

### Datuk Lee Kok Leong

Datuk Lee Kok Leong has been serving as Personal Assistant to Tan Sri William Cheng, Group Chairman of the Lion Group of Companies since 2010 and assists the Chairman in the retail, branding and property divisions in the Group.

Datuk Lee has accumulated vast experience and intimate knowledge of the retail and branding industry with over 15 years in this business. He has worked in Padini, the largest branded clothing and accessories company in Malaysia, which is currently achieving a turnover of approximately RM700 over million per annum.

This was followed by his stint in Aktif Lifestyle store (formerly Yaohan) as store manager before the company was acquired by Parkson Corporation. During his service in Aktif and Parkson, he was assigned to supervise various Parkson stores throughout Malaysia, handling the day to day operations including the best performing Parkson Suria KLCC store with RM100 million annual sales turnover.

Apart from handling the retail operations, he was also involved in the merchandising function upon his promotion to the rank of divisional merchandizing manager in Parkson Malaysia. For the past 3 years, he has been visiting and studying the Parkson stores operations in the various countries Parkson is in, to assist the Group Chairman in overseeing the retail and branding business and identifying business opportunities.

Datuk Lee graduated in 1998 from the University of Kentucky, USA with a Bachelor of Science in Mathematics and minor in Economics.