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JAMES NI

Founder, Chairman and CEO, Healthcare Co. Ltd

James Ni is the founder, chairman and chief executive officer of Healthcare Co. Ltd., the Rugao, China-based parent company of MLily, the global leader in the research and development, design, production and sales of memory foam and hybrid mattresses and pillows. He is credited with transforming the quality, value and innovation in memory foam sleep products that are sold around the world today.

A scientist and economist by training, Ni founded the company in 2003 in a modest 5,400-square-foot rental property with the goal of developing mattresses and other products made of memory foam, which was, at the time, a relatively new foam chemistry in the marketplace. Today, the research- and technology-driven company has worldwide sales of more than \$400 million and its 4-million-square-foot factory in Jiangsu, China produces 25 containers of mattresses per day on average for export.

Ni spearheaded the development of the MLILY brand, which was launched in 2008 and is now a registered trademark in 60 countries. Two years later, he oversaw a historic breakthrough in memory foam technology with the development of non-temperature sensitive memory foam – a patented technology now protected in many countries. The company entered the U.S. market in 2011.

In addition to designing and manufacturing its own line of mattress and sleep accessories, Healthcare Co. has a vibrant, growing OEM business and produces product for big box retailers, department stores and other outlets for the U.S. and international markets.

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In 2016, Ni successfully secured Healthcare Co.'s listing on the Shanghai Stock Exchange under the Meng Bai He stock name and 603313 stock code.

His passion for helping consumers get a better night's sleep is exceeded only by his desire to be at the forefront of technological advances that will ultimately allow the company's retail customers to increase their profitable sales of the MLILY brand. Ni constantly is driving automation and robotics through its factories and is always looking for way to improve information processing in integration of various resources.

In 2016, Ni was awarded the honorary title of Five-Star Entrepreneur in Rugao, a city in China's Jiangsu province. He has also been active in local business organizations, including the Chamber of Import and Export Trade of China Light Industrials and the Jiangsu Province Furniture Industrial Association.

Ni earned a bachelor's degree from Shanghai Tongji University and holds a master's degree in business administration from Shanghai Fudan University.

MLILY USA is the North American mattress and pillow brand of Rugao-based Healthcare Co., Ltd. Based in Knoxville, Tennessee, the company's mattresses, pillows and sleep accessories are all manufactured in state-of-the-art factories located in China and Serbia that span close to 6 million square feet. With products sold worldwide, MLILY also holds a unique global partnership with Manchester United, the leading sports brand and popular soccer team located in the United Kingdom. As part of the partnership, MLILY provides the team's training complex with mattresses and other sleep products. For more information, visit www.MLILYUSA.com.