

COMPANY **PORTFOLIO**

GIFTWENTY SENDIRIAN BERHAD

2016





THINK
GENUINE
PARTNERSHIP
ACT
AUTHENTIC
BRANDING
VALUE
PASSION



ABOUT **GIFTWENTY SDN. BHD.**

Founded in 2008 by Hao-Chieh Lim and Hao-Siang Lim, Giftwenty Sdn. Bhd. has always focuses in providing wide range of small leather goods and accessories is now a vertically integrated organization , importing, developing and distributing small leather goods and accessories across South East Asia.

The constant attention paid to research and development, trend and technological innovation, the adaptation to market evolutions in respect of people and the environment, have led Giftwenty grown organically and gained with high trustworthy from our patrons.

VISION

We strive to provide modern products that respect the past. Our vision is simply an idea that quality, longevity and value - worth are all interdependent.

That vision extends to everything we source and produce. We try to think before we act.

MISSION

Being poised to be one of the most trusted retailers of small leather goods and accessories in Malaysia, our mission is multi-fold: to improve the well-being and satisfaction of its customers while simultaneously creating value for our employees and the industries



CORE

Process is the soul of our work.

We love having the ability to take ideas from inspiration to design to fabrication, and sourcing to retailing. Our small team of merchandisers and operatives work in unison to consider each item to be sold and used by our customers.

How an item's intended use, create wear test samples, and then put it to the ultimate test: we use it ourselves.

We put things through the ringer. And we do this long before we introduce it to the public, allowing us to personally ensure each item's ability to work well and age beautifully over time. We then handpicked selectively to distribute each item across our multi-retail chain.

RETAIL DISTRIBUTION

Direct wholesale operations are complemented by an extensive retail network comprising over 80 consignment counters, 4 boutiques and e-commerce throughout Malaysia as of December 31, 2015.



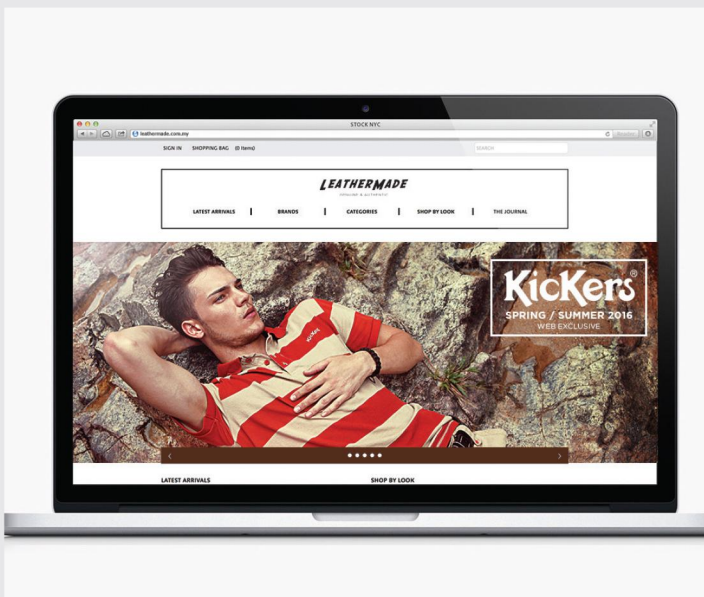
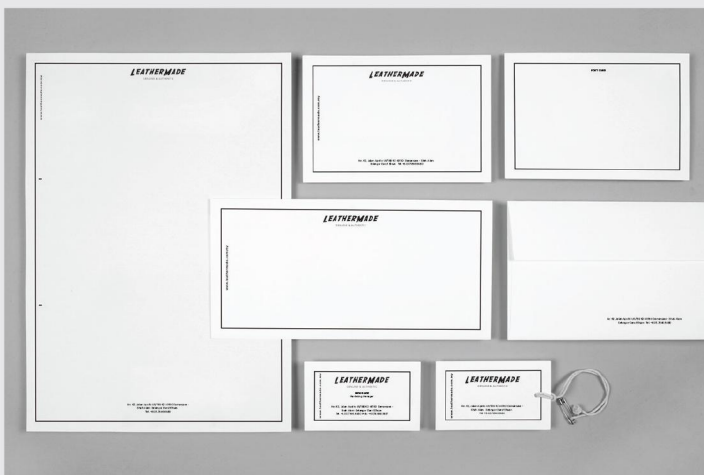
DEPARTMENTAL STORE

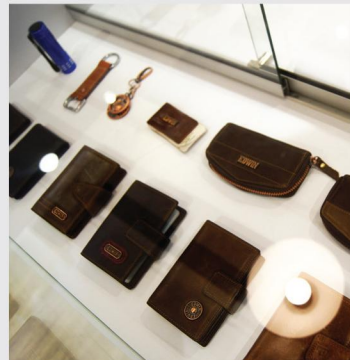
We respect people choice and our associates; where a departmental store or a shopping mall comprises many options to consumers. We believe we have the right products and offering the highly competitive price will speak for ourselves.

The range of products we are providing are clearly differentiated and positioned that ensuring our patrons knowing what item they are getting from us. To date, we have points of sales at Parkson, Sogo, Isetan, AEON, The Store and many other independent malls.

E-COMMERCE

We keep pace to Malaysia e-commerce by offering our items to varied online platforms such as Lazada, Zalora, 11th Street, Rakuten and also GEMFIVE. We tapped into e-commerce in order to provide wider coverage and also significantly reduce our heavy investment for physical stores. Surely that e-commerce products are varied from selection but we ensure the value and services are remain consistently.





LEATHERMADE

We like to explore new things, just like anyone. We created our first boutique in 2015 under retail brand called LeatherMade. Through this idea, we continuously finding new item to cater new lifestyles. We focus in sourcing variety of brands globally to serve you better. In addition, LeatherMade will also providing new services such small leather goods' cleanse and renewal, engravings as well as customisation.



EXPERTISE, COMPANY'S DEVELOPMENT **PROCESS**



PRODUCT RESEARCH & DEVELOPMENT

- 1.0 TREND EXPLORATION
- 1.1 OPPURTUNITY IDENTIFICATION
- 1.2 RANGE PLANNING
- 1.3 SOURCING



PRODUCT PLANNING & DESIGN

- 1.1 BRAND IDENTIFICATION
- 1.2 DESIGN DEVELOPMENT
- 1.3 PACKAGING
- BUYING & MERCHANDISING





RETAIL & DISTRIBUTION MANAGEMENT

CONSIGNMENT & CONCESSION

INVENTORY WAREHOUSING

LOGISTICS

DELEGATION & EMPOWERMENT

SALE & MARKETING

VISUAL MERCHANDISING

MARKETING

ADVERTISING

CUSTOMER SERVICING

AFTER SALE SERVICE

LOYALTY PROGRAMME

FEEDBACK COLLECTION

CLEANSE & RENEWAL

CUSTOMIZATION

ENGRAVINGS

REPAIR & MAINTAINANCE



THINK; ACT _



GENUINE
LEATHER



PASSION

The spirit of our operation, in all honesty, is the spirit of the value and mission we call strategy: Genuine & Authentic. We are city dwellers as well outdoor explorers. We are sports enthusiasts and adventure seekers. We are curious by nature and have mastered the art of getting into trouble, then finagling our way out of it. We keep seeking the new, “the good and the real; the quality and the value”. We are continually expanding our horizons, moving towards to be a multi-channel retailer who providing value items and services that enlighten our daily living.

PRODUCTS

We firmly believe that all that we own says something about what’s important in our lives is same to everyone. Some of those things we make ourselves under our St. Bernard and KAN-VAS labels. And

some things we source from partners that do it best. Many brands we share our affinity for products are sourced carefully; that’s why you’ll find product on our shelves made here are eccentric, as well as other countries with rich manufacturing histories like Germany, Japan, France and beyond. In the end, our criteria are simple: we seek out products that are durable in fabrication, superb in fit and authentic in style.

TEAM

Our crew is small by multitasking. Staying focused on what we do best allows us to keep a close eye on every step of sourcing and production which enable each of us concentrate on our areas of expertise. Among us you'll find varied backgrounds in trading, geographers, logistics, apparel design, and graphic design. These folks like working with our hands and computers, be it within the walls at Gifttwenty or outside pursuing their own ventures.

LEATHERMADE & LEATHERMADE.COM.MY

Like Gifttwenty, LeatherMade and .com.my represents the same commitment to quality and enduring style, just viewed through a different lens. They are two sides of the same coin - and two sides of our retail experience as well. Step inside one of our brick and mortar stores and you'll see the same thoughtful approach on either side of the webstore. It's this careful consideration of what items we use in our lives that makes both channels a meaningful pairing.





OUR CHÍ

PROFESSIONAL KNOWLEDGE

INTEGRITY

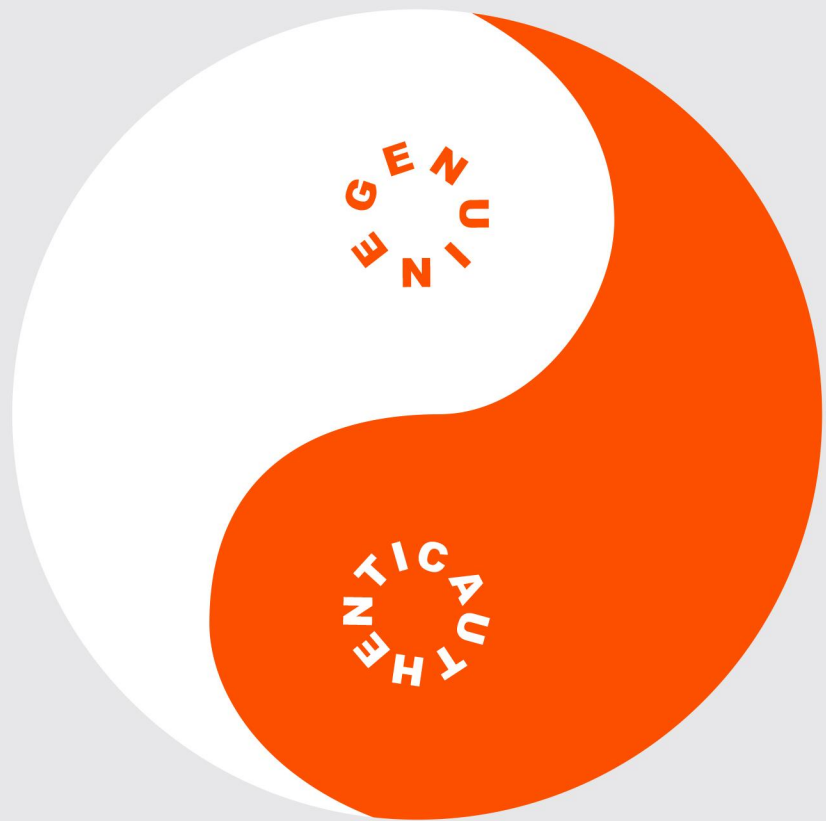
THOROUGHNESS & EFFICIENCY

GENUINE

We only use genuine materials, from leathers to canvases. We choose carefully, from the materials we use and the suppliers we select, to the people we hire and the partners we join. It all traces back to those core elements for us: quality, longevity and value-worth.

AUTHENTIC

Giftwenty stands behind the authenticity of everything we sell. All of our merchandise is brand new and guaranteed to be authentic. One of the key principles of our business is listening to our customer. Since 2008, we have made it our mission to provide you with an outstanding selection of small leather goods and accessories are all authentic brands and at highly competitive prices.



GENUINE

AUTHENTIC



BRANDS; VALUE

NOTEBOOK

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AUTHENTIC
BRANDS



CRAFTSMANSHIP

ALBEDO-CO

Albedo is a renowned leather brand for gentlemen that founded in 1994. The brand starting off as an expert in hand-made office supplies made from leather and brass since 1982.

The knowhow and experience led to the making of high quality handmade leather bags under the brand Albedo

Over the past two decades, the brand has continued to produce leather bags for men, which reflect professional character, befitting a true gentleman.

using the three concepts that have made Albedo bags one of a kind – Italian-style attention to detail, function and design.



Collection MORO - A statement of style and functionality.





Collection MOCHILAS - Casual Lifestyle



PERFORMANCE

CAT[®]

CATERPILLAR[®]

CAT[®] is an extension brand from Caterpillar [®] for lifestyle products. From fashion to electronic devices, CAT[®] continue its value of - durable, reliable and long-lasting. Each items carry in Giftwenty is direct from its licensee who is a leading quality and product development oriented manufacturing company with 100% self-owned factories in China.





HERITAGE ECHOLAC

Echolac's products are designed by experienced Italian, Japanese and Chinese designers, creating a unique mixture of Eastern and Western style.

In addition, Echolac relies on a strong scientific background due to their expertise in the automotive industry which allows them to create technologically superior travel products.

Safe and reliable quality with excellent service is what Echolac stands for.



Accessories Collection -
Everything is just so right, so logical.

 **Echolac**
Tokyo 1964



Kickers®



EDWIN
EST TOKYO JAPAN



Von Dutch





CONTEMPORARY KICKERS

Kickers is an iconic, global fashion brand that makes unique footwear for confident, style-savvy people. Brainchild Daniel Raufast created a new style of casual boot designed specifically for wearing with jeans. From his vision, the brand is proud of their reputation for creating not only high-quality leather boots and shoes; but also small leather goods with an unmatched comfort and attention to detail – and for the unmistakably approach to life and style: classic, relaxed, relevant and accessible to all.

EDWIN

For generations, Edwin has stood out as the leading Asian brand name in jeans fashion. Edwin's style strongly reflects Japanese street fashion, giving the brand the edge over U.S. and European jeans. The name Edwin itself is a play of letters from the word "Denim" and thus the brand's all-time tagline "Denim is Edwin." Gone are the days where jeans are linked to everything country and western, nor is it a rough men's attire anymore. The evolution of jeans fashion has seen jeans made fit for all occasions. And Edwin jeans are jeans that exude the taste of the future. Sophisticated yet casual. Edgy and original.

VON DUTCH

Von Dutch is an American brand with red, white and blue running through its veins, founded in Los Angeles, California in 1947 by Kenneth Howard "The Originator of Kustom Kulture". Kenneth Howard AKA Von Dutch had a special gift when it came to creating eye catching designs, hence the world famous "FLYING EYEBALL". Today's Von Dutch is driven by open roads and a free-way of life.



LIFESTYLE ST. BERNARD

Saint Bernard's small leather goods are designed with a slim, clean-lined profile. It's crafted from durable leather and always come with small details that keep your capital in check.

The range features a basic outlook with lots detail in materials and finishing that making it an essential accessory for young executives to use it in all occasion.

Illustrating the label's immaculate consideration for daily usage, all designs are compact but features sufficient sleeves and slots for optimum organisation.

St. Bernard

KAN-VAS

Using quality canvas as the main materials, KAN-VAS provides consumers with designs that is simple, comfortable, pleasant, reasonably priced casual bags.

The range product range covers daily leisure, business , travel , school and other purposes required. Signature range will feature customizable canvas bag that allowing consumer to creatively draw on their bag.

Genuine leather on trimming to enhance the edge durability and all designs come with variety of colors.



POLO WORLD

Quality brand of baggage and leather goods with European design. Over century experience, Poloworld® still maintain there popularity in leather fashion with classic design and functional. That is the reason why the brand has been with you everywhere every time.

POLO WORLD has introduced beyond doubt the functional product with luxury design to meet diverse and ever-changing customers' need that simply called as FUNCTIONICE®.



GOAT-STORY

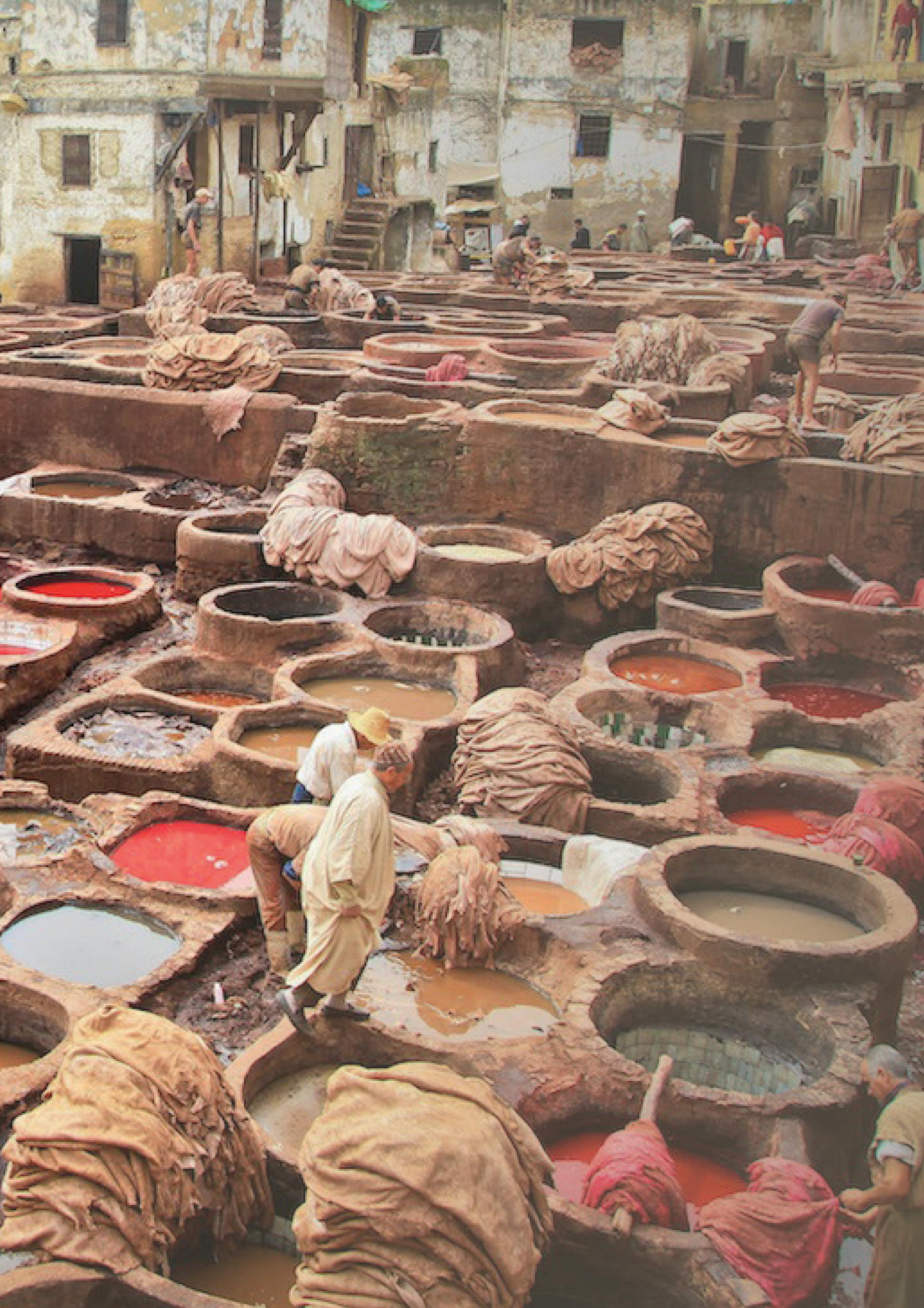
The GOAT STORY was inspired by the greatest discovery of all time – coffee! It was back in 13th century that a flock of goats stumbled upon a bush of berries that made them go loco! Their obviously bored and adventure seeking shepherd has decided to brew the berries.

And thank goats he did! Fast forward to the 21st century: the brand decided to revolutionize coffee drinking and designed a one-of-a-kind coffee mug – THE GOAT Mug. They decided to dedicate it to the ones worthy of the praise – goats. For that reason the shape of their unique coffee mug resembles goat's horn.





PARTNERSHIP; AUTHENTIC





DEPARTMENT STORES PARKSON

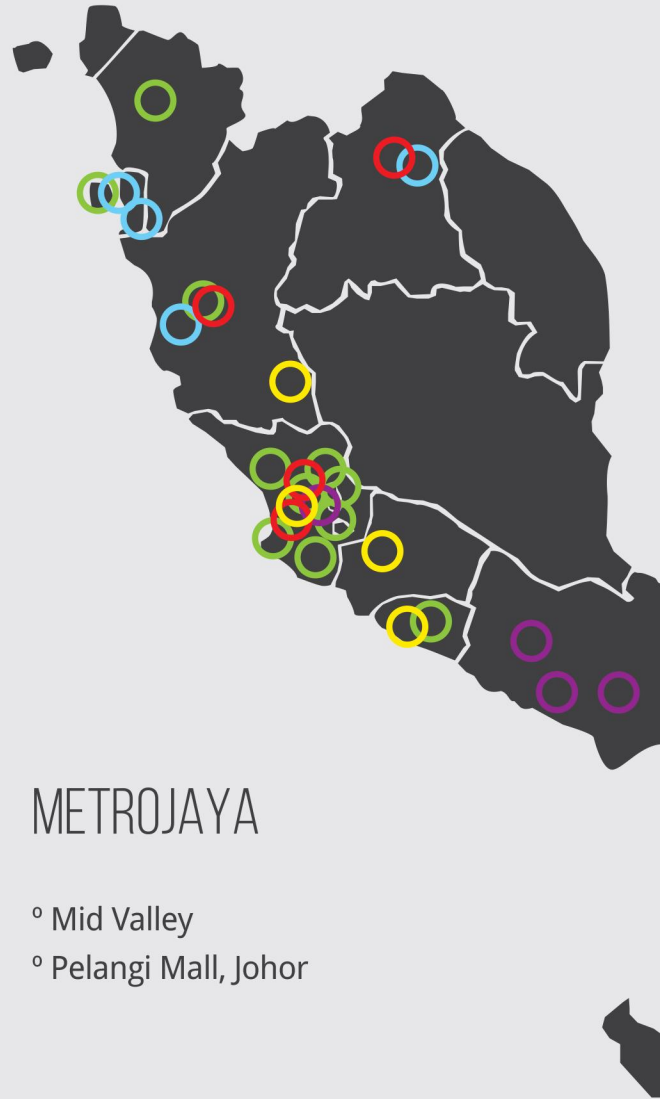
- Aman Central , Kedah
- 1st Avenue Mall, Penang
- Perda City Mall, Penang
- Ipoh Parade, Perak
- Klang Parade, Selangor
- Setia City Mall, Selangor
- Sunway Pyramid, Selangor
- Alamanda, Selangor
- IOI City Mall, Selangor
- NU Sentral, Kuala Lumpur
- Maju Junction Mall, Kuala Lumpur
- Setapak Central, KL Festival Mall, Kuala Lumpur
- Terminal 1 Shopping Central, Seremban
- Mahkota Parade, Melaka
- Vivacity Kuching, Sarawak
- Plaza Merdeka Kuching, Sarawak
- 1 Borneo, Sabah
- ImagoShopping Mall, Sabah

TANG'S

- Genting First World, Genting Highlands
- One Utama, Selangor
- The Shore, Melaka
- Empire Subang, Selangor
- BVO Mitsui Outlet, Selangor

ISETAN

- Suria KLCC, Kuala Lumpur
- One Utama, Selangor



METROJAYA

- Mid Valley
- Pelangi Mall, Johor

THE STORE & PACIFIC

- M3, Melaka
- Taiping Mall, Perak
- Shaw Centerpoint, Klang
- Kota Bharu Mall, Kelantan
- Komtar, Penang
- Star Parade, Kedah
- Prai, Penang
- Taiping Mall, Perak



LEATHERMADE LIFESTYLE STORE

- Sunway Putra Mall, Kuala Lumpur
- AEON Ipoh, Perak
- AEON Shah Alam, Selangor
- AEON Kota Bharu, Kelantan

- Head Quarter
- LeatherMade
- PARKSON's Counter
- PACIFIC's Counter
- TANGS's Counter
- OTHERS's Counter



OTHERS BOULEVARD EAST MALAYSIA

- Boulevard Kuching, Sarawak
- Boulevard Miri, Sarawak
- Boulevard Empire Mall, Sarawak

DEASCO

- Deasco Sibu Mall, Sarawak

SING KWONG

- SING KWONG Bintulu, Sarawak
- SING KOWNG Sibu, Sarawak

LEATHERMADE COMING SOON

- AEON Mid Valley, Kuala Lumpur
- AEON Wangsa Maju, Selangor

KEDAI KASUT YOU

- Multiple Outlets in Kelatan, Terranganu & Johor



COMPANY STATISTICS

Statistic from last few years showing that Giftwenty is moving forward to focus in lifestyle brands. In 2016, the management will envision to be adding value through value-added services.



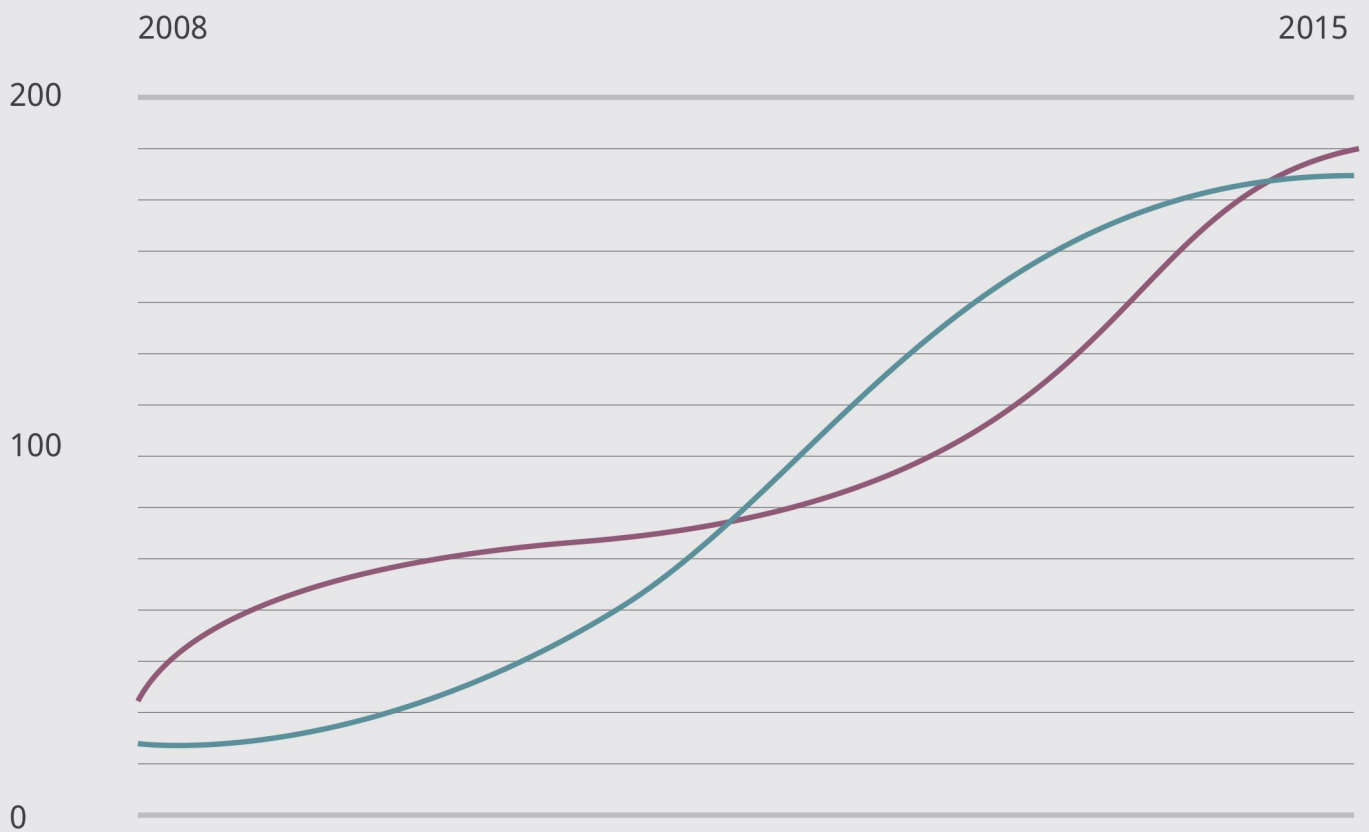


Chart indicating the sale for premium leather goods vs lifestyle leather goods from 2008 till 2015 of Gifttwenty Sdn. Bhd.

- Premium Small Leather Goods
- Lifestyle Small Leather Goods

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GIFTWENTY



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