brands Group Pte. Ltd. (“**GBG**”), the worldwide exclusive licensee for FIFA properties and marks, from 2007 to 2014.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The Board is pleased to announce that on 5 October 2007, Matrix Distribution entered into a Supply Appointment Agreement with GBG (the “**Agreement**”). Pursuant to the Agreement, Matrix Distribution has been appointed as the worldwide exclusive manufacturer and supplier of FIFA official licensed footballs (soccer balls), as well being appointed on a non-exclusive basis with respect to football skills products and the supply of premium footballs sold on behalf of GBG. The appointment also provides Matrix Distribution an opportunity to distribute footballs and football skills products subject to certain criteria being met. The appointment is in place for an initial term from 2007 to 2010 and a further term from 2011 to 2014 provided certain renewal criteria are met.

The Group (including the Company and its subsidiaries) is a well-established manufacturer of plastic, die-cast and plush toys with vertically integrated production processes including mould making, manufacturing and design. The Company hopes to benefit from the popularity and image of the FIFA brand.

GBG is a Singapore based brand management company which has been appointed by FIFA as both its worldwide exclusive licensing representative and store operator for FIFA branded retail destinations. FIFA is the international governing body of football, responsible for organisation and governance of international tournaments. GBG will be developing ongoing licensing programmes that not only include the 2010 and 2014 FIFA World Cup, but also other FIFA events such as the FIFA Women’s World Cup, the annual FIFA Beach Soccer World

Championship, the FIFA Futsal World Championship, FIFA U-17 World Championship and FIFA World Youth Championship. GBG has also been granted the right to use FIFA historic marks for the development of product collections for the FIFA-themed Stores.

As far as the directors of the Company are aware, GBG and its ultimate shareholder(s) are independent third parties not connected with the Company, the directors or any substantial shareholders of the Company and its subsidiaries and their respective associates as defined in the Listing Rules. The transactions under the Agreements do not constitute a notifiable transaction under Chapter 14 of the Listing Rules. This announcement is made pursuant to Rule 13.09 of the Listing Rules by the Company.

As at the date hereof, the Board comprises Mr. Cheng Yung Pun, Mr. Arnold Edward Rubin, Mr. Yu Sui Chuen and Ms. Cheng Wing See, Nathalie as executive Directors and Dr. Loke Yu alias Loke Hoi Lam, Mr. Mak Shiu Chung, Godfrey and Mr. Wan Hing Pui as independent non-executive Directors.

By order of the Board  
**Cheng Yung Pun**  
*Chairman*

Hong Kong, 5 October 2007

\* For identification purpose only



*Please also refer to the published version of this announcement in **The Standard**.*