

Corporate Profile 企業簡介

Sole owner and operator of the successful SOGO Department Store ("SOGO Hong Kong"), Lifestyle International Holdings Limited (the "Company", together with its subsidiaries, collectively the "Group") is Hong Kong's premier high-end retail operator. The Group also owns and manages Beauté@SOGO, a one-stop shop offering a wide range of cosmetics from internationally renowned cosmetics brands. Both SOGO Hong Kong and Beauté@SOGO are strategically located in the heart of Hong Kong's bustling Causeway Bay business and shopping hub. The Group's other operations in Hong Kong include Nufront, a magnet for young and trendy shoppers, and the Daiso Land Ten-dollar Shop, a paradise for discount lovers and bargain hunters.

Determined to meet the expanding lifestyle needs of China's 1.3 billion strong retail market, the Company opened its first Jiu Guang Department Store ("Jiu Guang") in Shanghai's upmarket JoinBuy CityPlaza in June 2004. In opening Jiu Guang, the Group has taken a gigantic step forward in entering China's retail industry by introducing the SOGO lifestyle concept to shoppers in the Mainland.

The Company's phenomenal long-term success over the years has formed a solid foundation for future growth. The Company will further strengthen its existing business goodwill amongst its business partners and customers, and will continue to reinforce the status as a leading lifestyle business operator in the Greater China Region.

利福國際集團有限公司（「本公司」，及其附屬公司統稱「本集團」）乃成功的崇光百貨（「崇光香港」）之唯一擁有及經營者，是香港主要的高檔次零售商。本集團亦擁有及管理 Beauté@SOGO，為顧客提供多種國際知名品牌化妝品之一站式商店。崇光香港及 Beauté@SOGO均特設於香港最旺盛之商業及購物區－銅鑼灣的中心地帶，本集團於香港之其他業務包括吸引大批年青潮流人士之Nufront以及成為折扣及平價貨品愛好者天堂的「Daiso Land十元店」。

本公司於二零零四年六月在上海時尚集中地久百城市廣場開設久光百貨（「久光」），以迎合中國十三億人口之龐大零售市場對生活時尚之殷切需求。久光的開幕標誌着本集團為內地消費者帶來崇光香港的生活時尚概念踏出重要一步。

本公司多年來的卓越成就為未來增長奠下穩固的基礎。本公司將進一步強化其在業務伙伴及顧客中建立的良好商譽，繼續鞏固其作為大中華區生活時尚業務營運商翹楚的地位。