

## **Announcement**

### **Appointment of David Mead as Director of Manufacturing**

In a statement of its reemergence as the one of the leading manufacturers of watersports and other technical products, Neil Pryde Limited today announces the appointment of David Mead as its Director of Manufacturing for the two production facilities in China and Thailand.

Mr Vasco Fung, CEO of Shiro Group, NPL's parent company commented that after a period of restructuring, NPL has now returned to its manufacturing roots in China and Thailand, where it operates its own factories. He went on to say that the Shiro Group is committed to the expansion of this area of the business and, looking ahead, is excited to have the opportunity to bring on board new personnel with the experience and expertise of David Mead.

David has a wealth of relevant experience in the manufacturing and brand management aspects of the industry, in both the windsurfing and kiting disciplines. As an industry veteran of some 28 years, David brings to Neil Pryde Ltd direct and hands on management of similar production facilities and long term relationships with many key suppliers. He already has strong relationships with the existing management and production teams at Neil Pryde Ltd.

David will focus on day to day efficiency and quality while at all times benchmarking production against the rest of the industry.

David commented "I am absolutely delighted and honoured to return to the Neil Pryde stable and join up again with respected and admired colleagues in manufacturing and the wider management team. It is clear to me that the recent consolidation of activities shows a commitment to the manufacturing arm of the business and very exciting plans are already in place that will position Neil Pryde Limited to retain its position as a premiere supplier to the kite, windsurfing and wider water-sports world for many years to come. I know the production facilities very well having previously managed operations there and I am to this day still impressed with the efficiency of the operations as well as the broader quality and professional management skills that have been put in place over the last 30 years. Coming back is a dream and I am fully motivated to contribute to and be part of the team.

Director of Sales, Peter Davies, who will remain responsible for all customer relationships, added that he is delighted to be able to partner up with David once again, as well as seeing the strong intent of the parent company to expand its manufacturing arm after a period of consolidation, divestment and restructuring.

Vasco Fung  
Director  
Neil Pryde Limited

