



# READY FOR MORE

TRANSVIEW HOLDINGS LIMITED

Annual Report 2009



## CONTENTS

- 1 About Us
- 2 Mission, Vision, and Core Values
- 4 Distribution Network
- 5 Our Brands & Products
- 9 Letter to Shareholders
- 12 Board of Directors
- 13 Key Executive Officers
- 14 Financial Highlights  
and Business Review
- 18 Corporate Information
- 19 Corporate Structure
- 20 Financial Contents



# A SEAMLESS BLEND OF STRATEGY & STYLE

## ABOUT US

TRANSVIEW IS THE GOLF AFICIONADO'S PARTNER OF CHOICE WHEN IT COMES TO PROVIDING PREMIER GOLF EQUIPMENT AND ACCESSORIES.

Established in 1984, Transview has created a niche in the premier golf segment as we aim to fulfil the aspirations of avid golfers with quality products and latest technology. We have grown tremendously over the years to become the leading golf equipment wholesaler and distributor in this part of the world.

We are the exclusive distributor for several leading and top-selling brands of golf equipment and accessories such as S-Yard, Maruman, ENA, Srixon, XXIO, J. Lindeberg, among many others. These products are sold exclusively in our distribution network spanning Singapore, Malaysia, Thailand, Indonesia, Hong Kong, Vietnam, Philippines, and Myanmar.

We operate a number of driving ranges in Singapore, Malaysia and Thailand, creating opportunities for golfers to test the latest equipment that best suits their individual swing and profile. Our products are perhaps only half of the story. Our success can also be attributed to our philosophy of providing only the best in product technology coupled with the highest level of customer service.

In 2009, Transview gears up to diversify our business portfolio. We ventured into resource and mining business, investing in exploration and commercialisation of iron core, copper, gold and uranium deposits. This move to branch out into a new enterprise signifies our commitment to create greater value for our shareholders.

# OUR WINNING EDGE

**OUR VISION** To be the recognised leader in providing the best equipment golfing enthusiasts can possibly need, in all the countries we operate in.

**OUR MISSION** To create and sustain customer satisfaction by fulfilling the aspiration of our customers for a better and healthier lifestyle and by forging bonds among like-minded individuals.

## **OUR CORE VALUES**

Anticipating customer needs and aspirations

Creating sustainable growth for our shareholders

Motivating our people by providing a working environment that rewards teamwork and offering them opportunities to grow and enhance their skills







## OUR DISTRIBUTION NETWORK

With a distribution network that includes more than 49 outlets within Hong Kong and the South East Asian region, we are able to tap a wide regional market and reach out to more avid golfers looking for only top-of-the-line products.



# READY FOR THE BIG SWING

## OUR BRANDS AND PRODUCTS

We know it's important to deliver outstanding drives and putts on the course. We also know that while you're achieving that, you want to stay poised and comfortable. What you need, is golfing wear that can hold its own in terms of style and functionality.

Stocked with the latest in J. Lindeberg, Perry Gear, and Firethorn golf apparel, Transview lets golf aficionados choose from a variety of styles, whether your preference is classic, contemporary, or trendy.









**S-YARD**



*ENA*



**SRIXON**



**FOURTEEN**  
The clubs for the Discerning Golfer.



**J. LINDBERG**

*Titleist*

perrygear™

**FOOTJOY**  
#1 SHOE IN GOLF

**POWER⚡BILT**









## **Transview Holdings Limited**

Head Office: 4 Chang Charn Road Singapore 159633

Telephone: 6476 0955 Facsimile: 6476 0977

Email: [golf@transviewgolf.com.sg](mailto:golf@transviewgolf.com.sg)

Website: [www.transviewgolf.com](http://www.transviewgolf.com)