



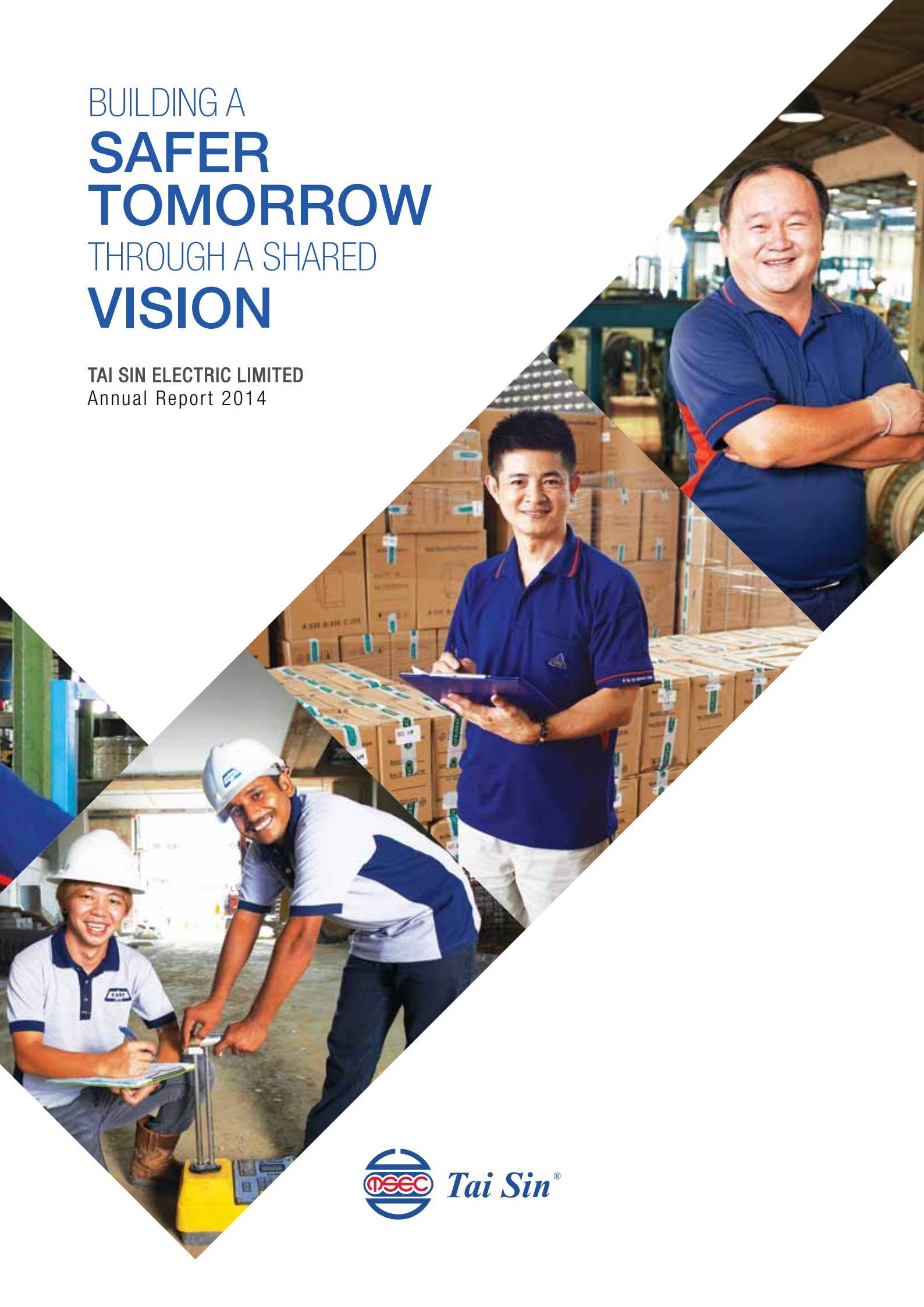
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BUILDING A  
**SAFER**  
**TOMORROW**  
THROUGH A SHARED  
**VISION**

**TAI SIN ELECTRIC LIMITED**  
Annual Report 2014



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## ABOUT US

Tai Sin Electric Cables Manufacturer Pte Ltd was established with foresight and determination as a cable manufacturing business in 1980. Today, after over 30 years of strategic expansion and diversification, Tai Sin has emerged as a leading and trusted Industrial Group in Southeast Asia. Listed on the Stock Exchange of Singapore, SESDAQ in 1998, the exceptional growth and operational excellence was rewarded with a transfer to the SGX Main Board in 2005.

Presently known as Tai Sin Electric Limited Group of Companies, the business is streamlined into four Business Divisions namely Manufacturing, Distribution, Services and Strategic Investment. These divisions are well designed to meet the specific needs of our diverse customers ranging from end-users to contractors, manufacturers, system integrators, engineers and consultants. The business mix of the divisions has allowed the Group to continue to achieve growth during difficult times.

The Group operates a highly successful network distributing electrical and control products, accessories and solutions to a wide range of local and regional industries which includes Malaysia, Vietnam, Brunei and Indonesia.

# BUILDING A SAFER TOMORROW THROUGH A SHARED VISION

A sustainable, safer tomorrow is well within reach. And for Tai Sin, it is already ripe for the taking.

Harnessing all strength from its core, Tai Sin imbibes integrity through its high regard for loyalty through the upholding of corporate honesty and its ultimate expression, the practice of good business ethics.

Putting product quality and service excellence in precedence, Tai Sin exudes reliability seen through the consistent fulfillment of our corporate duties.

Tai Sin defines unity by embracement of teamwork through customer partnership. Our partnership is marked by mutual respect; we make good at communicating and acquiring knowledge from our patrons. This had allowed achievement to be experienced, not only by us, but also by our customers whom we aim to efficiently serve.

Guided by these core principles, Tai Sin caters to three key venues: our business as defined by profitability and cost saving, the environment that imbues in Tai Sin a consciousness that takes into consideration of the environmental impact of our proposed solutions and, of course, the society that we exist for.

All these configure to build a stronghold of sustainability that allows Tai Sin to achieve a more efficient and safer tomorrow.



# OUR RENEWED GROUP CORPORATE VISION

## OUR MISSION

We Are Committed In Contributing To A Safer Tomorrow Through Our Products And Services.

We Believe In Sustainable Development For Our Business And People, While Protecting The Environment And Contributing To Society

## OUR VISION

To Be A Leading Industrial Group That Contributes To A Safer Tomorrow

## OUR CORE VALUES

### INTEGRITY

We Treasure Loyalty, Uphold Honesty, And Practise Good Business Ethics

### RELIABILITY

We Uphold Service Excellence, Take Pride In Our Product Quality And Ensure Commitments Are Duly Fulfilled

### UNITY

We Embrace Teamwork, Harmony And Mutual Respect With Our Customers, Suppliers, And Employees

