



O U R M I S S I O N We aim to lead the market by offering well-selected value-for-money home improvement products and services that exceed customers' expectation and being the best source of solution for satisfying customers' lifestyle needs.

Pricerite Group Limited ("Pricerite" or "Company", together with its subsidiaries, "Group") is one of Hong Kong's leading retailers in areas of home furnishings and household products. Through a network of over 40 outlets and via our on-line store *www.pricerite.com.hk*, we provide good quality, competitively priced home lifestyle products that help people get more out of their lives. Pricerite is listed on The Stock Exchange of Hong Kong Limited ("Stock Exchange"). It has annual sales of about HK\$892 million and employs over 700 people.

Since 2001, Pricerite has been part of the group of Celestial Asia Securities Holdings Limited ("CASH"), a Hong Kong based services conglomerate. Through the acquisition by CASH, Pricerite aims to offer the combined customer base an even wider choice of products and services to enhance their urban lifestyles.

From our solid base in Hong Kong, we plan to expand into selected markets of Asia, in particular mainland China, that offer opportunities for us to leverage our expertise in home retailing and our supply, logistics and financing infrastructure.

寶惠 PRICERITE

