

UNAUDITED CONSOLIDATED PROFIT AND LOSS ACCOUNT FOR THE SIX MONTHS ENDED 30 JUNE 2002

	Note	Six months ended 30 June	
		2002	2001
		(Unaudited)	(Unaudited)
		HK\$'000	HK\$'000
OPERATING REVENUE	2		
Media sales services		104,072	79,268
Media sales management and administrative services		8,603	11,089
		<u>112,675</u>	<u>90,357</u>
Other revenue		7,806	9,422
Total operating revenue		<u>120,481</u>	<u>99,779</u>
OPERATING EXPENSES			
Licence and royalty fees		3,685	2,490
Cost of inventories		1,460	2,110
Depreciation		9,293	5,779
Staff costs		14,922	15,096
Other operating expenses		15,329	9,758
Total operating expenses		<u>44,689</u>	<u>35,233</u>
Profit from ordinary activities before taxation	3	75,792	64,546
Taxation	4	10,626	5,290
Profit from ordinary activities after taxation		<u>65,166</u>	<u>59,256</u>
Minority interests		5,133	3,526
Profit attributable to shareholders		<u>60,033</u>	<u>55,730</u>
Earnings per share (in Hong Kong cents)	6		
Basic		<u>6.1</u>	<u>5.8</u>
Diluted		<u>6.1</u>	<u>5.8</u>

No separate statement of recognised gains and losses has been prepared as the net profit for the period would be the only component of this statement.

The notes on pages 7 to 12 form part of this interim financial report.