

## DIRECTORS AND SENIOR MANAGEMENT

### BOARD OF DIRECTORS

Our Board of Directors consists of nine Directors, comprising five executive Directors, one non-executive Director and three independent non-executive Directors. Brief information of our Directors is set out below:

<u>Name</u>	<u>Age</u>	<u>Position</u>	<u>Date of Appointment as a Director</u>	<u>Time of Joining our Group</u>	<u>Principal Responsibilities</u>	<u>Relationship with other Director(s) or senior management of our Group</u>
Ms. PAN Dong (潘東)	55	Chairman of our Board, executive Director and chief technology officer	27 December 2007	August 1997	Responsible for the technological development of our Group	Spouse of Mr. Luo
Mr. LUO Qiuping (羅秋平)	57	Executive Director and chief executive officer	12 February 2008	November 1994	Responsible for the strategic planning and overall management of our Group	Spouse of Ms. Pan
Ms. LUO Dong (羅東)	47	Executive Director and chief supply officer	12 February 2008	December 2005	Responsible for the supply chain management of our Group	N/A
Mr. POON Kwok Leung (潘國樑)	41	Executive Director, chief financial officer and company secretary	22 June 2020	May 2008	Responsible for the management of financial accounts and financing matters of our Group	N/A
Ms. XIAO Haishan (肖海珊)	44	Executive Director and chief operation officer	22 June 2020	February 2011	Responsible for the operation and human resource management of our Group	N/A

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<u>Name</u>	<u>Age</u>	<u>Position</u>	<u>Date of Appointment as a Director</u>	<u>Time of Joining our Group</u>	<u>Principal Responsibilities</u>	<u>Relationship with other Director(s) or senior management of our Group</u>
Mr. CAO Wei (曹偉)	42	Non-executive Director	22 June 2020	June 2020	Responsible for participating in decision making of important matters of our Group	N/A
Mr. Bruno Robert MERCIER	61	Independent Non-executive Director	22 June 2020 <sup>(1)</sup>	Date of this prospectus	Responsible for supervising and providing independent judgement to our Board	N/A
Ms. NGAN Edith Manling (顏文玲)	56	Independent Non-executive Director	22 June 2020 <sup>(1)</sup>	Date of this prospectus	Responsible for supervising and providing independent judgement to our Board	N/A
Mr. HU Yebi (胡野碧)	57	Independent Non-executive Director	22 June 2020 <sup>(1)</sup>	Date of this prospectus	Responsible for supervising and providing independent judgement to our Board	N/A

*Note:*

(1) Appointment with effect from the date of this prospectus.

### Executive Directors

**Ms. PAN Dong** (潘東), aged 55, was appointed as a Director and the chairman of our Company on 27 December 2007. She was re-designated as an executive Director on 22 June 2020. She is primarily responsible for the technological development of our Group. She joined our Group on 1 August 1997 as the chief technology officer and has served as the director of Blue Moon Group since November 1997. In addition, she currently acts as the director of Blue Moon Industrial, Blue Moon BVI and Villa La Luna Group. She is also the chairman of our Nomination Committee and a member of our Remuneration Committee. Ms. Pan is the wife of Mr. Luo.

Before joining our Group, Ms. Pan worked as a teacher at the Institute of Organic Chemistry of School of Chemistry at the South China Normal University from July 1987 to July 1997.

Ms. Pan has been the deputy chairman of the Eighth Council of China Cleaning Industry Association (中國洗滌用品工業協會) (“CCIA”) since November 2018. She has also been a member of National Standardisation Technical Committee on Surfactant and Fabric Care Products (TC272) (全國表面活性劑和洗滌用

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品標準化技術委員會) and the deputy chairman of the Detergent Sub-committee of National Standardisation Technical Committee on Surfactant and Fabric Care Products (TC272/SC2) (全國表面活性劑和洗滌用品標準化技術委員會洗滌用品分技術委員會) since May 2010. She was appointed as an adviser of the third editorial committee of the Journal of China Cleaning Industry (《中國洗滌用品工業》) in August 2019.

Ms. Pan graduated from Wuhan University in China with a bachelor's degree in organic chemistry in July 1984 and a master's degree in organic chemistry in July 1987. She received a master of business administration degree with distinction from Lawrence Technological University in the United States in December 2001.

**Mr. LUO Qiuping** (羅秋平), aged 57, was appointed as a Director and the chief executive officer of our Company on 12 February 2008. He was re-designated as an executive Director on 22 June 2020. He is primarily responsible for the strategic planning and overall management of our Group. Mr. Luo joined our Group as a director of Blue Moon Group in November 1994 and has been acting as the chief executive officer of our Group since December 1994. He currently also serves as the director of Blue Moon Industrial and the executive director of Blue Moon Tianjin and Blue Moon Kunshan. Mr. Luo is the husband of Ms. Pan.

Mr. Luo has more than 30 years of experience in the household care industry. Prior to joining our Group, he worked at Daoming Company from April 1990 to June 1994, including serving as its general manager. Daoming Company is a company that engages in the manufacture and sales of raw materials, including at the time “Blue Moon (藍月亮)” brand cleaning products. He later founded Guangzhou Blue Moon Company in December 1994 and served as its general manager until its dissolution in April 2012.

Mr. Luo graduated from Wuhan University with a bachelor's degree in organic chemistry in July 1984. He received a master's degree in organic chemistry from the Chinese Academy of Sciences (中國科學院) in June 1987. Mr. Luo was certified as a chemical engineer in January 1993 by Guangzhou Municipal Science & Technology Commission (廣州市科學技術委員會) of the PRC.

**Ms. LUO Dong** (羅東), aged 47, was appointed as a Director of our Company on 12 February 2008. She was re-designated as an executive Director on 22 June 2020. She is responsible for the supply chain management of our Group. Ms. Luo joined our Group in December 2005. She has been working as the chief supply officer of our Group since 1 December 2005. She has also served as a director of Blue Moon Group since July 2007. In addition, she currently acts as the general manager of Blue Moon Tianjin, Blue Moon Kunshan and Blue Moon Guangzhou, as well as the general manager of Blue Moon Industrial. She is also currently the executive director of Nantong Moon House.

Ms. Luo has 25 years of experience in the operation, purchase and manufacture management of the “Blue Moon (藍月亮)” brand products. Ms. Luo worked at Daoming Company as the project development engineer from July 1993 to November 1994. She joined Guangzhou Blue Moon Company in December 1994 and acted as the project development engineer and technology engineer from December 1994 to December 1995. She also held various positions successively in Guangzhou Blue Moon Company between December 1995 and November 2002, including the head of the laboratory, the head of the department of quality inspection, assistant manager of the technical quality department and the manager of the finished product department, and was primarily responsible for the manufacture management of household care products. She acted as the chief supply officer of Guangzhou Blue Moon Company from November 2002 to November 2005, and she was primarily responsible for the supply chain management of Guangzhou Blue Moon Company.

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Ms. Luo graduated from Beijing Institute of Fashion Technology (北京服裝學院) with a bachelor's degree in applied chemistry in July 1993.

**Mr. POON Kwok Leung (潘國樑)**, aged 41, was appointed as a Director of our Company and re-designated as an executive Director on 22 June 2020. Mr. Poon joined our Group in May 2008 as the financial controller. He was later appointed as the chief financial officer of our Group on 1 March 2016. He is responsible for the management of financial accounts and financing matters of our Group.

Mr. Poon has extensive experience in auditing, accounting and financial management. He held positions of associate and later, senior associate in PricewaterhouseCoopers Ltd. from September 2001 to November 2004, and the position of assistant manager in KPMG from November 2005 to May 2006. Prior to joining our Group, Mr. Poon held managerial position in the wholesale banking group (China corporates) division of CITIC Ka Wah Bank Limited from September 2006 to October 2007 where Mr. Poon was primarily responsible for developing and maintaining client relationships.

Mr. Poon graduated from the University of Hong Kong in November 2001 with a bachelor's degree of business administration in accounting and finance. He also received a bachelor of Chinese law degree from the School of Law of Tsinghua University in July 2008. Mr. Poon has been a member of the Hong Kong Institute of Certified Public Accountants since October 2004.

**Ms. XIAO Haishan (肖海珊)**, aged 44, was appointed as a Director of our Company and re-designated as an executive Director on 22 June 2020 and as the chief operation officer of our Group on 1 July 2017. She is responsible for the operation and human resource management of our Group. Ms. Xiao first joined our Group in February 2011. From February 2011 to June 2017, she held various positions in our Group successively, including the assistant of our Group's chief executive officer, the operation director and the head of human resource centre of our Group. She currently acts as the executive director and general manager of Blue Moon Chongqing, as well as the executive director of Xingshuo Guangzhou, Blue Moon Guangzhou, Moon House Data, Villa La Luna and Blue Moon China. She is also a member of our Remuneration Committee.

From July 1998 to July 2003, she held various positions successively in the marketing department of Guangzhou Blue Moon Company, including planning associate, branding manager and manager of the marketing department. From July 2007 to January 2011, Ms. Xiao acted as the general manager of Guangzhou Van Management Consulting Company Limited (廣州先基管理顧問有限公司), a company principally engaged in management consulting services, where she was primarily responsible for management of business operation.

Ms. Xiao graduated from Wuhan University with a bachelor's degree in economics in June 1998. She received a master of business administration degree from Zhejiang University in June 2007.

### **Non-executive Director**

**Mr. CAO Wei (曹偉)**, aged 42, was appointed as a non-executive Director of our Company on 22 June 2020. He is primarily responsible for participating in decision making of important matters of our Group. He is also a member of our Audit Committee.

Mr. Cao has more than 10 years of experience in finance and investment management. From July 2003 to August 2004, Mr. Cao was an associate at Boston Consulting (Shanghai) Co., Ltd., a management consulting

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firm where Mr. Cao was primarily responsible for conducting consulting projects for clients in Greater China. He later worked in Warburg Pincus, an investment management firm, as a principal from September 2004 to June 2014, where he was responsible for the investment consulting in the consumer and retail sectors in Greater China. Since July 2014, Mr. Cao has been working in Hillhouse Yali (Beijing) Investment Consulting Company Limited (高瓴雅禮 (北京) 投資諮詢有限公司) (“**Hillhouse Yali**”). He is currently a partner of Hillhouse Yali and is primarily responsible for private equity investment in consumer and retail industries. Mr. Cao has also been appointed as the director of Bestore Co., Ltd. (stock code: 603719.SH) since November 2017, the independent non-executive director of People.cn Co., Ltd, (stock code: 603000.SH) since December 2017 and a director of Gongniu Group Co., Ltd. (stock code: 603195.SH) since December 2017, each a company listed on the Shanghai Stock Exchange.

Mr. Cao graduated from Tsinghua University with a bachelor’s degree in Accounting in July 2001 and obtained a master’s degree in Accounting from the Tsinghua University in July 2003.

### Independent Non-executive Directors

**Mr. Bruno Robert MERCIER**, aged 61, was appointed as an independent non-executive Director of our Company on 22 June 2020 with effect upon the date of this prospectus. Mr. Mercier is responsible for supervising and providing independent judgement to our Board. He is a member of our Audit Committee, Remuneration Committee and Nomination Committee.

Mr. Mercier has extensive experience in the field of business advisory services.

He worked with McKinsey & Company, one of the world’s leading business advisory firms, as an engagement manager from February 1989 to September 1992. He then worked at Groupe Pernod Ricard, a global wines and spirits producer, in its PRC and Thailand operations, as a managing director from September 1992 to April 1997. Prior to joining the Sun Art Group in 1999, he worked in an “Auchan” hypermarket store owned by Auchan Holding S.A. in France from February 1998 to March 1999, where he received trainings in all functions and roles of store operations including a store manager. Since April 1999, Mr. Mercier has served various positions in Sun Art Retail Group Limited (stock code: 06808) (“**Sun Art**”, together with its subsidiaries, the “**Sun Art Group**”), a company listed on the Main Board of the Stock Exchange which is principally engaged in the operation of hypermarkets and e-commerce platforms in the PRC. Mr. Mercier joined the Sun Art Group as a development director of its “Auchan” subsidiary in Shanghai in April 1999. He then underwent training as a store manager in the “Auchan” Changyang hypermarket in Shanghai, the PRC in March 2002. Upon completion of the training in September 2002, he was appointed as the chief executive officer of Auchan (China) Investment Co., Ltd. (“**ACI**”), where he oversaw the development and implementation of its business plans and budget. During the period between October 2007 and July 2017, Mr. Mercier concurrently served as the chairman of ACI and RT-Mart International Ltd., a company incorporated in Taiwan, and played a leading role in implementing Auchan Holding S.A. (formerly Groupe Auchan S.A.)’s vision in both companies. From July 2011 to July 2017, Mr. Mercier also served as the chief executive officer and an executive director of Sun Art, where he was mainly responsible for the strategic direction and overall performance of the Sun Art Group. From July 2017 to December 2018, Mr. Mercier served as a senior adviser to the board of directors of Sun Art.

Since April 2015, Mr. Mercier has been serving as an industry adviser and provided industry advice to Partners Group, a Switzerland based investment company. Since November 2016, he has been a member of the

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board of the administration of Gramona SA, a premium wine producer based near Barcelona, where Mr. Mercier is primarily responsible for providing advice on strategy and operations. In July 2017, Mr. Mercier founded Naya Advisors Co., Limited, a company which is principally engaged in the investment in and provision of advisory services to start-up companies. Since December 2017, Mr. Mercier has also been an adviser to Nexus Point Capital, where he was appointed as a director of Home Chain Foods Co, a controlling shareholder of Burger King Taiwan, a fast food chained restaurant group, where he is primarily responsible for advising on development strategies. Since April 2019, he has been working with Bain International Inc. (“**Bain**”), a leading management consultancy company, as an external adviser, where he primarily assists and advises Bain’s teams on different projects. Mr. Mercier was a member of the investment committee of Creadev International from December 2012 to March 2018 and of Creadev Innovation Chine from March 2018 to July 2019, where he provided investment advisory services.

Mr. Mercier graduated from the Higher National Agronomic School with a degree in engineering awarded by the Ministry of National Education and the French Polytechnic Institute of Toulouse in France in April 1983. He obtained the diploma of engineer of agronomics from the Higher National School of Applied Agronomic Sciences (Ecole Nationale Supérieure des Sciences Agronomiques Appliquées) in France in November 1986. In addition, Mr. Mercier received his master’s degree in business administration from INSEAD in December 1988. Mr. Mercier was awarded the certificate in Corporate Governance by INSEAD in February 2013.

Mr. Mercier’s contribution to economic and social development has been widely recognised by society. He was awarded the Magnolia Gold Award by the mayor of Shanghai in September 2011 in appreciation of his support to Shanghai’s development. He was also recognised as honorary citizen of the city of Suzhou, the PRC by Suzhou Municipal People’s Government in September 2005.

Mr. Mercier was a director of the following company incorporated in the PRC when its business licence was revoked. The relevant details are as follows:

<u>Company Name</u>	<u>Place of Incorporation</u>	<u>Nature of Business</u>	<u>Reasons for the Revocation of Business Licence</u>
Tianjin Auchan Supermarket Company Limited (天津歐尚超市有限公司) (“ <b>Tianjin Auchan</b> ”)	PRC	Retail	Mr. Mercier was a director of Tianjin Auchan at the time of the revocation. To the best of Mr. Mercier’s knowledge, the business licence of Tianjin Auchan was revoked in 2010 because of its failure to complete annual inspection as required under relevant PRC regulations and its failure to apply for deregistration following the cessation of its supermarket business. As confirmed by Mr. Mercier, the shareholders of Tianjin Auchan decided to cease the operation of Tianjin Auchan before 2010, therefore no annual inspection was conducted thereafter. Mr. Mercier further confirmed that Tianjin Auchan was solvent at the time of such revocation and cessation of business. Mr. Mercier confirmed that, as at the Latest Practicable Date, he has not



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<u>Company Name</u>	<u>Place of Incorporation</u>	<u>Nature of Business</u>	<u>Reasons for the Revocation of Business Licence</u>
			incurred any liabilities as a result of such revocation and is not aware of any actual or potential claim that has been or will be made against him or Tianjin Auchan due to such revocation. In addition, our PRC legal advisers advised that, Mr. Mercier, as a director of Tianjin Auchan, is not in the position to apply or resolve to dissolve or deregister Tianjin Auchan, (which is a right reserved for shareholders) nor is at fault for the revocation of the business licence of Tianjin Auchan.

**Ms. NGAN Edith Manling** (顏文玲), aged 56, was appointed as an independent non-executive Director of our Company on 22 June 2020 with effect upon the date of this prospectus. Ms. Ngan is responsible for supervising and providing independent judgement to our Board. She is the chairman of our Audit Committee and a member of our Remuneration Committee.

Ms. Ngan has extensive experience in public and private financial and corporate management, governance and business development.

Between May 1996 and March 2004, Ms. Ngan worked at Invesco Hong Kong Limited (formerly known as Invesco Asia Limited), an investment management firm, where her last position was chief executive officer managing and developing the operations in Hong Kong and Singapore. From October 2006 to April 2008, Ms. Ngan was a vice president and chief operating officer of Greater China operations of Principal International (Asia) Limited (a member of the Principal Financial Group, a S&P500 financial services company), where she was primarily responsible for the supervision of operations in Hong Kong and business development in China. She represented the group on the joint venture board with China Construction Bank and advised the operations on the development of the investment and trustee businesses. From April 2008 to August 2010, Ms. Ngan worked at Fortis Bank/Fortis Bank Nederland group/ABN AMRO group, where she managed the operations of ABN AMRO Fund Services (Asia) Limited (formerly known as Fortis Prime Fund Solutions (Asia) Limited) in Hong Kong, Singapore and Tokyo as its regional managing director. From September 2010 to March 2012, she was the executive director of the Asia Society Hong Kong Center Limited, a non-profit educational organisation, where she was responsible for completing the building project and setting up of the operations of the centre. From October 2012 to June 2016, she was the chief executive of Hong Kong Securities and Investment Institute, an institute providing qualifying examinations and training programmes to SFC licensed persons in Hong Kong. Between September 2016 and October 2017, she was the regional managing director, East Asia of RICS International Limited, where she represented the professional body promoting international standards and codes of practice in built environment measurement and valuation to support development in the markets of South Korea, Japan, China, Taiwan, Hong Kong and Macau. Since October 2018, Ms. Ngan has served as an independent non-executive director and a member of the audit committee and risk committee of Blue Insurance Limited (formerly known as Aviva Life Insurance Company Limited). She was also appointed as the chairwoman of the audit committee in August 2019. In addition, Ms. Ngan has been the independent non-executive director of Tencent Music Entertainment Group (stock code: NYSE: TME), a company listed on the New York Stock Exchange, since December 2018, where she also serves as audit committee chair.

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Ms. Ngan has been a member of the Institute of Chartered Accountants in England and Wales since April 1992, an associate member of the Hong Kong Institute of Certified Public Accountants (formerly known as the Hong Kong Society of Accountants) since September 1993 and a member of the Hong Kong Institute of Directors since August 2007. She became a fellow in each of the three institutes in July 2014, May 2014 and March 2008, respectively. She has served on a number of investment committees of government funds and was audit committee chair of the Lingnan University between August 2014 and October 2018 while serving on its council from October 2012 to October 2018. In January 2018, she was appointed by the Government of Hong Kong as a member of the Standing Commission on Civil Service Salaries and Conditions of Service. Ms. Ngan received the Medal of Honour by the Government of Hong Kong in July 2014.

Ms. Ngan graduated with a bachelor of science degree in industrial engineering and engineering management from Stanford University in June 1987.

**Mr. HU Yebi (胡野碧)** (with former name as HU Guiping (胡貴平)), aged 57, was appointed as an independent non-executive Director of our Company on 22 June 2020 with effect upon the date of this prospectus. Mr. Hu is responsible for supervising and providing independent judgement to our Board. He is the chairman of our Remuneration Committee and a member of our Nomination Committee.

Mr. Hu has over 20 years of experience in the fields of securities, financial services as well as mergers and acquisitions.

From March 1994 to March 2002, he worked at DBS Asia Capital Limited, where his last position was managing director of the equity capital markets division. Since April 2004, Mr. Hu has been the director of, and since June 2006, has been the chairman of Vision Finance Group Limited (formerly known as Partners Capital Asset Management Limited), a Hong Kong-based comprehensive financial services company focusing on investment holding.

Mr. Hu was also an executive director of each of Hua Lien International (Holding) Company Limited (stock code: 00969) from December 2010 to July 2017, Tai United Holdings Ltd. (stock code: 00718) from July 2014 to October 2016, Beijing Properties Holdings Limited (stock code: 00925) from December 2015 to November 2018, China Healthwise Holdings Limited (stock code: 00348) (“**China Healthwise**”) from October 2016 to March 2017 and Beijing Enterprise Medical and Health Industry Group Limited (stock code: 02389) from May 2017 to October 2018, respectively, each a company listed on the Main Board of the Stock Exchange. He was also the vice chairman of the board of China Healthwise from October 2016 to March 2017. Mr. Hu was the executive director (April 2015 to November 2018) of Beijing Sports and Entertainment Industry Group Limited (stock code: 01803), a company listed on the Main Board of the Stock Exchange, and has been its non-executive director since November 2018. Since December 2018, he has acted as the independent non-executive director of China Grand Pharmaceutical and Healthcare Holdings Limited (stock code: 00512), a company listed on the Main Board of the Stock Exchange. He has also acted as the independent non-executive director of Gemdale Corporation (600383.SH), a company listed on the Shanghai Stock Exchange, since August 2019.

Mr. Hu received his postgraduate certificate in management engineering from Beijing Institute of Technology (北京理工大學) (formerly known as Beijing Institute of Technology (北京工業學院)) in August 1986. He received his master of business administration degree from Netherlands International Institute of Management (Research – instituut voor Bedrijfswetenschappen) in September 1989.



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Save as disclosed above in the subsection headed “Board of Directors” above and the section headed “Appendix V – Statutory and General Information – C. Further Information about our Directors – 1. Disclosure of Interests”, each Director had not held any other directorships in listed companies during the three years immediately prior to the Latest Practicable Date and there is no other information in respect of our Directors to be disclosed pursuant to Rule 13.51(2) of the Listing Rules and there is no other matter that needs to be brought to the attention of our Shareholders.

### SENIOR MANAGEMENT OF OUR GROUP

The executive Directors and members of the senior management of our Group are responsible for the day-to-day management of our business. Information relating to our executive Directors is set out in the subsection headed “Executive Directors” above.

In addition to the executive Directors, the members of the senior management of our Group include the following:

<u>Name</u>	<u>Age</u>	<u>Position in our Group</u>	<u>Date of Appointment as Senior Management</u>	<u>Time of Joining our Group</u>	<u>Roles and Responsibilities</u>	<u>Relationship with other Director(s) or Senior Management of our Group</u>
Mr. LIU Zhiqiang (劉志強)	38	General manager of the E-commerce Centre	1 July 2016	July 2006	Responsible for the operation and development of the e-commerce business of our Group	N/A
Mr. CHEN Mingliang (陳明亮)	43	General manager of the Sales Centre	1 October 2012	December 2005	Responsible for the operation and development of the sales channels of our Group	N/A
Mr. ZHENG Xianglong (鄭翔龍)	42	General manager of the Research and Development Technology Centre	1 January 2018	July 2005	Responsible for the technological development of our Group’s products	N/A

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Name	Age	Position in our Group	Date of Appointment as Senior Management	Time of Joining our Group	Roles and Responsibilities	Relationship with other Director(s) or Senior Management of our Group
Mr. LIN Shangpeng (林尚鵬)	56	Head of the BM Laundry Academy	18 June 2015	December 2005	Responsible for the research and development of professional cleaning technology of our Group	N/A
Mr. MIN Jianhua (閔建華)	37	General manager of the Product Centre	1 May 2013	January 2007	Responsible for the planning and development of our Group's brands and product lines	N/A
Mr. ZENG Liquan (曾立群)	38	General manager of the Communication Centre	1 August 2018	August 2018	Responsible for the communication and public relations of our Group	N/A
Ms. XU Yuling (徐玉玲)	58	General manager of the public affairs department	1 December 2015	December 2005	Responsible for company and legal affairs of our Group	N/A

**Mr. LIU Zhiqiang** (劉志強), aged 38, was appointed as the general manager of the E-commerce Centre of our Group on 1 July 2016. He joined our Group in July 2006. He is responsible for the operation and development of the e-commerce business of our Group. He is currently the general manager of Villa La Luna and Blue Moon China.

From July 2006 to December 2009, he acted as our Group's channel promotion associate, brand associate and media associate successively. He also held various positions successively, including the media supervisor, the media manager and the director of the Communication Centre, from December 2009 to February 2014. Before he was appointed as the general manager of the E-commerce Centre, he was the director of the marketing department from March 2014 to June 2016.

He graduated from Wuhan University with a bachelor's degree in public service administration in June 2006.

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**Mr. CHEN Mingliang** (陳明亮), aged 43, was appointed as the general manager of the Sales Centre of our Group on 1 October 2012. He is responsible for the operation and development of the sales channels of our Group's products and services. Mr. Chen joined our Group in December 2005. From December 2005 to April 2007, he acted as the regional manager of our Group. He was later promoted to the national key account manager in May 2007 and to the national sales director in December 2008. He also acted as the general manager of Blue Moon China from January 2011 to April 2017. He currently acts as the executive director of Blue Moon Washing Technology, Chengdu Moon House, Guangzhou Moon House and the general manager of Blue Moon Washing Technology.

Mr. Chen has over 20 years of experience in the sales of cleaning products. Before joining our Group, he worked at Guangzhou Blue Moon Company from July 1999 to November 2005 as the sales representative and later the provincial regional manager.

He graduated from Heilongjiang Institute of Commerce (黑龍江商學院) with a bachelor's degree in marketing in July 1999.

**Mr. ZHENG Xianglong** (鄭翔龍), aged 42, was appointed as the general manager of the Research and Development Technology Centre of our Group on 1 January 2018. He is responsible for the technological development of our Group's products. Mr. Zheng joined our Group in July 2005 as a research and development engineer. He was the research and development manager of our Group from January 2010 to June 2015. He then served as the manager of the development department from June 2015 to December 2017.

Mr. Zheng has extensive experience in the development of cleaning products. He has been appointed as a China patent examination technological expert of the National Intellectual Property Administration of the PRC (中華人民共和國國家知識產權局) since November 2017, where he was primarily responsible for providing technical support for the examination of patent applications.

He has also served as a member of the Science & Technology Committee of CCIA since September 2014, and a member of the expert committee of CCIA since April 2016. In addition, he has been an executive member of the council of Detergent & Cosmetics (《日用化學品科學》), a leading journal on pioneer technologies in global detergent and cosmetic industries, since July 2017.

Mr. Zheng graduated from Tsinghua University with a bachelor's degree in chemical engineering and technology in July 2000. He then joined the doctorate programme at Tsinghua University and graduated with both a master's degree and a doctorate degree in chemical engineering and technology in July 2005.

**Mr. LIN Shangpeng** (林尚鵬), aged 56, was appointed as the head of the BM Laundry Academy on 18 June 2015. He is responsible for the research and development of professional cleaning technology of our Group. Mr. Lin joined our Group in December 2005 and served as the manager of the development department from December 2005 to June 2015.

Before joining our Group, he worked at Guangzhou Blue Moon Company and acted as an engineer of the development department from October 1997 to November 2003, and later the manager of the development department from December 2003 to November 2005.

In addition to his involvement in our Group, Mr. Lin also actively participates in various associations in the cleaning industry. He has acted as a member of the editorial committee of the Journal of China Cleaning

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Industry (《中國洗滌用品工業》) since December 2006. He was also an expert of the Fragrance, Cosmetics and Cleaning Products Professional Branch of Guangdong Light Industries Association (廣東省輕工業協會香料香精化妝品洗滌用品專業分會) from April 2009 to April 2012. He also acted as the Guangzhou standardising expert of the Quality & Technology Supervision Bureau of Guangzhou Municipality (廣州市質量技術監督局) from April 2009 to April 2014. Since August 2013, he has been a member of the Detergent and Disinfectant for Food Appliances Committee (SAC/TC395) (全國食品用洗滌消毒產品標準化技術委員會). He was also appointed as the deputy chairman of the First Daily Chemical Products Committee of The Chemical Industry and Engineering Society of China (中國化工學會第一屆日用化學品專業委員會) in July 2019 for a term of 5 years.

Mr. Lin graduated from Sun Yat-sen University with a bachelor's degree in chemistry and a master's degree in analytical chemistry in July 1984 and July 1987, respectively.

**Mr. MIN Jianhua (閔建華)**, aged 37, was appointed as general manager of the Product Centre of our Group on 1 May 2013. He is responsible for the planning and development of our Group's brand and product lines. He joined our Group in January 2007. From January 2007 to October 2010, he had held various positions successively, including the regional trade market associate, the head of the city planning team and the product associate. He then served as the product manager of the marketing department from November 2010 to April 2013.

Mr. Min graduated from Yangtze University (長江大學) with a bachelor's degree in agriculture in July 2006.

**Mr. ZENG Liqun (曾立群)**, aged 38, was appointed as the general manager of the Communication Centre of our Group on 1 August 2018. He is responsible for the communication and public relations of our Group. Mr. Zeng joined our Group in August 2018.

Mr. Zeng has over 17 years of experience in product branding and marketing. He was the head of the planning team in Hangzhou Tingyuan Food Co., Ltd. (杭州頂園食品有限公司) from August 2002 to July 2006, where Mr. Zeng was responsible for Fuzhou marketing team's trade marketing planning. Prior to joining our Group, he worked at JDB (China) Drinks Co., Ltd. (加多寶(中國)飲料有限公司) from July 2006 to July 2018 where his last position was the brand director primarily responsible for developing the branding strategy of the company.

Mr. Zeng graduated from Bei Jing Business Management College (北京商業管理幹部學院) with an associate degree in business administration in July 2002. He received his postgraduate diploma with distinction from the University of Hong Kong in integrated marketing communications in October 2012.

**Ms. XU Yuling (徐玉玲)**, aged 58, was appointed as general manager of the public affairs department of our Group on 1 December 2015. She is responsible for company and legal affairs of our Group. She joined our Group in December 2005. From December 2005 to December 2008, she was the deputy manager of the sales department. She then served as the head of general manager's office from January 2009 to November 2015.

From September 1983 to June 1992, Ms. Xu worked at Guangzhou Pearl River Paper Mill (廣州珠江造紙廠) as a technician where she was primarily responsible for technical work and Youth League Committee related work. She then took the role as a human resources manager at Guangzhou Economic and Technological Development

## DIRECTORS AND SENIOR MANAGEMENT

Zone Kanghai Business Development Company (廣州經濟技術開發區康海企業發展有限公司) from July 1992 to February 1994, where she was primarily responsible for human resource management and administrative management. Ms. Xu served as the human resources manager at Guangzhou Yuntong Technology Engineering Company Limited (廣州運通科技工程有限公司) from March 1994 to March 1995 where she was primarily responsible for human resource management. She joined Guangzhou Blue Moon Company in March 1995 and served as the manager of the personnel administration department from March 1995 to December 1998. She then acted as the deputy manager of the sales department from January 1999 to December 2005.

Ms. Xu also actively participates in a number of associations promoting business and technological development. She has been the deputy vice chairman of Guangzhou Huangpu (Guangzhou Development Zone) Enterprise Confederation (廣州市黃埔區(廣州開發區)企業聯合會) since January 2018, a council member of Guangdong Hi-tech Enterprise Association (廣州市高新技術企業協會) since September 2018, and the vice chairman of Guangzhou Development Zone Association for Innovation and Technology (廣州開發區科技創新協會) since 2018. She has also been the vice chairman of Guangzhou Huangpu District Female Talents Development Promotion Association (廣州市黃埔區女性人才發展促進會) since April 2019, and vice chairman of the Guangzhou Huangpu Branch of China Council for the Promotion of International Trade (中國國際貿易促進委員會廣州黃埔區委員會) since October 2019.

Ms. Xu graduated from Guangzhou Vocational School of Light Industry (廣州市輕工中等專業學校) with a secondary degree in paper-making craftsmanship in September 1983. She completed the specialty training for party and government officials (黨政幹部專修科) and obtained an associate degree from Guangzhou Open University (廣州市廣播電視大學) in July 1987.

Save as disclosed above in subsections headed “Board of Directors” and “Senior Management of our Group” above and the section headed “Appendix V — Statutory and General Information — C. Further Information about our Directors — 1. Disclosure of Interests”, each member of the senior management of our Group had not held any other directorships in listed companies during the three years immediately prior to the Latest Practicable Date.

### COMPANY SECRETARY

**Mr. POON Kwok Leung** (潘國樑), aged 41, was appointed as the company secretary of our Company on 22 June 2020. Please refer to the subsection headed “Executive Directors — Mr. Poon Kwok Leung (潘國樑)” for his biographical details.

### DIRECTORS' INTEREST IN COMPETING BUSINESS

As at the Latest Practicable Date, none of our Directors was interested in any business which competes with or is likely to compete (directly or indirectly) with our Group's business.

### BOARD COMMITTEES

Our Board has established our Audit Committee, Remuneration Committee and Nomination Committee.

#### Audit Committee

We have established our Audit Committee in compliance with Rule 3.21 of the Listing Rules and the Corporate Governance Code as set out in Appendix 14 to the Listing Rules. The primary duties of our Audit

## DIRECTORS AND SENIOR MANAGEMENT

Committee are to oversee the financial reporting system and internal control procedures of our Company, review the financial information of our Company and consider issues relating to the external auditors and their appointment.

Our Audit Committee consists of three Directors. The members of our Audit Committee are:

Ms. NGAN Edith Manling (*Chairman*)

Mr. CAO Wei

Mr. Bruno Robert MERCIER

### Remuneration Committee

We have established our Remuneration Committee in compliance with Rule 3.25 of the Listing Rules and the Corporate Governance Code as set out in Appendix 14 to the Listing Rules. The primary duties of our Remuneration Committee are to make recommendations to our Board on our Company's policy and structure for all remuneration of Directors and senior management and on the establishment of a formal and transparent procedure for developing policy on such remuneration.

Our Remuneration Committee consists of five Directors. The members of our Remuneration Committee are:

Mr. HU Yebi (*Chairman*)

Ms. PAN Dong

Ms. XIAO Haishan

Mr. Bruno Robert MERCIER

Ms. NGAN Edith Manling

### Nomination Committee

We have established our Nomination Committee as recommended by the Corporate Governance Code as set out in Appendix 14 to the Listing Rules. The primary duties of our Nomination Committee are to review the structure, size and composition of our Board, assess the independence of our independent non-executive Directors and make recommendations to our Board on the appointment and re-appointment of Directors and succession planning for Directors.

Our Nomination Committee consists of three Directors. The members of our Nomination Committee are:

Ms. PAN Dong (*Chairman*)

Mr. HU Yebi

Mr. Bruno Robert MERCIER

## CORPORATE GOVERNANCE

Our Directors recognise the importance of good corporate governance in management and internal procedures so as to achieve effective accountability. Our Group will comply with the Corporate Governance Code set out in Appendix 14 to the Listing Rules in all material aspects after the Listing.



## **DIRECTORS AND SENIOR MANAGEMENT**

### **BOARD DIVERSITY POLICY**

Our Board has adopted a policy which sets out the approach to achieving diversity for our Board.

Our Company endorses the principle that our Board should have a balance of skills and experience appropriate to our business. In order to achieve a diversity of perspectives among members of our Board, it is the policy of our Company to consider a number of factors when making nominations to our Shareholders for appointments to our Board and the continuation of those appointments. Our Board considers, gender, age, cultural and educational background, ethnicity, professional experience, skills, knowledge and length of service and any other factors which our Board may consider relevant and applicable from time to time.

Selection of candidates will be based on our nomination policy and will take into account our Board's diversity policy. The ultimate decision will be based on merit and contribution that the selected candidates will bring to our Board, having due regard to the benefits of diversity on our Board and also the needs of our Board without focusing on a single diversity aspect.

Our Nomination Committee will monitor the implementation of this policy by conducting review of our Board's composition at least once annually taking into account the benefits of all relevant diversity aspects, and adhering to the policy when making recommendation on any Board appointments. Our Nomination Committee will also ensure that Board diversity is considered as part of the evaluation of our Board's effectiveness.

Our Nomination Committee has been delegated the responsibility to review the policy, as appropriate, to ensure the effectiveness thereof. Our Nomination Committee will discuss any revisions to the policy that may be required and make recommendation to our Board for approval.

### **DIRECTORS' REMUNERATION AND REMUNERATION OF FIVE HIGHEST PAID INDIVIDUALS**

For the three financial years ended 31 December 2017, 2018 and 2019 and the six months ended 30 June 2020, the aggregate amount of the fees, salaries, housing allowances, other allowances, benefits in kind (including contribution to our Group's pension scheme) and bonuses paid by our Group to our Directors were approximately HK\$11,231,000, HK\$11,681,000, HK\$33,918,000 and HK\$7,294,000, respectively.

Under the current arrangements, the aggregate remuneration and benefits in kind payable to our Directors for the financial year ending 31 December 2020 are estimated to be approximately HK\$38,755,000.

For the three financial years ended 31 December 2017, 2018 and 2019 and the six months ended 30 June 2020, one, one, two and three of our five highest paid individuals were Directors, respectively. The aggregate amount of the fees, salaries, housing allowances, other allowances, benefits in kind (including contribution to our Group's pension scheme) and bonuses paid by our Group to our four, four, three and two remaining highest paid individuals were approximately HK\$12,980,000, HK\$18,314,000, HK\$20,613,000 and HK\$3,453,000, respectively.

During the Track Record Period, no remuneration was paid to our Directors or our five highest paid individuals as an inducement to join or upon joining our Group. No compensation was paid to, or receivable by, our Directors or past directors of our Company or our five highest paid individuals for the loss of office as

## **DIRECTORS AND SENIOR MANAGEMENT**

director of any member of our Group or of any other office in connection with the management of the affairs of any member of our Group. None of our Directors had waived any remuneration and/or emoluments during the Track Record Period.

Please refer to the section headed “Appendix V – Statutory and General Information – C. Further Information about our Directors – 2. Particulars of Letters of Appointment” for details on the letters of appointment entered into between our Company and our Directors.

### **PRE-IPO SHARE OPTION SCHEME**

Directors, senior management, employees and Business Associates of our Group are entitled to participate in the Pre-IPO Share Option Scheme at the discretion of our Board. Please refer to the section headed “Appendix V – Statutory and General Information – D. Pre-IPO Share Option Scheme” for details on the principal terms of the Pre- IPO Share Option Scheme.

### **COMPLIANCE ADVISER**

We have appointed Somerley Capital Limited as our compliance adviser pursuant to Rule 3A.19 of the Listing Rules to provide advisory services to us. In compliance with Rule 3A.23 of the Listing Rules, we will consult with, and if necessary, seek advice from, the compliance adviser on a timely basis in the following circumstances:

- (a) before the publication of any regulatory announcement, circular or financial report;
- (b) where a transaction, which might be a notifiable or connected transaction, is contemplated;
- (c) where we propose to use the proceeds of the Global Offering in a manner different from that detailed in this prospectus or where our Group’s business activities, developments or results of operation deviate from any forecast, estimate or other information in this prospectus; and
- (d) where the Stock Exchange makes an inquiry regarding unusual movements in the price or trading volume of our Shares, the possible development of a false market in our Shares or any other matters.

The term of the appointment of the compliance adviser will commence on the Listing Date and will end on the date on which we distribute our annual report in respect of our financial results for the first full financial year commencing after the Listing Date.