



During the financial year, our company achieved two major milestones. In December 2004, we opened our latest multiplex in Shenzhen. In February 2005, we completed the acquisition of the Warner Village chain of cinemas in Taiwan. Both are critical pieces in our ongoing mission to build the largest distribution and exhibition business within the Chinese language film markets in Asia.

In Shenzhen, we have built what we believe is the best multiplex in Southeast Asia and China at the MIXC Mall. We were given the opportunity by the landlord, China Resources, to design for them, and ourselves, every aspect of the multiplex. We are grateful for their confidence in us and I am pleased to

於本財政年度內，本公司成功達到兩個主要里程碑。於二零零四年十二月，本公司於深圳開設首家影城。於二零零五年二月，本公司完成收購台灣華納威秀院線。上述事項均為本公司於亞洲華語電影市場建立最大規模發行及戲院經營業務之持續目標邁向關鍵一步。

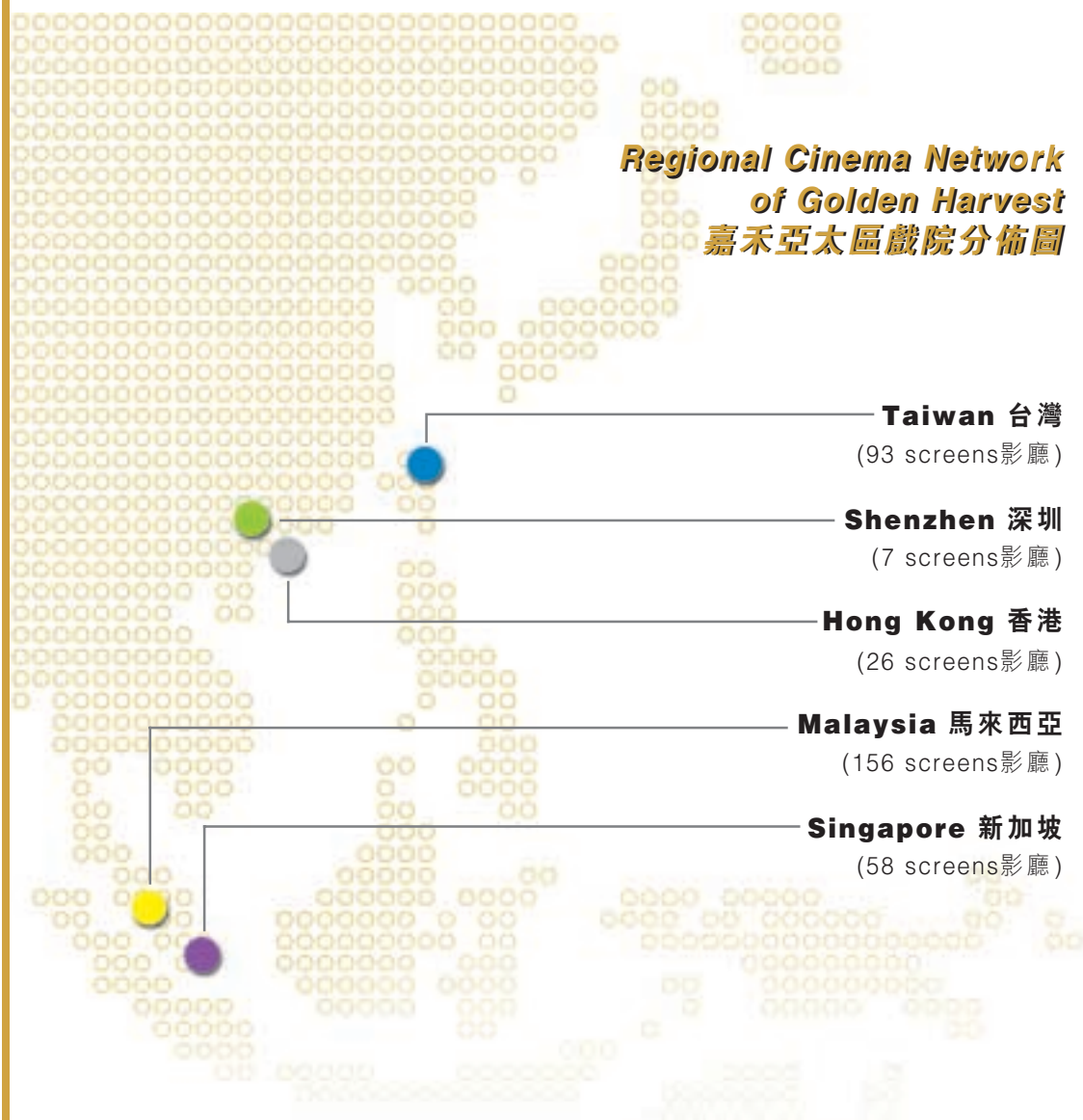
深圳方面，本公司已於萬象城興建一家本集團相信為東南亞及中國設計最完美之影城。業主華潤給予本公司設計影城每一部分之機會。本公司感激華潤對本公司之信任，而本人欣然呈報售票成績非常理想。單靠影城七間影廳，包括一個貴賓



report that the results have been most gratifying. With only 7 halls, including one Gold Class premier hall, we have steadily improved our performance over the last few months. In July and August 2005, Golden Harvest Shenzhen was ranked No. 2 in terms of box office takings in the whole of China. This is a signal achievement for us and due recognition must be given to the hard work put in by our diligent and passionate employees determined to rebuild Golden Harvest in these very challenging times for the film industry.

廳，本公司於過去數月之表現已見穩健改善。於二零零五年七月及八月，嘉禾深圳影城之票房收入在全中國高踞第二位。這成績對本公司而言屬一大成就，而在電影業面對重重挑戰之情況下，本公司之員工仍然滿腔熱誠，默默耕耘，決意重建嘉禾之品牌，實在應記一功。

Regional Cinema Network of Golden Harvest 嘉禾亞太區戲院分佈圖



It has also proved that our decision to move the cinema industry up-market, to avoid the impossible low prices brought about by piracy, to be correct. There is a select group of moviegoers who will pay a premium for first run films screened in a conducive environment in a well-designed and well-built cinema hall. Cinema going cannot be cast as mass-market entertainment any more.

We intend to strengthen our present preeminent position in Shenzhen and have therefore planned to develop a second site and are also in discussions with China Resources to begin construction of phase 2 to add 5 more

票房報捷亦證明本公司決定提高電影院之質素，避開因盜版打擊而被迫採取超低價之策略是正確的。市場上有一批優質電影愛好者，願意花錢到設計優良之豪華影廳欣賞首輪電影。入場觀賞電影再不單單是大眾市場之娛樂。

本公司有意提高公司現時在深圳之卓越地位，因此已計劃興建第二家影城，並正與華潤商討興建第二期以加建五間影廳。隨著深圳與香港之經濟關係加強，本公司對於橫跨

screens. With the strengthening economic relationship between Shenzhen and Hong Kong, we are quietly optimistic that the possibility of a “common market” across the Lowu border may become a distinct possibility.

In Taiwan, we have, after very long drawn negotiations, secured ownership of the largest cinema circuit there in partnership with a few key Taiwanese partners. Warner Village has 9 sites under lease and management, which accounts for approximately 42% of Taiwan's box office. Added to our existing presence in Singapore, Malaysia and Hong Kong, we now have a dominant presence in the exhibition industry in the overseas Chinese market.

We have worked hard to ensure that upon completion of the acquisition, the business terms under which Warner Village operates, is fundamentally sound. Warner Village had been unprofitable since they started business 7 years ago and I am therefore very pleased to report that Warner Village has hit the ground running and have been in profit this year. Even more pleasing, the business is growing at a steady pace. Much credit for this is due to the dedicated staff we have assigned there, working closely with our local partners. This is again quite an achievement for Golden Harvest and I am personally committed to restoring Taiwan as a major market for Chinese language films, as it once was, 20 years ago.

羅湖邊境的「共同市場」發展之可能性非常樂觀。

台灣方面，經過漫長之磋商後，本公司終與數名主要台灣合作夥伴以合夥方式取得當地最大院線之擁有權。華納威秀租賃及管理九家影城，佔台灣票房約42%。再加上本公司現時在新加坡、馬來西亞及香港市場之發展，本公司於海外華人市場戲院業之地位可謂傲視同群。

本公司致力確保華納威秀於收購事項完成時之經營情況大致上良好。華納威秀自七年前開展業務以來始終未能獲得盈利，因此，本人欣然呈報，華納威秀全情投入工作，並於本年度轉虧為盈。更令人欣喜的是業務正穩步增長。這項功勞是屬於本公司委派於當地之員工的，他們盡心盡力，與本公司之當地合作夥伴緊密合作，造就嘉禾之另一項成就。本人將全力以赴協助台灣重建其二十年前華語電影主要市場之地位。





We are now turning our attention to Hong Kong, where we were founded 35 years ago. The industry remains in the doldrums but there are now exciting collaborative efforts in co-producing films between Hong Kong and the PRC. This joint effort will be the future focus of the Chinese language film industry. I earnestly support all efforts to make this a success.

To bring people in Hong Kong back to the cinemas, we will also want to move up-market. We have spent substantially in upgrading our cinemas at Grand Century Place in Mongkok, as we will our other locations. However, the best cinemas still need to be designed from the ground up in early collaboration with property developers. Our success in Shenzhen has attracted the interest of some developers in Hong Kong and we are hopeful that with the forthcoming amendments to the Hong Kong Fire Code, we will be able to bring the best of high quality multi-screen cinema entertainment to Hong Kong soon.

Hong Kong has been the centre of the Chinese language film industry for many years. Talent and capital are attracted here because of its open system of government, the liberal press and the independence of its courts. Those who work in the creative industries and deal with intellectual property are no different. Hong Kong is uniquely positioned to join together the

至於本公司創業35年之香港市場，電影市道仍然低迷，但現時業界致力促成中港兩地合拍電影。合拍電影可謂華語電影業未來之焦點。本人全力支持業界同儕以達至成果。

為了令更多香港觀眾入場觀賞電影，本公司亦有意走高檔次路線。本公司已調撥大筆資金提高位於旺角新世紀廣場之影院質素，其他地點之影院亦會相繼裝修。然而，最佳影院仍需由基層開始設計，因此需要在早期便與地產發展商合作。本公司深圳影城之成功，吸引了部分香港發展商的興趣，而本公司希望隨著即將實施修訂之香港消防守則，本公司日後能為香港觀眾帶來最佳之優質多銀幕影院娛樂。

多年以來，香港一直是華語電影業之中心。香港能吸納人才及資金，是由於香港政府體系開放，言論自由及司法制度獨立。於創意工業工作之人士與處理知識產權之人士無異。香港之地位特別，能聯合海外華人市場及中國之龐大市場。嘉禾全人上下一心，務必達成此目標，

overseas Chinese markets and the huge market within the PRC. All of us at Golden Harvest are working hard to bring about the fulfillment of this vision, not only for ourselves and our shareholders, but also for Hong Kong and the Chinese film industry.

All our employees are dedicated to this mission and on behalf of our shareholders, I wish to thank them for their hard work during the past year. Much remains to be done but the achievements last year make me that much more confident for the future.

這不單是為了我們本身或本公司股東，亦是為了中港兩地之電影業之利益著想。

本公司全體員工致力邁向此目標，而本人謹此代表本公司股東感激員工於過去一年辛勤工作。儘管尚有很多工作須著手進行，去年之成就令本人對未來更富信心。



Raymond CHOW Ting Hsing

鄒文懷

Chairman

主席

Hong Kong, 13 October 2005

香港，二零零五年十月十三日

