FOUR SEAS GROUP

Food Dynasty

DR. STEPHEN TAI heads the massively successful global food conglomerate as it continues to expand its international reach.

Founded in Hong Kong in 1971, Four Seas Group, a company dedicated to providing high quality and great taste foods to consumers around the world, has become a most famous brand across China. With an innovative spirit and four decades of market experience, it is among the largest food enterprises in the city, with on-going efforts in new product and market development, 19 production plants in Hong Kong and Mainland China, and distribution of over 5,000 food products sourced from many countries.

Japanese food distribution was the Group's major business in the early years. As scale increased, it expanded to food manufacturing and retailing in order to diversify business and develop the Four Seas brand. Such development reflected the strong synergies of its businesses.

Four Seas Group has diversified its business to cover not only raw material supply, manufacturing, trading and distribution, but also packaged food retailing, restaurant operations and investment holdings. A leading food conglomerate, it has a wealth of experience in the industry, with a broad collection of products including milk powders, milk, biscuits, cakes, confectioneries, snacks, instant noodles, ice-creams, health supplements, beverages, wines, seasonings and sauces, hams, sausages and meats, seafood and vegetables. With food distribution as one of its core businesses, the Group distributes of over a hundred renowned global brands apart from manufacturing and distributing Four Seas brand products.

Brand Development

With a solid foundation and progressive strategy, Four Seas Group has gained an exalted reputation and established a strong distribution network spanning supermarkets, convenience stores and

Dr. Stephen Tai, Chairman of Four Seas Group.

fast food chains, department stores, wholesalers, retailers, restaurants, hotels, bars and airlines. It also owns specialty stores including Japanese snack store Okashi Land and luxurious cookie shop YOKU MOKU.

Leveraging on an extensive international business network comprising Japan, Mainland China, Korea, Taiwan, Malaysia, Singapore, Indonesia, Thailand, South Africa, Australia, New Zealand, U.S.A., Canada, Britain, Belgium, Italy, France, Germany, the Netherlands, Denmark, Brazil, Argentina, Chile, and Uruguay, Four Seas Group remains at the forefront of bringing new products of the finest quality from around the world. It has also expanded its business into the catering industry with a collection of restaurants including Shiki•Etsu Japanese Restaurant, Kung Tak Lam Shanghai Vegetarian Cuisine Restaurant, Osaka Ohsho Japanese dumplings specialty restaurant, Panxi Restaurant in Guangzhou, Sushi Oh Japanese conveyor-belt sushi restaurant, and Japanese restaurant Mori Café in Mainland China. These have gained much popularity and brand loyalty through fine foods, perfect ambience and superior management.

Consistent efforts in the past 44 years to produce safe, delicious food items, as well as the strong awareness of hygiene, safety and quality ingredients have made Four Seas Group a noted Hong Kong brand. Living by the motto "Eating Safely, Eating Happily", it ensures that all food produced, distributed and sold have undergone its stringent internal food control system, making sure that every necessary procedure is fulfilled.

Synonymous with the highest quality, tasty and trendy food products, it is highly popular among the younger generation, with well-received items including Seaweed, POP Seaweed, Biscuit Sticks, Chestnut, Soup Noodles, Premium Blend Coffee and Four Seas Crackers. Its vast distribution network, together with distinct retail packaging design, has enabled the consumers to conveniently enjoy its products.

To strengthen its brand image, Four Seas Group exercises strictest production and quality control in over 100 large food manufacturers worldwide and its 19 company-owned plants. By continuously adding fashionable items to its product series, it provides better and wider choices to consumers, further enhancing its popularity.

"Stable yet progressive growth" summarizes Four Seas Group's performance last year. Under the uncertain global economic environment and slowdown of the economic growth of Mainland China and Hong Kong, it continued to achieve steady performance in the financial year 2015. Aside the relatively low level of the exchange rate of Japanese yen within the financial year, strong brand advantages, diversified product categories, broad distribution network, solid consumer support and stringent quality control contributed to the Group's performance. ■

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