

Management Biographies

Mr. Dong Xu Chairman and Chief Executive Officer

Mr. Dong Xu is a founding member of the Company and serves as Chairman of the Board and Chief Executive Officer. Mr. Xu is also the founder and 51% owner of Noah Zhi Yuan (Shenzhen Zhi Yuan Noah Internet Co. Ltd.). From 1999 to 2004, Mr. Xu was an Executive officer of Shenzhen Noah Industrial Co., Ltd., which focused on the design, production and distribution of translation devices. From 1995 to 1999, Mr. Xu served as Vice President of Sales of Tibet Medicine Company. From 1991 to 1995, Mr. Xu served as a Manager of the Shenzhen Branch of Chengdu Enwei Group. He received his bachelor's degree in Engineering Physics, and EMBA degree from Tsinghua University, China.

Mr. Xianquan Xiao Director and Chief Operating Officer

Mr. Xianquan Xiao has served as a member of our board of directors since November 2006. Mr. Xiao is also currently our chief operating officer, a position he has held since 2008. Prior to this, Mr. Xiao was our vice president responsible for sales from 2006 to 2008. From 1999 to 2006, Mr. Xiao served as our sales manager. Mr. Xiao was a sales executive with Chengdu Enwei Pharmaceutical Company from 1995 to 1997 and was also an engineer with Chengdu Steel Pipe Factory from 1987 to 1995. Mr. Xiao has a bachelor's degree in Engineering from Wuhan Polytechnic University, China, and a master's degree from Southwest Jiao Tong University, China.

Mr. Xiaotong Wang Director and Chief Technology Officer

Mr. Xiaotong Wang is a founding member of the company and serves as a member of the Board of Directors and as Chief Technology Officer. From 1999 to 2004, Mr. Wang was an Executive officer of Shenzhen Noah Industrial Co., Ltd., which focused on the design, production and distribution of translation devices. From 1996 to 1998, Mr. Wang served as a Vice General Manager of Hubei Xiangfan Tianhui Medical Instrument Company Limited. Prior to that, Mr. Wang served as a Senior Engineer and Manager in Yimeida Electronic Co., Ltd. and was primarily responsible for electronic products and software. Mr. Wang has a master's degree in Precision Instruments from Tianjin University, China.

Mr. Rick Chen Executive Vice President

Mr. Rick Chen has served as Executive Vice President since September 2007 after joining as Vice President, Finance, in June 2007. Previously, Mr. Chen was an account partner at IBM Global Business Services, China. From 2005 through 2006, Mr. Chen worked for Bearing Point, where he served as its Head of Sales, Marketing and Alliances for the Greater China region. Prior to that, Mr. Chen worked for Microsoft Corporation in Redmond, where he served first as the Senior Manager of .NET business development and then as director in charge of developing partnerships with Chinese software companies. Prior to joining Microsoft in 2000, Mr. Chen was a co-founder and CFO of Sageport Inc., a Seattle-based Internet company targeting seniors. Mr. Chen received his B.S. degree from the University of North Alabama and M.S. degree in Finance from Boston College.

Ms. Dora Li Chief Financial Officer

Ms. Dora Li has served as chief financial officer since August 2008. She served as interim chief financial officer beginning in June 2008 and joined Noah as financial controller in December 2007. Previously, Ms. Li was the financial controller and the head of investor relations of China GrenTech, a Nasdaq-listed company. From 1999 through 2007, Ms. Li was a senior finance manager at Conair Corp., a Fortune 500 company, in Connecticut, USA. Ms. Li holds a B.A. degree from the Beijing Second Foreign Language Institute, and an M.B.A. from Thunderbird School of Global Management in Glendale, Arizona. She is a certified master

financial manager from the American Academy of Financial Management and is also a member of the Institute of Management Accountants.

Mr. Wei Zheng
Vice President, Research and Development

Mr. Wei Zheng has served as Vice President, Research and Development, since August 2004, and is one of the inventors of NP-iTech and associated technologies. Mr. Zheng was with Global View Company Limited from 1994 to 2004, and was responsible for research and development as well as sales. Mr. Zheng served as an engineer for Shanxi Aircraft Manufacturing Company from 1983 to 1991. Mr. Zheng has a bachelor's degree in Aircraft Design from Northwest Industrial University, China.

Mr. Yi Liu
Vice President, Sales and Marketing

Mr. Yi Liu was appointed as Noah's Vice President of Sales and Marketing in February 2009. During his 14-year tenure at Lenovo, Mr. Liu held several senior sales and marketing management positions with increasing responsibilities, most recent as Director of Global Channel Sales and Marketing for Lenovo's consumer business worldwide. In this position, he was responsible for strategy formulation, market development and business planning across Lenovo's global consumer products division, as well as establishing and managing distributor relationships and business partnerships. Prior to that, he served as Deputy General Manager of Channel Sales and Marketing for the Greater China region, responsible for building channels and distribution networks throughout China, Taiwan and Hong Kong. Mr. Liu was named as one of the top 50 outstanding executives by Lenovo China and led numerous award-winning marketing campaigns. He received both master and bachelor's degrees in Engineering from Tsinghua University in Beijing.

Mr. Ruchun Zhang
Board Secretary

Mr. Ruchun Zhang has served as Board Secretary since March 2007. Previously, Mr. Zhang has held various positions at Noah Education and at Noah Industrial since 2000, with the most recent being Vice President of Product Planning. Mr. Zhang has a bachelor's degree in Engineering Physics from Tsinghua University, China.