

DIRECTORS' PROFILE

Tan Sri Cheng Heng Jem

Non-Independent Chairman and Managing Director

Y. Bhg. Tan Sri Cheng Heng Jem, a Malaysian, male, aged 82, was appointed to the Board on 30 March 1989. He was appointed the Managing Director and the Chairman of the Company on 16 August 2006 and 13 November 2006 respectively.

Tan Sri Cheng has more than 60 years of experience in the business operations of the Lion Group encompassing retail, financial services, steel, mining, property and industrial parks, agriculture, tyre manufacturing, motor vehicle assembly, brewery and computer industries.

Tan Sri Cheng was the President of The Associated Chinese Chambers of Commerce and Industry of Malaysia ("ACCCIM") and The Chinese Chamber of Commerce and Industry of Kuala Lumpur and Selangor ("KLSCCCI") from 2003 to 2012 and is now a Life Honorary President of ACCCIM and KLSCCCI. He was also the President of Malaysia Retailers Association ("MRA") from May 2016 to May 2018, and was its Honorary President from June 2018 to July 2020. He was again appointed the President of MRA from July 2020 to May 2022 and in June 2022, he was appointed an Honorary President of MRA. He was the Chairman of the Federation of Asia-Pacific Retailers Associations from October 2017 to September 2019, and was its Vice Chairman from September 2019 to November 2022. He is a Trustee of ACCCIM's Socio-Economic Research Trust and the President of Malaysia Steel Association.

Tan Sri Cheng's other directorships in public companies are as follows:

- Chairman of Lion Posim Berhad, a public listed company
- Managing Director of Lion Industries Corporation Berhad, a public listed company
- Founding Member and Permanent Trustee of The Community Chest, a company limited by guarantee established by the private sector for charity purposes

Tan Sri Cheng has a direct shareholding of 286,923,039 ordinary shares in the Company ("Parkson Shares") and a deemed interest in 339,994,089 Parkson Shares. By virtue of his substantial interest in the Company, he is deemed to be interested in the subsidiaries of the Company, both wholly-owned and those set out on page 73 of this Annual Report.

Tan Sri Cheng is the father of (i) Ms Cheng Hui Yen, Natalie, the Executive Director of the Company; (ii) Ms Juliana Cheng San San who is an Executive Director of Parkson Retail Group Limited ("PRGL"), a subsidiary of the Company listed on The Stock Exchange of Hong Kong Limited; and (iii) 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.

Tan Sri Cheng attended all 4 Board Meetings of the Company held during the financial year ended 31 December 2024.

Cheng Hui Yen, Natalie
Executive Director

Ms Cheng Hui Yen, Natalie, a Malaysian, female, aged 41, was appointed the Executive Director of the Company on 26 August 2015.

Ms Natalie Cheng graduated with a Bachelor of Arts in Media and Communications from the University of Melbourne, Australia in 2004.

Ms Cheng joined Parkson Corporation Sdn Bhd in 2005 in the Cosmetics and Fragrances Department followed by the Gents and Sports Departments, and currently, heads the Merchandising Department as Director. Prior to joining Parkson, Ms Cheng had completed her internship with Saatchi & Saatchi Beijing in the People's Republic of China ("PRC") in the Strategic Planning Department before returning to Malaysia.

Apart from overseeing Parkson's Merchandising Department in Malaysia, Ms Cheng keeps abreast of the local retail scene as well as in the PRC for the overall improvement of Parkson stores. She also undertakes investor relations by engaging with fund managers and analysts on the retail industry. Ms Cheng is also entrusted to oversee certain head office functions of the Lion Group.

Ms Cheng has a direct shareholding of 50,000 ordinary shares in PRA.

Ms Cheng is the daughter of Y. Bhg. Tan Sri Cheng Heng Jem who is the Chairman and Managing Director, and a major shareholder of the Company. She is also the sister of Ms Juliana Cheng San San who is an Executive Director of PRGL, and Ms Cheng Hui Yuen, Vivien who is an Executive Director of PRA.

Ms Cheng attended all 4 Board Meetings of the Company held during the financial year ended 31 December 2024.

Tan Sri Dato' Seri Dr Aseh bin Haji Che Mat
Independent Non-Executive Director

Y. Bhg. Tan Sri Dato' Seri Dr Aseh bin Haji Che Mat, a Malaysian, male, aged 73, was appointed to the Board on 24 November 2022. He is also a member of the Audit Committee and Remuneration Committee of the Company.

Tan Sri Dato' Seri Dr Aseh graduated with a Bachelor of Arts (Honours) in Economics from the University of Malaya in 1974 and received his Master of Public Administration from the University of Southern California in the United States of America in 1984, PhD (Honorary) in International Relations from Limkokwing University of Creative Technology, Cyberjaya, Malaysia in 2007, PhD (Honorary) in Management from the Infrastructure University Kuala Lumpur, Malaysia in 2015 and was awarded Doctor of Philosophy (PhD) from the Swiss School of Management in 2021.

Tan Sri Dato' Seri Dr Aseh joined the Ministry of Finance, Malaysia in March 1974 and had held various positions as Assistant Secretary, Secretary and Principal Assistant Secretary of the Education Services Commission in Kuala Lumpur, Sarawak and Sabah during his 8 years with the Commission. Since 1984, he served in the Ministry of Home Affairs, Malaysia in various positions including Principal Assistant Secretary of the Security and Police Affairs Division; Undersecretary of Security and Preventive Division, and Management Division; and Deputy Director General and Director General of the Department of Immigration, Malaysia. In February 2001, Tan Sri Dato' Seri Dr Aseh was appointed Secretary General of the Ministry of Home Affairs, Malaysia, a post he held until his retirement on 22 October 2007.

Between 2007 and 2019, Tan Sri Dato' Seri Dr Aseh had held the following positions:

- Directorships in various public and public listed companies namely, Lion Diversified Holdings Berhad from 2007 to 2019, Pos Malaysia Berhad from July 2008 to July 2011, Stemlife Berhad from 2008 to 2013 and MWE Holdings Berhad from 2008 to 2018
- President of Putrajaya Corporation from August 2012 to July 2015
- Chairman of University Council of Limkokwing University of Creative Technology, Cyberjaya from 2008 to 2017 and Social Security Organisation (SOCSSO) from August 2017 to October 2018

He was also active in the Administrative and Diplomatic Service (ADS) and was its longest serving President.

Tan Sri Dato' Seri Dr Aseh is active in community service and currently holds the following offices:

- Trustee and Chairman of Integrity Committee of Football Association of Malaysia
- Chairman of Yayasan Pesara Kerajaan
- President of Tiara Golf & Country Club, Melaka
- Vice President of the Malaysian Golf Association
- Chancellor of Infrastructure University Kuala Lumpur
- Chairman of Council Dato' Dato' Kurnia Negeri Sembilan Darul Khusus

Tan Sri Dato' Seri Dr Aseh is also the Chairman of British American Tobacco (Malaysia) Berhad, a public listed company.

Tan Sri Dato' Seri Dr Aseh attended all 4 Board Meetings of the Company held during the financial year ended 31 December 2024.

Dato' Eow Kwan Hoong
Independent Non-Executive Director

Y. Bhg. Dato' Eow Kwan Hoong, a Malaysian, male, aged 71, was appointed to the Board on 29 May 2024. He is also a member of the Audit Committee, Nomination Committee and Remuneration Committee of the Company.

Dato' Eow is a member of the Malaysian Institute of Accountants and a Fellow Member of the Chartered Institute of Management Accountants (CIMA), United Kingdom.

He began his career as a Cost Accountant with Intel Technology Sdn Bhd in 1979. He later joined Socoil Corporation Sdn Bhd as the Factory Accountant in 1980. In 1982, he joined the Lion Group as Accounts Manager and moved his way up to Group Chief Accountant after serving 17 years in the Group. He then left the Lion Group and joined IRIS Corporation Berhad in 1998 and was its Executive Director from 2002 to September 2016. He was an independent non-executive Director of Lion Posim Berhad, a public listed company, from December 2012 to May 2024.

Dato' Eow attended the remaining 2 Board Meetings of the Company held during the financial year ended 31 December 2024 subsequent to his appointment.

Liew Jee Min @ Chong Jee Min
Independent Non-Executive Director

Mr Liew Jee Min @ Chong Jee Min, a Malaysian, male, aged 66, was appointed to the Board on 15 January 2019. He is also the Chairman of the Audit Committee, Nomination Committee and Remuneration Committee of the Company.

Mr Chong graduated from the University of Leeds, England in 1984 with an Honours degree in Law. He obtained his Certificate of Legal Practice, Malaya in 1985 and was admitted as an advocate and solicitor to the High Court of Malaya in 1986. Mr Chong is a co-founder of the legal firm, Messrs J.M. Chong, Vincent Chee & Co. Advocates & Solicitors, which was established in December 1986 and specialises in various practices of law such as real estate, banking, corporate and commercial. He has accumulated more than 35 years of experience as a legal practitioner and is currently the managing partner of the firm.

As a prominent legal advisor of his profession, Mr Chong also serves in various organisations and associations in Malaysia:

- Vice President of the Klang Chinese Chamber of Commerce and Industry ("KCCCI")
- Chairman of the Legal Affairs Committee of the KCCCI and The Associated Chinese Chamber of Commerce & Industry of Coastal Selangor
- Council member of The Chinese Chamber of Commerce and Industry of Kuala Lumpur and Selangor, and Chairman of its Legal Affairs Committee
- Member of the Legal Affairs Committee of The Associated Chinese Chambers of Commerce and Industry of Malaysia
- Council member of The Kuala Lumpur & Selangor Hopo Association
- Legal advisor of Malaysia Used Vehicle Autoparts Traders Association, The Kuala Lumpur & Selangor Furniture Entrepreneur Association, Zhang Association Selangor & Kuala Lumpur, Federation of Malaysian Manufacturers and Sekolah Menengah Chung Hua (PSDN) Klang

Mr Chong had held directorships in various public companies and at present, he holds directorships in the following public listed companies:

- Chairman of Hextar Healthcare Berhad
- Director of Lion Posim Berhad, Hextar Global Berhad and Hextar Industries Berhad

Mr Chong attended all 4 Board Meetings of the Company held during the financial year ended 31 December 2024.

Ooi Kim Lai

Non-Independent Non-Executive Director

Mr Ooi Kim Lai, a Malaysian, male, aged 57, was appointed to the Board on 12 May 2014. He is also a member of the Audit Committee and Nomination Committee of the Company.

Mr Ooi graduated with a Diploma in Accountancy from Tunku Abdul Rahman College, and is a Fellow Member of the Association of Chartered Certified Accountants and a member of the Malaysian Institute of Accountants.

Mr Ooi started his career in 1991 as an auditor in a public accounting firm and joined the Lion Group in 1993 as a Group Accountant. Mr Ooi was the Group Chief Accountant before his appointment as Group Director of the Lion Group in January 2016 and is responsible for the accounting and financial management of certain listed companies in Malaysia and overseas within the Lion Group. He is also actively involved in corporate exercises of the Lion Group including initial public offerings (IPOs), corporate restructuring, mergers and acquisitions, and undertakes investor relations by engaging with fund managers and analysts on various industries covering retail, credit financing, steel, mining, property and industrial parks, and services.

He is also a Director of ACB Resources Berhad, Lion Corporation Berhad and Lion Diversified Holdings Berhad (In liquidation), all public companies.

Mr Ooi has a direct shareholding of 197 ordinary shares in the Company.

Mr Ooi attended all 4 Board Meetings of the Company held during the financial year ended 31 December 2024.

Notes:

1. Details of the potential conflict of interest ("COI") situations involving Tan Sri Cheng and Ms Natalie Cheng are disclosed in the Audit Committee Report on pages 34 and 35 of this Annual Report.
2. Save as disclosed in the Directors' Profile and Note 1 above, none of the Directors has (i) any interest in shares in the Company or its subsidiaries; (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.