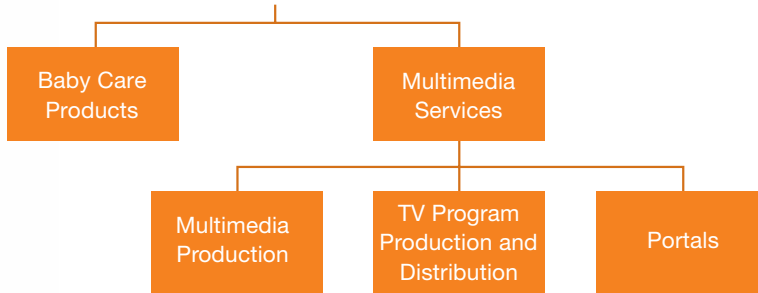


Multimedia Services

– CCT Multimedia



» CCT Multimedia is focused on two main business streams – baby care products and multimedia services



CCT Multimedia is a listed company in Hong Kong (stock code: 1169). Besides its existing baby care product business which continues to be a strong base for the Group, the other main business stream is the provision of multimedia services such as multimedia production, and TV program production and distribution. During the year under review, deliberate steps were taken to strengthen its production capabilities and enhance its content offering. In this regard, CCT Multimedia acquired Wellfit Group in 2000.

Wellfit Group has brought tangible benefits, including increased multimedia production and TV production capacity, a solid customer base, extensive TV program distribution channels, and strong and stable revenue sources. CCT Multimedia is well on its way to fulfilling its mission of becoming a one-stop production facility and full-fledged media enterprise.

Portals

Our portal operations represent a key element of our overall strategy, which complements our other multimedia operations. Leveraging on quality content production capability, our portals are able to generate attractive returns from a range of marketing and alliance programs with partners.

In particular, we are confident that CCT Multimedia's investment in mingpao.com, the flagship portal of one of the best-known Chinese publishing groups, will bring in attractive returns in the near future.

Multimedia Production

Wellfit Group's multimedia production includes local karaoke and MTV production, concert video production in Hong Kong, and the production of Internet content, corporate functions, promotional events, variety shows and large-scale special events.

TV Program Production and Distribution

In 2001, Wellfit Group will produce over 200 hours of drama programs and 100 hours of non-drama TV programs, and over 150 hours of TV drama will be marketed to TV stations in the Greater China Region.

Wellfit Group has recently co-produced a non-drama TV program with TVB called 'Primary Success', starring local well-known creative veteran, James Wong. This is the first time TVB has cooperated with an independent production house to produce a non-drama TV program. This successful venture signals a new trend in program production for the TV giant and paves the way for their further business development in the future.

CCT Multimedia is currently evaluating the feasibility and potential of developing publishing business in the PRC market. For the future, CCT Multimedia will continue to selectively seek out suitable business opportunities which will create real value for the Group and maximise returns for its shareholders.