

GROUP OVERVIEW





Group Brands



Group

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> **3 Structure**

> **4 Strategies and Strengths**

> **5 Operations**

Global

> **6 UK Divisions**

> **7 Far East**

> **8 Pacific**

Products

> **9 Goodmans**

> **10 Grundig**

Licensed Brands

> **11 iLuv**

Contacts

> **12 UK, Far East & Pacific**





Group Structure

UK Operations:

Alba Broadcasting Corporation Limited | Grundig Consumer Electronics |

Overseas Operations:

Harvard International (HK) Limited | Harvard Maritime Limited | Bush Australia Pty |

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Group Strategies & Strengths

Harvard International plc strategy is the positioning of the company as a key supplier to the most important retailers.

Key elements to the fulfilment of this strategy are:

- The development of “partnership” relationship with suppliers and customers.
- The on-going development of a highly efficient sourcing facility to ensure on-time delivery.
- Efficient quality control systems to provide easy, trouble-free sales for retailers and to retain brand allegiance of consumers.
- The timed availability of carefully selected new products, incorporating new technologies, as volume demand develops.

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Group Operations

Centralisation of support functions into a combined unit, matched to business growth market dynamics, ensures the most cost effective and efficient service to our retail customers.

Main areas of Group support are:

- Product range sourcing.
- Product quality control and after-sales service.
- Design and marketing services.
- Supply logistics.
- Finance.
- Administration.



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UK Divisions

Goodmans

Goodmans - is a successful, innovative brand leader in Audio including DAB, In-Car Entertainment, HD Ready LCD TV, DTR and Freesat.

GRUNDIG

Grundig - a strong brand name in consumer electronics that includes Freesat and Audio.

iLuv[®]

iLuv - provides a broad selection of high quality products that extend the value and use of Apple's iPod and iPhone ranges.

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Far East

Harvard International (HK) Limited and Harvard Maritime Limited

The Group's Hong Kong office was first established in 1972. Located in Kowloon (1), and with administration and engineering bases in the production areas of Shenzhen (2) and Suzhou (3), Harvard International (HK) Limited and Harvard Maritime Limited provide a complete in-house service for the Group and to customers world-wide.

This service includes:

- Product planning and design.
- Manufacturer quality assurance.
- Shipping and on-time delivery.
- Product sourcing.
- Product quality control.



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Pacific

Bush Australia Pty Limited

A wholly owned subsidiary of Harvard International plc, Bush Australia's consumer electronics product ranges covers the areas of entertainment, small domestic appliances and personal care.

Both product specifications and the business services of Bush Australia are designed to meet the special needs and vast size of this market area.



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Goodmans

Goodmans

Technology | Design | Innovation

Goodmans markets a wide range of entertainment products at the forefront of the digital market.

Delivering the latest, stylish products that represent the best possible value for money.



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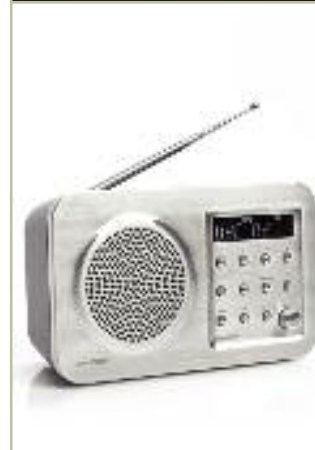


GRUNDIG

Grundig

made for you

The Grundig name is synonymous with innovation, style, quality and performance. Grundig entertainment products cover the broad range of popular sectors and embrace the latest in digital technologies.



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iLuv[®]

iLuv

Extending the value and use of Apple's iPod and iPhone ranges

iLuv, winner of five innovation awards at CES 2009, provides a broad selection of high quality products that extend the value and use of Apple's iPod and iPhone ranges. Unique and innovative designs, and high quality, award winning products, mean consumers look to iLuv as a leader in audio quality, product choice and innovation in iPod accessories.



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www.harvardplc.com | www.goodmans.co.uk | www.grundig.co.uk | www.bushaustralia.com.au |

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