

## Overview

In the financial year 2001/2002, the Group saw a downturn in its major business areas as a result of fierce competition. During the second half of the year under review, the fall in the Japanese Yen and Euro currency attracted unexpected competition from parallel imports in both Hong Kong and China. Intensified competition in terms of both price and volume affected the turnover and profitability of the Group. Consolidated turnover for the period was HK\$1,531 million. Profit attributable to shareholders was HK\$53 million. China-Hongkong Photo's strongest area of performance was in the expansion of the FDI network in Hong Kong and China. Over the course of the year, the Group has focused on prudent cost management and cost-effective expansion into new business areas to capture future growth opportunities.

## 概況

在二〇〇一/二〇〇二年財政年度，由於受激烈的價格競爭影響，集團在各主要業務範疇的表現均見轉弱。於下半年，歐日貨幣顯著貶值，吸引水貨進入中港兩地，對集團帶來始料不及的競爭壓力。由於價格及銷量方面的競爭加劇，集團的營業額和盈利均大為削減，期內綜合營業額為港幣十五億三千一百萬元，股東應佔溢利為港幣五千三百萬元。期內中港照相表現最優秀的業務，是在中港兩地不斷拓展的富士數碼激光沖印(FDI)網絡。年內集團致力審慎控制成本，並在投資符合成本效益的情況下拓展新業務，務求把握日後的增長機會。



### Zoom Date 1300

*The world's smallest and lightest 35mm 4.6X Zoom compact camera, with an extra large LCD screen on the back of the compact body.*  
\*4x or greater as of February 1, 2002

全球最細小、最輕盈的35毫米4.6倍變焦相機，機背設有特大液晶顯示屏。  
\*截至二〇〇二年二月一日止，4倍或以上同級變焦相機中最纖巧者



### Nexia Q1

*A uniquely stylish camera with fashionable good looks. It allows you to seize those great moments as they happen.*

相機外形獨特新穎，線條流麗，隨時助你捕捉最難忘的一刻。



#### **Instax Mini 7**

*A cute and compact instant camera allows you take sharp, clear and colorful credit card-size instant photos wherever you want.*

機身輕盈、外形嬌小，讓你隨時隨地拍下影像清晰、色彩鮮艷，等於信用卡大小的即影即有照片。



#### **Finepix 50i**

*The FinePix 50i is much more than just another digital camera. This highly functional digital camera not only takes outstanding photographs, but also functions as an MP3 player, a movie and audio recorder, and even offers a voice captioning function.*

FinePix 50i絕非一般數碼相機，內置多項先進功能，除可拍攝優美照片外，更具備MP3音樂播放、短片錄影、錄音、甚至可記錄相片聲音介紹等功能。

## **Imaging Systems**

Imaging systems include photographic film products, motion picture films, electronic imaging equipment and media, camera and magnetic audiovisual media. Sales from this segment of the business during the year under review decreased by 4.56%, primarily due to strong competition and price pressure among conventional products. To rebuild its standing in the roll film market, the Group and its partner, Fujifilm, have instigated campaigns to increase brand awareness among domestic consumers in China. These include advertising campaigns featuring popular Hong Kong and international celebrities Aaron Kwok, Norika Fujiwara, Miriam Yeung and Kelly Chan.

Despite the overall drop in revenue, sales of digital cameras continued to grow as a result of strong demand, especially for the FinePix series. Fujifilm digital products are world-leaders in their sophistication and design. In 2001, the FinePix 6800 Zoom, the FinePix 6900 Zoom and the FinePix 50i all received the prestigious Japanese industrial design – “Good design” –

## **影像系統**

影像系統包括攝影菲林、電影菲林、電子影像器材及媒體、相機及磁性影音媒體產品。由於受到來自傳統產品的激烈競爭及價格壓力，年內影像系統業務的銷售額下降百分之四點五六。為鞏固在卷裝菲林市場上的優勢，集團與其業務夥伴富士展開宣傳攻勢，推出由本港及國際演藝名人郭富城、藤原紀香、楊千嬅及陳慧琳等主演的廣告，以提升中國內地消費者對富士品牌的認知程度。

儘管集團的整體收入下降，但數碼相機，尤其是FinePix系列的需求持續殷切，帶動銷售額繼續上升。富士數碼產品憑著精湛科技與先進設計，一直領導全球市場發展。於二〇〇一年，FinePix 6800 Zoom、FinePix 6900 Zoom及FinePix 50i均榮獲日本工業界頒發優秀設計獎項。FinePix 6800 Zoom由Porsche Design Studio設計，於二〇〇一年

awards. The FinePix 6800 Zoom was developed in the Porsche Design Studio, and launched in Spring 2001. This 3.3-million pixel, Super CCD digital camera provides ultra-high resolution images with six million pixels, and links up easily with the internet via its "Picture Cradle".

Furthermore, in September 2001 the Group announced the local market launch of China-made FinePix digital cameras with Chinese language LCD display. The Fujifilm-owned manufacturing plant in Suzhou, which makes these cameras locally, is also supported by a Consumer Call Centre and an After-Sale Service Center. This development is expected to make Fujifilm much more competitive in the local digital camera sector, and underscores Fujifilm's commitment to developing the China market.

春季推出市場。這部 330 萬像素的超級 CCD 數碼相機，可提供 600 萬像素的超高解像度影像，並可透過「Picture Cradle」輕易接駁互聯網。

此外，集團於二〇〇一年九月宣佈在內地市場推出國產 FinePix 數碼相機。該備有中文液晶顯示屏的數碼相機由蘇州富士廠房生產，並為消費者提供電話熱線服務及完善售後服務。這項發展預料可加強富士數碼相機在當地市場的競爭力，並彰顯富士對擴展中國市場的承諾。



#### **FinePix F601 Zoom**

*The FinePix F601 Zoom is a palm-sized, compact, lightweight and stylish digital camera, packed with Fujifilm's state-of-the-art advanced digital technologies and offering great shooting features and a newly designed user interface.*

*FinePix F601 Zoom 數碼相機只有手掌般大小，輕盈纖巧，款式時髦，集富士尖端數碼科技之大成，拍攝性能超卓，並有全新設計的操作介面。*



#### **FinePix S602 Zoom**

*Incorporating Fujifilm's 3rd Generation Super CCD technology and a significant number of new features and enhanced functions, this camera offers an unrivalled combination of flexible control, responsive handling, and superb image quality.*

*FinePix S602 Zoom 配備富士第三代超級 CCD 技術，以及多項嶄新設計與先進功能，操作靈活方便，反應敏捷，畫面質素極佳，優點無與倫比。*



#### **FinePix 2600 Zoom**

*The FinePix 2600 Zoom is a sleek, easy to use, high-performance, affordable digital camera designed to let you "point-and-shoot."*

*FinePix 2600 Zoom 外形超時、操作簡便，性能卓越兼價格相宜，讓你隨興之所至拍照留念。*



#### **Finepix 2800 Zoom**

*FinePix 2800 Zoom digital camera offers 6X optical zoom for pristine image quality and higher performance with a cool and stylish design and advanced features that are even more fun and easier to use.*

*FinePix 2800 Zoom 備有6倍光學變焦，影像質素完美，性能超卓，外形時尚，內置先進功能令操作更簡易，拍攝樂趣更多。*

## **Photofinishing Systems**

This segment includes paper, chemicals, photofinishing equipment and processing and printing services. In the year under review, sales from photofinishing systems decreased by 2.18%. Sales of the digital minilab Frontier accounted for 33.26% of the photofinishing system turnover and recorded a growth of 6.39%, compared to the previous year. Over 250 units have now installed in Hong Kong, Macau and China, and the trend is for continuing strong growth.

The Frontier 330 was launched in December 2001, and has been well-received by the market. The new model incorporates the same advanced full-digital imaging technology as the earlier Frontier models in an extremely practical, space-saving configuration and compact size. Frontier sales have been driven by existing traditional D&P shops, including those from other brands interested in upgrading to FDI services. Incremental sales also came from investors new to the industry.

In China, the FDI network includes a multitude of channels such as post-offices, mass transit railway stations, supermarkets and convenience stores, as well as local D&P chain outlets. The network covers over 30 major cities, including Beijing, Shanghai, Guangzhou and Chengdu. The Frontier system uses exclusive paper, chemicals and software, and ongoing sales

## **沖印系統**

此項業務包括相紙、沖印藥液、沖印器材及印刷服務，年內銷售額下降百分之二點一八。富士數碼激光沖印設備(Frontier)佔集團沖印系統營業額的百分之三十三點二六，其銷售額較去年增長百分之六點三九。在中港澳三地裝設的富士數碼激光沖印設備(Frontier)已超過二百五十套，並維持強勁的增長趨勢。

富士數碼激光沖印設備Frontier 330自二〇〇一年十二月推出以來，一直大受市場歡迎。這款新型號採用與以往型號相同的先進全數碼激光影像科技，十分實用，而且體積纖巧，節省空間。此項沖印設備之銷量升幅除有賴大部份傳統沖印店商戶在業務上升格轉型，還包括其他沖印品牌商戶及有志發展富士數碼激光沖印業務的新投資者加入所推動。

在中國內地，FDI網絡覆蓋範圍包括郵政局、地鐵車站、超級市場、便利店及沖印連鎖店，範圍遍及北京、上海、廣州及成都等三十個主要城市。富士數碼激光沖印設備(Frontier)採用專用的相紙、沖印藥液及軟件，其銷量於中長期內將會促進集團的業

from these are expected to boost performance over the medium to long-term. The Group plans to focus considerable efforts on promoting the FDI and expanding the network in China, in the coming year.

Alongside the growth of the FDI network, the Group also acquired the high-end retail chain, Fotomax Holdings Limited from Li & Fung (Retailing) Limited in August 2001, to operate as an independent retail arm of China-Hongkong Photo. Fotomax has more than 60 fully digital stores in Hong Kong and 10 in Beijing, Shanghai, Guangzhou and Shenzhen. In May 2002, four Fotomax outlets were opened in the major southern China tourist attraction, Happy Valley theme park, in Shenzhen. The outlets provide a full line photographic goods and services including the most advanced FDI service for digital fun photos based on the popular attractions of the Happy Valley theme park.

### Information Systems

Information systems consist of medical imaging systems, office automation systems and equipment, and storage media. Sales from this category decreased by 9.97% due mainly to the loss of a major tender. Sales of medical imaging systems accounted for 90 percent of this segment and remained stable as compared with the previous year.

績表現。集團計劃來年大力推廣富士數碼激光沖印 (FDI) 服務，並會擴展內地的富士數碼激光沖印 (FDI) 網絡。

除擴展富士數碼激光沖印 (FDI) 網絡外，集團更於二〇〇一年八月向利豐 (零售) 有限公司收購高級零售集團快圖美控股有限公司，成為集團旗下獨立運作的零售業務機構。快圖美現時在本港設有超過六十間門市，另有十間分店遍佈北京、上海、廣州及深圳。於二〇〇二年五月，快圖美在華南旅遊熱點深圳歡樂谷開設四間分店，在這個大受歡迎的主題公園內提供全線影像產品及沖印服務，包括富士數碼激光沖印服務及奇趣數碼照相服務。

### 資訊系統

資訊系統包括醫療影像、辦公室自動化系統與器材，以及儲存媒體。主要由於未能投得一個大型標書，令此項業務的銷售額下降百分之九點九七。與二〇〇一年比較，醫療影像系統的營業額保持穩定，佔資訊系統總營業額的百分之九十。



Fuji Medical Dry Laser Imager  
FM-DP L  
醫療乾式雷射影像系統



**FDI Ad**  
FDI spokesperson, Miriam Yeung, appears in print ads and promotional materials throughout China, Hong Kong and Macau.

**FDI 服務廣告宣傳**

以富士數碼激光沖印代言人楊千嬅為主導的平面廣告及宣傳單張，在中港澳三地的報章雜誌頻頻出現。



**Digital Camera Ad**  
Fujifilm FinePix series Digital Camera TV commercial, featuring popular singer and actor Aaron Kwok and celebrated Japanese actress Norika Fujiwara.

**數碼相機廣告宣傳**

富士 FinePix 系列數碼相機的電視廣告由天皇巨星郭富城與日本天后藤原紀香再度領銜主演。

In March 2002, the Group obtained the rights from Fujifilm Japan to distribute Fujifilm graphic arts products in Hong Kong, China and Macau, effective from 1 May 2002. There are currently more than 3,500 printing companies, publishers and packaging companies in Hong Kong using Fujifilm graphic arts products, such as recording films, presensitized plates, processing chemicals, processors and online processors, and the Group looks forward to benefiting from a growing market in China as well. Sales of graphic arts products account for a good portion of revenue for Fujifilm Japan's Information Systems Section and provide a significant opportunity for additional revenue for the Group. With the incorporation of graphic arts products, the Group now carries almost the full product range of Fujifilm products in China, Hong Kong and Macau.

For over 30 years, Fujifilm's research and development has powered some of the most exciting advances in the magnetic data storage industry. In November 2001, Fujifilm announced the next generation technology derived from ATOMM (Advanced Super Thin-Layer and High-Output Metal Media), called NANO3 (NANO CUBIC) technology. This ultra-thin layer coating technology results in higher resolution for recording digital data, ultra-low noise and high signal-to-noise ratios that are expected to exponentially increase the capacity of magnetic media.

於二〇〇二年三月，集團獲得富士菲林(日本)授予富士印刷器材在中國大陸、香港及澳門的分銷權，由二〇〇二年五月一日起生效。本港現有超過三千五百間印刷公司、出版社及包裝公司採用富士的印刷器材，例如拷貝片、預塗式感光版、沖印藥液、處理器及網上處理器等，而集團可望受惠於中國市場的增長。印刷器材是日本富士資訊系統部門一個重要的收入來源，將為集團增加可觀的收益。

過去三十多年來，富士研發部門推動磁性數據儲存業內多項具潛力的技術發展。於二〇〇一年十一月，富士宣佈推出衍生自 ATOMM (先進超薄層及高輸出金屬媒體) 的新一代科技，名為 NANO3 (NANO CUBIC) 科技。此項超薄鍍膜科技可提升記錄數碼數據的解像度，帶來超低雜訊水平及高度的訊噪比，預料可大大提升磁性媒體的容量。

Celebrity talent has enhanced the Fujifilm brand, with support  
from popular singer and actor Aaron Kwok, celebrated  
Japanese actress Norika Fujiwara and Hong Kong singing  
celebrities Miriam Yeung and Kelly Chan

歌影視紅星郭富城聯同日本紅星藤原紀香以及  
香港紅歌星楊千嬅、陳慧琳共同發揮  
巨星魅力，提升富士品牌形象

