

PROFILE OF KEY SENIOR MANAGEMENT

Juliana Cheng San San

Singaporean, female, 56 years of age

Ms Juliana Cheng San San was appointed an Executive Director of Parkson Retail Group Limited (“PRGL”) on 28 August 2015. PRGL Group undertakes the Group’s retail business in the People’s Republic of China (“PRC”). In 2022, Ms Juliana Cheng has been entrusted with additional responsibilities for the audit, legal and public relations functions of the PRGL Group.

Ms Cheng graduated with a Bachelor of Commerce (Management) from the University of Western Sydney, Australia in 1994 and completed a Program for Global Leadership from Harvard Business School, Boston, the United States of America in 2000.

She started her career with the Lion Group in 1995 with stints in Singapore and Malaysia. During her tenure from 1995 to 2004, she held various positions in finance, human resource, administration and business development. In 2004, Ms Cheng was seconded to Parkson China as Cosmetics Manager and thus, began her career in the retail industry. She left Parkson China in May 2006 and joined Chanel (China) Co., Ltd. as the National Accounts Manager for business development in the PRC. In June 2010, she re-joined Parkson China as Regional Director overseeing its retail operations in the PRC. She is also a director of various subsidiaries of PRGL. During her more than 30 years with the Lion Group, Parkson China and Chanel (China) Co., Ltd., she has accumulated vast experience and knowledge of the retail and branding industry which enables her to contribute to the Group.

Ms Cheng is the daughter of Y. Bhg. Tan Sri Cheng Heng Jem who is the Managing Director and a major shareholder of the Company. She is also the sister of Ms Cheng Hui Yen, Natalie, the Executive Director of the Company, and Ms Cheng Hui Yuen, Vivien who is an Executive Director of Parkson Retail Asia Limited (“PRA”), a subsidiary of the Company listed on the Singapore Exchange Securities Trading Limited.

Cheng Hui Yuen, Vivien

Malaysian, female, 37 years of age

Ms Cheng Hui Yuen, Vivien, was appointed as Executive Director of PRA on 18 September 2015. PRA Group mainly undertakes the Group’s retail operations in Malaysia.

Ms Vivien Cheng holds a Bachelor of Engineering in Environmental Engineering from the University of Science and Technology Beijing, the PRC.

She joined the Lion Group in 2012 and is presently the General Manager - Business Development of Parkson Branding Division. Her responsibilities include the bringing in of international brands to the Southeast Asia market and introducing brands that are exclusive to Parkson Department Stores. Besides the key function of identifying and procuring fashion and retail brands, her portfolio requires her to be keenly involved in Parkson Department Stores operations and other Lion Group projects such as shopping mall development and food and beverage businesses. She is also involved in the Group’s financial services business. In November 2025, Ms Cheng was promoted as Group Director of the Lion Group, while continuing to serve in her existing roles in the Lion Group.

Ms Cheng is the daughter of Y. Bhg. Tan Sri Cheng Heng Jem who is the Managing Director and a major shareholder of the Company. She is also the sister of Ms Cheng Hui Yen, Natalie, the Executive Director of the Company and Ms Juliana Cheng San San who is an Executive Director of PRGL, a subsidiary of the Company listed on The Stock Exchange of Hong Kong Limited.

Zhou Jia

Chinese, male, 54 years of age

Mr Zhou Jia was appointed the Chief Executive Officer (“CEO”) of the PRGL Group on 1 July 2022.

Mr Zhou graduated with a Bachelor of Business Administration from the University of Yuzhou, the PRC in 1994.

In 1995, Mr Zhou joined the Merchandising Division of Chongqing Wanyou Parkson and was promoted as the Assistant General Manager of Kunming Parkson in 2002. Mr Zhou was subsequently promoted as the Head of Kunming Parkson in 2004, the Regional General Manager in 2010 and the PRGL Group’s Senior Operating Officer in 2014. In 2016, he was appointed the Chief Operating Officer (“COO”) of the PRGL Group and assumed the position of Acting CEO from 1 January 2022 to 30 June 2022 before being appointed the CEO.

Law Boon Eng

Malaysian, male, 68 years of age

Mr Law Boon Eng was promoted to Group Director of the Lion Group on 1 August 2024 while upholding his position as the CEO of the Group’s retail operations in Malaysia which he assumed on 1 June 2023.

Mr Law obtained his Diploma in Management from Curtin University, Australia in 1992.

Mr Law first joined the Group’s Malaysia operations in 1988 as a Divisional Merchandising Manager and was appointed the General Manager of Merchandising and Marketing Department in 1996. Mr Law left the Group in 2001 and re-joined the Group as the Acting COO in 2014 and assumed the position of the COO from October 2015 to May 2023. Mr Law has more than 35 years of experience in the retail industry. Prior to re-joining the Group, Mr Law held various senior positions in other major retail groups in Malaysia, including COO and Executive Director of Ngiu Kee Corporation Bhd from 2001 to 2003 and Executive Director of Asia Brands Corporation Berhad from 2003 to 2007.

Poh Wan Chung, Danny

Malaysian, male, 53 years of age

Mr Poh Wan Chung, Danny, a Director of Parkson Credit Sdn Bhd (“Parkson Credit”) assumed the position of Executive Director on 1 March 2021 and was redesignated the CEO on 1 February 2025, in charge of and responsible for the operations of Parkson Credit, a wholly-owned subsidiary of PRGL, which provides consumer durables financing and money lending services under the name of *Parkson Credit*.

Mr Danny Poh graduated with a Bachelor of Commerce from the University of Auckland, New Zealand in 1995.

Mr Poh has more than 25 years of working experience in financial institutions in the areas of hire purchase, credit card, consumer credit and loans. He first joined the Group in January 2014 as the General Manager of the credit financing business and was promoted as Senior General Manager in January 2015. Prior to joining the Group, he was the Head of New Business and Insurance Agency and General Manager of AEON Credit Service (M) Berhad and served as its Head of Marketing and Business Development Division responsible for its marketing, sales and business development function.

Notes:

1. Details of the potential conflict of interest (“COI”) situations involving Ms Vivien Cheng are disclosed in the Audit Committee Report on pages 36 to 38 of this Annual Report.
2. Save as disclosed in the Profile of Key Senior Management and Note 1 above, none of the Key Senior Management has (i) any directorship in public companies and listed issuers; (ii) any family relationship with any Director and/or major shareholder of the Company; (iii) any COI or potential COI, including interest in any competing business with the Company or its subsidiaries; and (iv) any conviction for offences within the past 5 years nor any public sanction or penalty imposed by any relevant regulatory bodies during the financial year.