

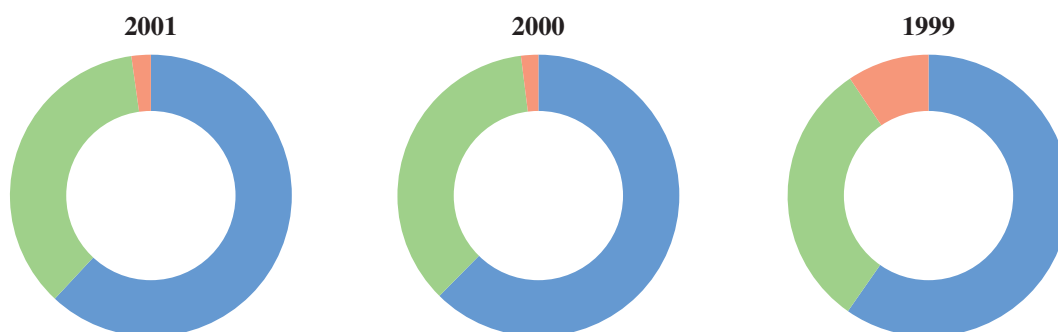
營業額及營業業績

本集團於二零零一年年度按主要業務及地域劃分之營業額及營業業績，連同二零零零年年度之比較數字之分析如下：

TURNOVER AND OPERATING RESULTS

Turnover and operating results by principal activities and geographic locations for 2001, together with the comparative figures for 2000, are analysed below:

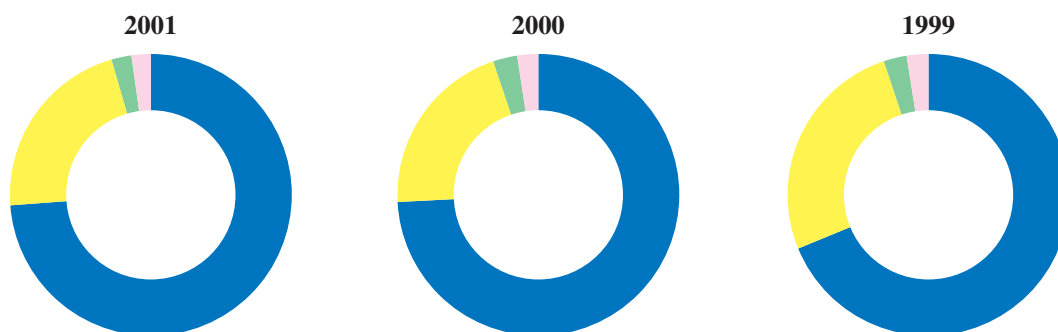
		營業額		營業溢利／(虧損)	
		Turnover		Operating profit/(loss)	
		二零零一年	二零零零年	二零零一年	二零零零年
		2001	2000	2001	2000
		港幣千元	港幣千元	港幣千元	港幣千元
		HK\$'000	HK\$'000	HK\$'000	HK\$'000
<b>按業務</b>	<b>By Activities</b>				
報章出版	Newspapers publishing	788,143	786,422	(104,694)	(14,027)
商業印刷	Commercial printing	456,327	449,106	62,120	58,690
物業持有	Property holding	12,088	21,654	(1,014)	(8,121)
其他	Others	16,121	3,268	6,384	(5,927)
		<b>1,272,679</b>	1,260,450	<b>(37,204)</b>	30,615
利息及股息收入	Interest & dividend income			13,655	12,689
重新包裝推出香港報章 之有關開支	Hong Kong newspapers relaunch related expenses			—	(41,383)
文化傳信集團有限公司 — 出售股份溢利	Culturecom Holdings Limited — profit from disposal of shares			—	20,345
				<b>(23,549)</b>	22,266
<b>按地域</b>	<b>By Geographical Locations</b>				
香港、澳門及中國	Hong Kong, Macau and China	939,341	935,125	(60,819)	17,863
北美洲	North America	276,061	259,956	20,640	11,963
澳洲及紐西蘭	Australia and New Zealand	29,165	34,989	(320)	(1,789)
歐洲	Europe	28,112	30,380	3,295	2,578
		<b>1,272,679</b>	1,260,450	<b>(37,204)</b>	30,615



本集團營業額按業務分析 (港幣千元)

Analysis of the Group's turnover by activities (HK\$'000)

百分率 Percentage	數額 Amount	業務 Activity	百分率 Percentage	數額 Amount	百分率 Percentage	數額 Amount
<b>2001</b>	<b>2001</b>		<b>2000</b>	<b>2000</b>	<b>1999</b>	<b>1999</b>
61.93	788,143	■ 報章出版 Newspaper publishing	62.39	786,422	59.69	766,703
35.85	456,327	■ 商業印刷 Commercial printing	35.63	449,106	30.90	396,832
2.22	28,209	■ 物業持有及其他 Property holding and others	1.98	24,922	9.41	120,885
100.00	1,272,679		100.00	1,260,450	100.00	1,284,420



本集團營業額按地域分析 (港幣千元)

Analysis of the Group's turnover by geographical locations (HK\$'000)

百分率 Percentage	數額 Amount	地域 Location	百分率 Percentage	數額 Amount	百分率 Percentage	數額 Amount
<b>2001</b>	<b>2001</b>		<b>2000</b>	<b>2000</b>	<b>1999</b>	<b>1999</b>
73.81	939,341	■ 香港 Hong Kong	74.19	935,125	68.78	883,497
21.69	276,061	■ 北美洲 North America	20.62	259,956	26.09	335,087
2.29	29,165	■ 澳洲及紐西蘭 Australia and New Zealand	2.78	34,989	2.64	33,904
2.21	28,112	■ 歐洲 Europe	2.41	30,380	2.49	31,932
100.00	1,272,679		100.00	1,260,450	100.00	1,284,420

於回顧年度，本集團之營業額為港幣1,272,700,000元（二零零零年：港幣1,260,500,000元），並錄得營業虧損港幣23,500,000元（二零零零年：溢利港幣22,300,000元）。

During the year under review, the turnover of the Group was HK\$1,272.7 million (2000: HK\$1,260.5 million) and an operating loss of HK\$23.5 million (2000: profit of HK\$22.3 million) was recorded.

報章出版

Newspaper publishing

報章出版業務之營業額較上年度輕微增加0.2%，達港幣788,100,000元，營業虧損則為港幣104,700,000元。

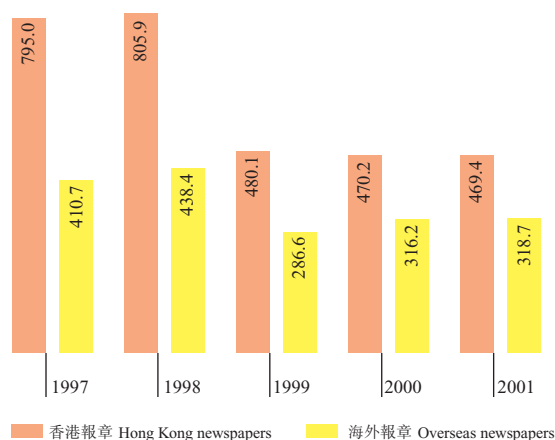
Turnover for newspaper publishing operations increased slightly by 0.2% against last year to HK\$788.1 million and an operating loss of HK\$104.7 million was incurred.

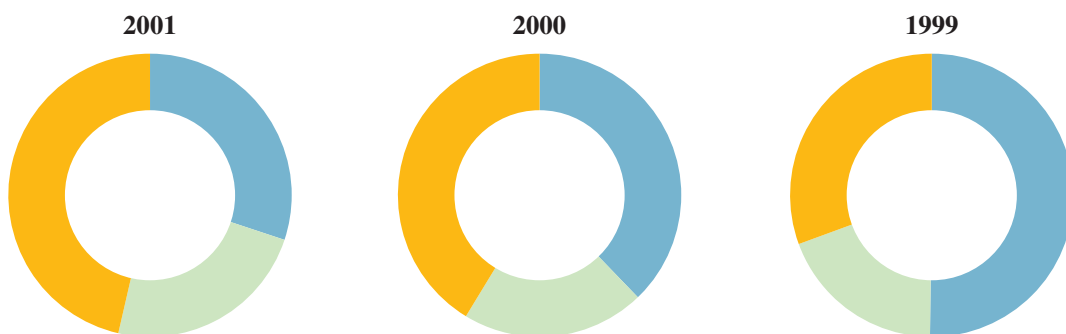
由於電訊及新傳媒的業務推廣活動興旺，香港之星島日報亦從中受惠，廣告收入於上半年財政年度錄得穩定增長。儘管香港房地產之二手市場繼續飽受成交量低及樓價不振所拖累，惟星島日報仍能取得眾多發展商之大部份樓盤開賣廣告。然而，廣告市場於財政年度下半年出現大幅倒退，尤以房地產及電子商貿相關行業為甚。因此，星島日報香港版在整個財政年度之廣告收入下跌7%。財務通告帶來之收入維持穩定，而求職廣場之收益則錄得6%之增長。整體而言，本集團於香港之廣告收益減少3.2%。

The Sing Tao Daily in Hong Kong recorded a steady increase in advertising income during the first half of the fiscal year as it benefited from buoyant marketing activities of telecommunication and new media businesses. Despite the secondary market for Hong Kong real estate continuing to suffer from low transaction volume and depressed prices, the Sing Tao Daily was able to capture a significant share of advertising for properties offered for sale by developers. However, the advertising market experienced a drastic downturn in the second half of the fiscal year, particularly in the real estate and e-commerce related sectors and as a result advertising income for the Sing Tao Daily in Hong Kong dropped by 7% for the full fiscal year. Income from financial notices remained at a steady level and JobMarket recorded a 6% increase in revenue. Overall, the Group recorded a 3.2% decrease in advertising revenue in Hong Kong.

報章出版之營業額分析 (港幣百萬元)

Analysis of turnover from newspaper publishing (HK\$ in million)

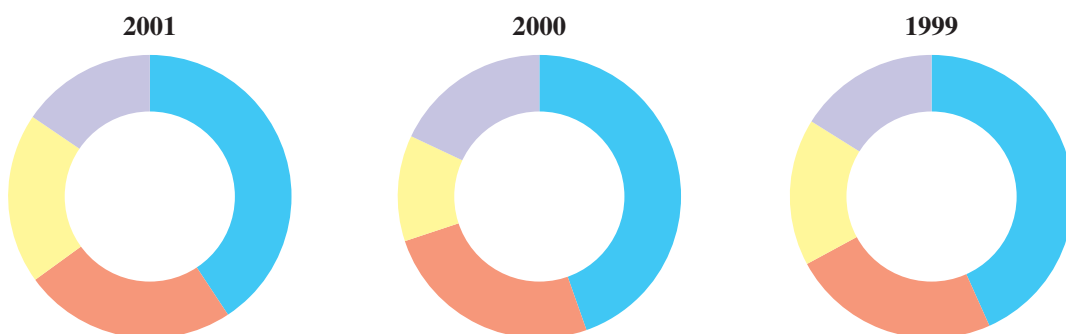




本集團之香港報章之廣告收益

Advertising revenues from the Group's newspapers in Hong Kong

百分率 Percentage	性質 Nature	百分率 Percentage	百分率 Percentage
<b>2001</b>		<b>2000</b>	<b>1999</b>
30.1	地產 Property	37.8	50.2
23.5	招聘 Recruitment	20.9	19.2
46.4	其他 Others	41.3	30.6
100.0		100.0	100.0



本集團之香港報章之經營成本組合

Operating cost components of the Group's newspapers in Hong Kong

百分率 Percentage	性質 Nature	百分率 Percentage	百分率 Percentage
<b>2001</b>		<b>2000</b>	<b>1999</b>
40.7	編輯 Editorial	44.6	43.3
24.3	生產 Production	25.3	23.8
19.5	行政 Administration	12.1	16.8
15.5	新聞紙 Newsprint	18.0	16.1
100.0		100.0	100.0

作為星島日報於一九九九年十一月重新包裝推出之推廣活動之一部分，星島日報每份售價曾於某特定期間內調低至每份港幣2元。其後報章售價分期調升至二零零零年十月之每份港幣6元，所帶來之額外發行收益則被廣告收益下跌所抵銷。

於二零零零年五月二十九日，本集團成功推出 Hong Kong iMail 以取代英文虎報。以高質素小型報章尺寸格式出版之 Hong Kong iMail 深受讀者歡迎，隨即獲得國際新聞同業的好評，並經常被國際新聞媒體所引用，尤其以有關香港及中國的新聞為甚。

於本財政年度，本集團於招攬新聞從業人才方面已投入龐大資源，以改善星島日報及 Hong Kong iMail 之質素。本集團於香港之編採人員總人數增加了13%，並禮聘更多一流的專欄作家，使兩份報章的內容更為充實及吸引。本集團已增加報章業務的推廣、宣傳及銷售活動，致使銷售及分銷費用有所增加。自重新包裝星島日報及推出 Hong Kong iMail 後，讀者人數節節上升，品牌形象持續改善。管理層相信，當本地市場復甦，該等改進後之報章產品最終為本集團將帶來更多廣告收益。儘管略高之編採成本引致短期營業虧損，惟管理層亦致力加快將編採部門之改革，使之成為有效率之多媒體新聞編輯室，以控制營運成本，並提供優良之技術平台，讓本集團可充分利用其豐富之內容資料庫。

儘管本集團年內致力更新互聯網網站，惟於本財政年度內之有關開支不多。Singtao.com 已迅即成為香港其中一個受歡迎之新聞入門網站。其求職廣場網站亦吸引不少求職者瀏覽，現時求職者可藉傳統及電子方式取得大量有關招聘之資訊。

本集團繼續整頓及精簡香港之行政及支援部門，導致削減非編採人手32%。於本財政年度內，報章印刷業務順利分階段轉到出版之友印務。將印刷業務外判，使本集團無須投入大量資金，便可即時加強其彩色印刷之能力。

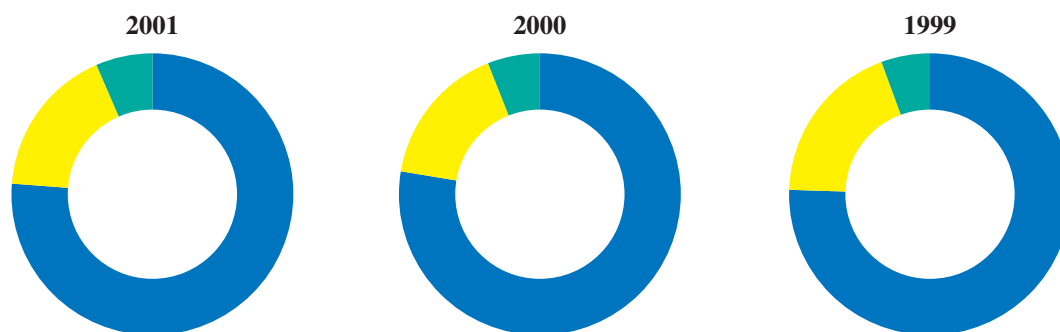
As part of the relaunch marketing campaign in November 1999, the cover price of the Sing Tao Daily was reduced to HK\$2 per copy for a limited period. Additional circulation income as a result of subsequent increase of the cover price in stages to HK\$6 by October 2000 to a large extent compensated for the fall in advertising revenue.

On 29th May, 2000, the Group successfully launched the Hong Kong iMail to replace the Hong Kong Standard. Hong Kong iMail, published in a quality tabloid format, has been well received by readers. It has also rapidly achieved recognition from the international journalist community and has since been quoted regularly by international news media, particularly on Hong Kong and China related topics.

During the fiscal year, the Group made significant investment in journalist talent to improve the quality of both the Sing Tao Daily and the Hong Kong iMail. The total number of editorial staff Hong Kong increased by 13% in and more top class freelance contributors were added to enrich the content and appeal of both newspapers. The Group has increased its marketing and promotional and selling activities for its publications, which led to increased selling and distribution expenses. Since the relaunch of the Sing Tao Daily and the Hong Kong iMail, readership and brand recognition have continued to improve. Despite short term operating losses as a result of higher editorial costs, management is confident that the much improved products will ultimately translate into higher advertising revenue when the local market recovers. Management is also committed to expediting the transformation of editorial operations into an efficient multi-media newsroom, to control operating costs as well as providing a solid technology platform for the Group to exploit fully its rich content database.

Despite significant efforts being made during the year to revamp the internet web sites of the Group, only modest expenditure was incurred during the fiscal year. Singtao.com has soon become one of the popular news portals in Hong Kong. Its JobMarket web site has also attracted significant traffic from jobseekers who can now access vast amount of recruitment related information by both traditional and electronic means.

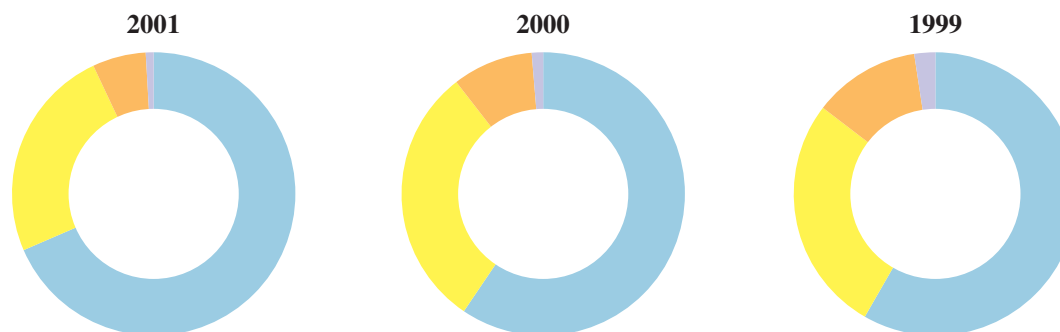
The Group continued to rationalise and streamline administration and supporting functions in Hong Kong, resulting in a 32% reduction in non-editorial workforce. Newspaper printing operations were successfully transferred to Premier Printing in phases during the fiscal year. Outsourcing of printing operations allowed the Group to gain immediate access to enhanced colour printing capability without the need for substantial capital investment.



本集團報章出版之營業額分析 (港幣千元)

Analysis of the Group's turnover from newspaper publishing (HK\$'000)

百分率 Percentage	數額 Amount	性質 Nature	百分率 Percentage	數額 Amount	百分率 Percentage	數額 Amount
<b>2001</b>	<b>2001</b>		<b>2000</b>	<b>2000</b>	<b>1999</b>	<b>1999</b>
76.2	600,449	廣告 Advertising	77.6	610,335	75.5	578,695
17.3	136,000	發行 Circulation	16.4	128,995	18.9	144,736
6.5	51,694	其他 Others	6.0	47,092	5.6	43,272
100.0	788,143		100.0	786,422	100.0	766,703



南華之營業額按市場分析

Analysis of South China's turnover by markets

百分率 Percentage	市場 Market	百分率 Percentage	百分率 Percentage
<b>2001</b>		<b>2000</b>	<b>1999</b>
68.5	美國 United States of America	59.4	58.3
24.5	英國 United Kingdom	30.0	27.1
6.1	澳洲 Australia	9.2	12.2
0.9	香港及其他國家 Hong Kong and others	1.4	2.4
100.0		100.0	100.0

新聞紙為報章出版其中一項最主要之成本，而新聞紙之價格於上個財政年度錄得37%之增長。由於本集團嚴格調控存貨水平，價格上調對二零零一年財政年度之影響得以大大減低。

儘管本財政年度下半年本集團報章海外版業務之廣告收益因受到美國經濟放緩而蒙受不利影響，尤以三藩市版為甚，惟就市場佔有率及營業溢利而言均錄得穩定增長。星島日報紐西蘭版於二零零零年五月起開始改以週報形式出版，但由於廣告收益不足以支持營運，最終於二零零零年十二月停刊。

#### 商業印刷

南華印刷繼續保持英、美兩地精裝兒童圖書市場印刷商之卓越地位。儘管競爭劇烈，加上美國經濟急速放緩，南華印刷之銷售額及營業溢利仍錄得增長。

洛文財經印刷及卓越印刷均由於香港資本市場之集資及企業活動減少而受到輕微影響（尤其在財政年度下半年）。洛文財經印刷最近已委任具有豐富國際財經印刷經驗之新行政總裁，專攻高增值之跨境印務合約。卓越印刷於過去兩年成功擴闊其客戶基礎，以減少依賴本地之財經印刷業務。儘管香港財經市場疲弱，惟年內之銷售額及營業溢利仍錄得大幅增加。

#### 佔共同控制企業及聯營公司之溢利

於本財政年度，佔共同控制企業及聯營公司之溢利下降至港幣4,170,000元。

星島日報加拿大版繼續為加拿大最佳之華文報章之一。然而，由於電訊及航空業廣告收益減少，加拿大版錄得較低溢利。

Newsprint is one of the most significant cost items of newspaper publishing and during the last fiscal year newsprint prices recorded increases of 37%. The Group had managed to substantially reduce the impact of price increases in fiscal 2001 as a result of careful inventory control.

The Group's overseas newspaper operations recorded steady growth in terms of market share and operating profits although in the second half of the fiscal year advertising revenues were adversely impacted, particularly for the San Francisco edition, as a result of the slowdown in the US economy. The New Zealand edition of the Sing Tao Daily began to be published as a weekly newspaper in May 2000 and finally ceased publication in December 2000 as advertising revenues required to support the operation did not materialise.

#### Commercial printing

South China Printing continued to maintain its market position as a top quality printer of premium children books for the US and UK markets. Despite keen competition and a rapidly slowing US economy, South China Printing recorded improvements in sales and operating profit.

Roman Financial Press and Noble World Printing were both affected by reduced fundraising and corporate activities in the Hong Kong capital market, particularly in the second half of the fiscal year. Roman Financial Press has recently appointed a new chief executive officer with substantial international financial printing experience in order to focus on high value-added cross border printing contracts. Noble World Printing successfully diversified its customer base during the last two years to reduce its dependency on the local financial printing business and as a result recorded a significant increase in sales and operating profit during the year despite a weak financial market in Hong Kong.

#### Profits shared from jointly controlled entities and associates

Profits shared from jointly controlled entities and associates decreased to HK\$4.17 million during the fiscal year.

Canadian editions of the Sing Tao Daily maintained their market positions amongst the top Chinese language newspapers in Canada. However, they recorded lower profits largely due to reduced advertising revenues from the telecom and airline industries.

分佔共同控制企業之溢利亦因出版之友印務錄得營業虧損之影響而減少，該公司為本集團擁有50%權益之共同控制企業，現時負責每日為本集團印刷香港之報章。然而，由於外判香港之報章印刷業務，而內部成本減省，因而得以抵銷該項虧損之影響。

Reduction of profits shared from jointly controlled entities was also affected by operating losses of Premier Printing, the 50%-owned jointly controlled entity that is now responsible for the daily printing of the newspapers of the Group in Hong Kong. However, this effect was compensated by internal cost savings as a result of out-sourcing the newspaper printing operations in Hong Kong.

由於多倫多市中心酒店同業之間競爭劇烈，加上北美洲在本財政年度下半年經濟不景，故本集團佔50%擁有權之多倫多 Colony Hotel 之盈利較去年減少34.4%。Colony Hotel 現正進行一項達19,000,000加元之裝修工程，預期可增加房租並提高酒店之入住率。

Earnings shared from the Group's 50% ownership in the Colony Hotel in Toronto were down 34.4% as compared to last year due to intense competition among hotels in downtown Toronto and gloomy economic conditions in North America in the second half of the fiscal year. The Colony Hotel is currently undergoing a C\$19 million refurbishment programme that is expected to result in higher room rates and increased occupancy for the hotel.

非核心業務

Non-core business

於回顧年度，本集團就收取一項於九十年代中期落成之加拿大房地產發展項目之最後一期付款而錄得溢利港幣9,000,000元。目前，本集團並無參與任何房地產發展項目，並繼續致力為非核心資產物色買家。於本財政年度，本集團以總代價港幣10,500,000元出售多項物業。

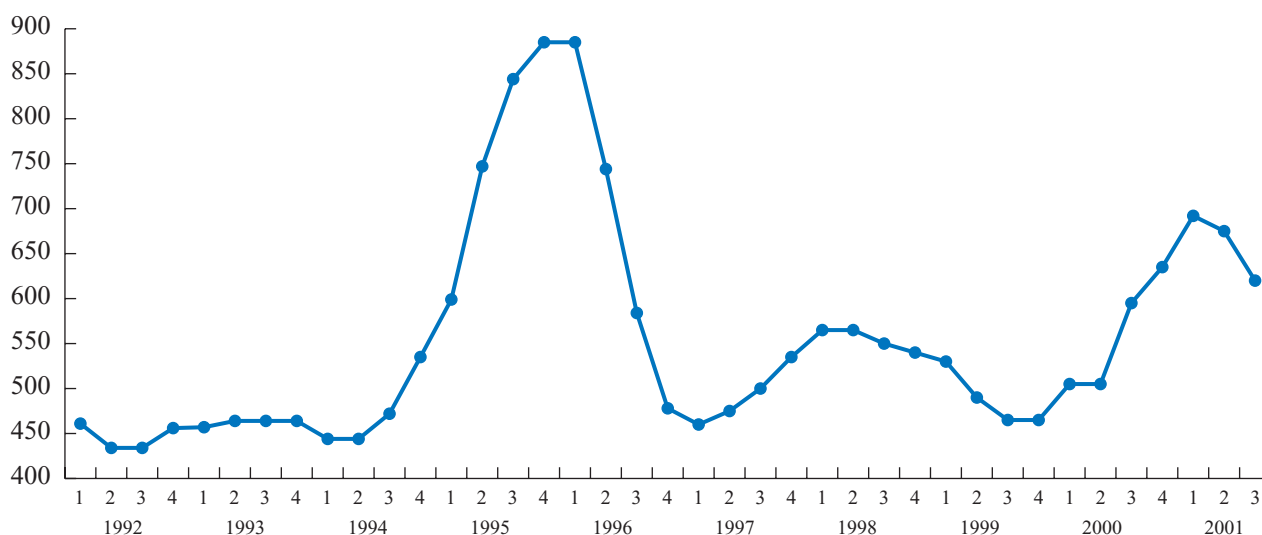
During the year under review, the Group recorded a profit of HK\$9 million in respect of receipt of a final payment related to a real estate development project in Canada that was completed in the mid-1990s. The Group is not currently involved in any real estate project and is continuing in its effort to seek buyers for its non-core assets. During the fiscal year, the Group disposed of several properties for a total consideration of HK\$10.5 million.

新聞紙 (每平方米48.8克) 之平均價格 (每公噸美元)

Average price of newsprint (48.8 grams per square meter) (in US dollar per tonne)

(北美供應商) : (一九九二年第一季至二零零一年第三季)

(North American suppliers) : (1st quarter 1992 – 3rd quarter 2001)





銀行結存

於回顧財政年度年結時，本集團之現金及銀行結存(包括有抵押定期存款)合共為港幣183,000,000元，而並無銀行貸款。

滙率風險

本集團所承擔有關滙率變動之風險很有限。大部份採購額乃以港元及美元單位支付。出口銷售主要以美元、澳元及英鎊為單位，而以美元以外之外幣交易之銷售收入乃透過遠期外滙合約對沖。本集團亦承受有關美國以外海外附屬公司資產淨值滙兌而涉及之若干滙率變動風險。

前景

本集團已重組 Hong Kong iMail 及星島日報之香港廣告銷售部門。於二零零一年三月，兩位新銷售總監加盟本集團，在彼等之領導下，兩份報章之廣告收入來源均得以增加。由於成功擴闊客源，預期 Hong Kong iMail 及星島日報對過往主要收入來源(即財經通告及房地產廣告)之倚賴將會減少。與此同時，Hong Kong iMail 及星島日報亦致力維持其於財經及房地產廣告方面之固有優勢，以待經濟復甦後而獲益。

本集團將為泛華集團資訊樞紐項目之重要部分。資訊樞紐的概念是將不同來源、不同形式的內容薈萃起來，經過綜合、處理和重新包裝，發送至全球華人社群。

本集團現正挑選供應商為其制訂技術解決方案，以提升其編輯及廣告工作流程效率，新系統將成為「資訊樞紐」策略之核心部份。預期新系統將於二零零二年財政年度下半年分階段推行。

新聞紙費用乃報章出版業務主要成本之一，有關價格於上一個財政年度大幅上升，惟於二零零一年財政年度末段開始回落，且價格下降之趨勢很有可能會持續至二零零二年財政年度。

管理層預期，報章出版業務之經營環境於二零零二年財政年度將持續艱辛。本集團將繼續致力於提高營運效率、減省成本及擴充收入來源。以充足之財務資源

Bank position

At the end of the fiscal year under review, the Group had cash and bank balances (including pledged time deposits) totalling HK\$183.0 million and no bank borrowings.

Exchange rate exposure

The Group has a limited exposure to movements in exchange rates. The majority of purchases are denominated in Hong Kong dollars and US dollars. Export sales are principally denominated in US dollars, Australian dollars and Sterling and sale receipts denominated in non-US dollar foreign currencies are hedged by forward foreign exchange contracts. The Group also has certain exchange rate movement exposure in connection with the translation of net assets of overseas subsidiaries outside the United States.

Prospects

The Group has reorganised the advertising sales teams of the Hong Kong iMail and the Sing Tao Daily in Hong Kong. Both newspapers have been successful in diversifying their advertising revenue base under the leadership of new sales directors who both joined the Group in March 2001. It is expected that with a widened client base, the Hong Kong iMail and the Sing Tao Daily will reduce their dependence on their traditional major sources of revenue, namely financial notices and real estate advertising, while positioning the newspapers to benefit from their historical strengths in these areas when the economy recovers.

The Group will form a crucial part of the Global China Group's InfoHub project. InfoHub is designed to aggregate content from a wide range of sources and in a wide range of formats. This content will then be integrated, managed, repackaged and disseminated to Chinese communities around the world.

The Group has short-listed a number of vendors to supply tailor made technology solutions to upgrade the editorial and advertising workflow systems that will form the core elements of the "InfoHub" strategy. It is expected that the new systems will be implemented in stages during the latter part of fiscal 2002.

Cost of newsprint, a significant cost item for the newspaper publishing business, recorded substantial price increases throughout the last fiscal year. However, prices have started to fall from the latter part of fiscal 2001 and it is likely that the downward trend will continue into fiscal 2002.

The management expects that the operating environment for newspaper publishing business will remain difficult in fiscal 2002. The Group will continue to focus on improving operational

及穩健之財務架構作為後盾，本集團將充分把握適合機會，進行與資訊樞紐策略及與其現有媒體業務有協同效益之投資。

efficiency, reducing costs and expanding its revenue base. With a strong balance sheet and healthy cash reserves, the Group will be able to take advantage of any investment opportunity that fits in with the InfoHub strategy and has synergy with the existing media business.

報章出版之營業溢利/(虧損)分析 (港幣百萬元)

Analysis of operating profit/(loss) from newspaper publishing (HK\$ in million)

