

【For Immediate Release】

Value Partners appoints Alice LEUNG as Managing Director, Head of Digital

(Hong Kong, 2 August 2022) – **Value Partners Group Limited** (together with its subsidiaries, “Value Partners” or “the Group”, Hong Kong Stock Code: 806) **today announces the appointment of Ms. Alice LEUNG as Managing Director, Head of Digital, effective 2 August 2022.**

In this newly created role, Ms. LEUNG will lead the Group’s e-commerce and digital marketing. She will drive the Group’s digital marketing strategy and build new and creative growth strategies through digital marketing. Based in Hong Kong, Ms. LEUNG reports to the Group’s CEO, Ms. June WONG.

Ms. LEUNG has extensive B2B (business-to-business) and B2C (business-to-customer) experience in digital leadership, digital transformation and creation, brand marketing, wholesale brand management and consulting, as well as social media strategy. Most recently, she served as Head of Digital, Asia Pacific at Mattel Inc. She led the company’s regional team and developed its e-commerce and digital marketing strategy for 12 markets in Asia Pacific and 10 key brands. Prior to that, she served as the Digital Branding Lead at Accenture Interactive, where she led regional projects for all brand and digital transformation and creation, and drove local and regional digital strategies for various leading institutions and brands, including Livi Bank, Standard Chartered Bank and AIA.

In welcoming Ms. LEUNG’s appointment, Value Partners Group’s CEO, Ms. June WONG, said: “I am very pleased to welcome Alice to the Value Partners team. Alice brings over 20 years of expertise to Value Partners at a time when digital transformation is impacting every aspect of our business. Alice has a strong track record in digital leadership and brand consulting, and has extensive experience in the B2B and B2C customer journey from a digital perspective. I am thrilled that Alice will be driving our digital strategy which will allow us to provide a much more engaging, productive and exciting experience for our clients, business partners and the overall investment community.”

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Appendix – Biography of Ms. Alice LEUNG



Alice LEUNG

Managing Director, Head of Digital

Ms. Alice LEUNG is Managing Director, Head of Digital of Value Partners. She leads the Group's e-commerce and digital marketing. She will drive the Group's digital marketing strategy and build new and creative growth strategies through digital marketing.

Ms. LEUNG has extensive experience in brand marketing, digital transformation and creation, wholesale brand management and consulting, as well as social media strategy. Most recently, she served as Head of Digital, Asia Pacific at Mattel Inc. She led the company's regional team and developed its e-commerce and digital marketing strategy for 12 markets in Asia Pacific and 10 key brands. Prior to that, she served as the Digital Branding Lead at Accenture Interactive, where she led regional projects for all brand and digital transformation and creation, and led local and regional digital marketing and social strategy for various leading institutions and brands, including Livi Bank, Standard Chartered Bank and AIA.

Ms. LEUNG holds a Bachelor's degree in Commerce from The University of Calgary, Canada, and obtained her Postgraduate Diploma in Marketing from The Chartered Institute of Marketing, UK.

About Value Partners Group Limited

Value Partners, one of Asia's largest independent asset management firms, seeks to offer world-class investment services and products. Since its establishment in 1993, the Company has been a dedicated value investor in Asia and around the world. In November 2007, Value Partners Group became the first asset management firm to be listed on the Main Board of the Hong Kong Stock Exchange (Stock code: 806 HK). In addition to its Hong Kong headquarters, the firm operates in Shanghai, Shenzhen, Kuala Lumpur, Singapore and London, and maintains a representative office in Beijing. Value Partners' investment strategies cover equities, fixed income, multi-asset, alternatives, real estate and quantitative investment solutions, for institutional and individual clients in the Asia-Pacific, Europe and the United States. For more information, please visit www.valuepartners-group.com.

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