

**Kevin (Shuo) Chen**  
**COO**  
**CHINA RESOURCES VANGUARD, China**



Kevin Chen is COO of China Resource Vanguard, as well as the senior vice president of China Resources Retail (Group) Co., Ltd. He became the Vice President of China Resource Vanguard in 2003 following six years as the Executive Vice President of the Home World Group.

He has a Bachelors Degree in Economics from Tianjin Nankai University as well as a Masters Degree from the China Society & Science Institute.

### **CHINA RESOURCES VANGUARD**

China Resources Vanguard Co., Ltd. (Abbreviated as CRV) is a subsidiary of China Resources (Holdings) Co., Ltd. Over the past 24 years, CRV has grown to become one of the leading retailers in China. Currently, CRV and Suguo (Sugu Super market Co., Ltd.) are the main force of supermarket business in CRC.

At the end of December 2007, CRV has over 2,450 stores, with more than 100,000 employees and ranked No.1 in mainland China in terms of turnover of RMB 50 billion. Store network has been well developed across the East, the South, the North, the North-east, the North-west, central and Hong Kong.

Be faithful to the concept of "Lifestyle, High quality, Customer-oriented, Fresh, Low price and Convenience", CRV is dedicated to improving customer's life quality. Currently CRV operates 3 main store formats: Hypermarkets, Supermarkets and Superstores. New store concepts (Ole' & Vango) have been introduced to customers: Ole' provides products of superior quality, Vango (CVS) offers a range of product and service to the young.

CRV will endeavor to be an excellent retailer by strengthening position in key markets and pursuing multi-format policy. Alongside this, CRV is dedicated to achieving a long-term growth by reconciling business, environmental and social responsibility.

