

展望 Prospects

中國的消費水平在不斷提升，加上中國整體零售業及民間消費支出的持續成長，直接造就方便食品所具有的發展空間，將有助於本集團的業務發展。

本集團產品注重大眾化，同時又非常關注地方特色，以此產品特性，擴展銷售區域及通路，並強化現代通路的直營能力，繼續擴大市場份額、鞏固市場地位、拉大領先差距，並全面提升行銷能力。

預期二零零六年的原材料價格持續高企，本集團將進一步精進作業流程，強化管理及成本控制，在穩定本集團毛利水平的同時，繼續提供優質產品，強化消費者的忠誠度與信賴度，加強領導品牌的形象。

此外，本集團將持續透過策略聯盟夥伴的加入，結合原有團隊的強強聯合，適時推出具競爭力及高毛利的產品。

本集團亦將產品品質與安全放在首要位置，並不斷提升品質管理體系，建立人人皆品管的理念。

二零零六年本集團將在「再接再勵、邁向卓越」的策略下，擴大本集團整體績效，發展本集團向國際優良企業的行列邁進。

於二零零五年本集團於營業額及未計出售附屬公司部份權益之特殊收益前之EBITDA錄得25.8%及131.3%的成長，管理層有信心在未來三年於營業額及EBITDA保持雙位數字的成長，為股東們帶來持續的增值。而於二零零六年第一季，本集團的總銷售額相較二零零五年同期錄得29.4%的增長。

Due to the PRC's market consumption, continuous increase of total retail and consumer expenditure, the growth of instant foods will be expended directly. The Group's business will benefit from it.

The Group pays attention to its products' popularity and local features simultaneously. Such characteristics of products will help the Group expand its sales area and distribution network, strengthen its direct-selling ability of modern logistics, continuously enlarge its market share, consolidate its market position, broaden its leading gap and improve its overall marketing ability.

In year 2006, the price of raw material will continue to stand at a high level. The Group will further refine its production process and strengthen its management and cost control in order to stabilize the Group's gross margin level. At the same time, the Group will continue to launch high quality products in order to enhance the loyalty and trust of consumers and strengthen the image of leading brand.

Furthermore, the Group will introduce the competitive and high gross margin products timely by a combination of strategic partners and current team.

The Group has taken the first priority for the products' quality and safety and will continue to improve the quality control system and establish the concept of "All QC".

In year 2006, under the strategy of "Go from Strength to Strength for the Quest of Excellence", the Group will expand its total performance and establish itself as a good international company.

In year 2005, the Group's total turnover and EBITDA before the inclusion of the exceptional income arising from disposal of partial interest in subsidiaries last year increased by 25.8% and 131.3% respectively. The management has the confidence that the Group's turnover and EBITDA will keep a double-digit growth in next 3 years and create the appreciation of shareholders value continuously. In the first quarter of 2006, the Group's total turnover increased 29.4% when compared to the same period in 2005.

