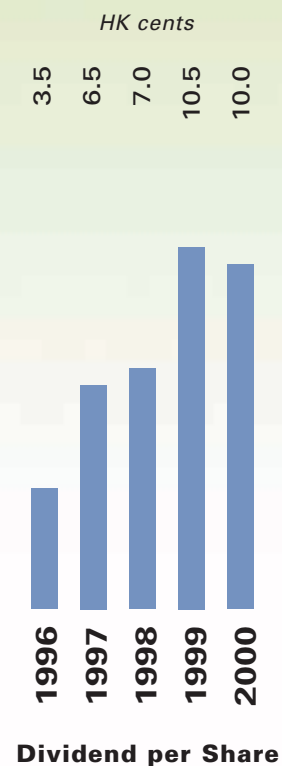
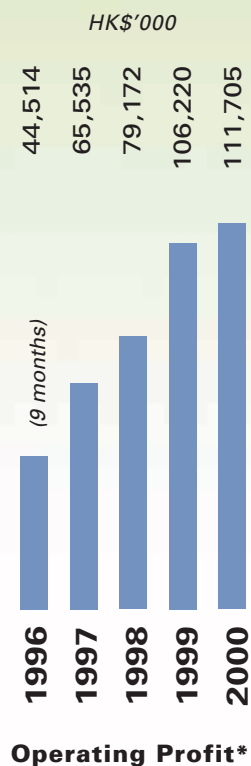
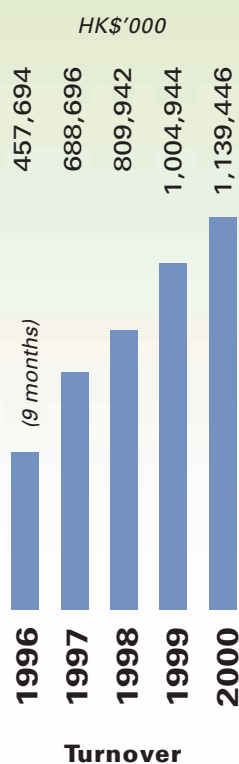


# Financial Highlights

	9 months ended 31 December		12 months ended 31 December		
	1996 HK\$'000	1997 HK\$'000	1998 HK\$'000	1999 HK\$'000	2000 HK\$'000
Turnover	457,694	688,696	809,942	1,004,944	<b>1,139,446</b>
Operating Profit*	44,514	65,535	79,172	106,220	<b>111,705</b>
Dividend per Share	3.5 cents	6.5 cents	7.0 cents	10.5 cents	<b>10.0 cents</b>

\* Operating profit after finance costs but before exceptional item.



# Financial Highlights

## SALES BY PRODUCT BASE

HK\$'000

	9 months ended 31 December				12 months ended 31 December					
	1996	%	1997	%	1998	%	1999	%	2000	%
Case-bound books	221,500	48%	308,603	45%	346,641	43%	337,473	34%	<b>320,765</b>	<b>28%</b>
Packaging	144,104	31%	210,279	31%	252,319	31%	309,620	31%	<b>327,968</b>	<b>29%</b>
Magazine	31,600	7%	56,348	8%	93,786	11%	143,968	14%	<b>167,446</b>	<b>15%</b>
Children's books	49,725	11%	97,606	14%	94,989	12%	164,622	16%	<b>166,038</b>	<b>14%</b>
Financial Printing	–	–	–	–	–	–	14,585	2%	<b>125,445</b>	<b>11%</b>
Colour Separation and Publishing	10,765	3%	15,860	2%	22,207	3%	34,676	3%	<b>31,784</b>	<b>3%</b>
	457,694	100%	688,696	100%	809,942	100%	1,004,944	100%	<b>1,139,446</b>	<b>100%</b>

## SALES BY GEOGRAPHICAL BASE

HK\$'000

	9 months ended 31 December				12 months ended 31 December					
	1996	%	1997	%	1998	%	1999	%	2000	%
China (excluding Hong Kong SAR)	183,690	40%	307,055	45%	440,174	54%	470,369	47%	<b>483,349</b>	<b>43%</b>
Hong Kong SAR	47,561	11%	64,083	9%	60,564	8%	142,794	14%	<b>264,701</b>	<b>23%</b>
	231,251	51%	371,138	54%	500,738	62%	613,163	61%	<b>748,050</b>	<b>66%</b>
U.S.A.	99,904	22%	180,555	26%	155,132	19%	232,890	23%	<b>257,055</b>	<b>23%</b>
United Kingdom	103,038	22%	102,130	15%	90,320	11%	84,744	9%	<b>61,053</b>	<b>5%</b>
Others	23,501	5%	34,873	5%	63,752	8%	74,147	7%	<b>73,288</b>	<b>6%</b>
	457,694	100%	688,696	100%	809,942	100%	1,004,944	100%	<b>1,139,446</b>	<b>100%</b>