

# Corporate Profile

Pricerite is a leading Hong Kong based retailer of furniture and household products. We enhance the home environment of our customers by providing good quality, competitively priced home improvement products through our network of 45 outlets and our online store [www.pricerite.com.hk](http://www.pricerite.com.hk).

We attain leadership by innovation – innovation in our product mix, merchandising, store layout and entire market strategy in home improvement products retailing. Our constant efforts to increase our understanding of customers' expectations and needs through our use of information technology to gain accurate and timely data and use of market research tools drive our customer-focused innovations.

We deliver through a balanced fusion of technology and people. We utilise technology to enhance product delivery, operational efficiency and ultimately our logistic strength. We complement this with our dedicated workforce to develop and source the best products, to build our brand and create our customer friendly shopping environment, as well as to assist our customers with the best service possible.

From its solid base in Hong Kong, we will expand into selected markets in Asia, with specific emphasis on Mainland China. To capitalise on China's extraordinary economic expansion and the growing affluence of her people, we will leverage our expertise in home products retailing, logistics, international sourcing as well as our strong financial infrastructure to become the most preferred brand in our sector.

We are listed on the Hong Kong Stock Exchange and a member of the group of the Hong Kong listed Celestial Asia Securities Holdings Limited, a service conglomerate with businesses encompassing financial services, furniture and household products retailing and provision of technological solutions.

## CASH family of listed companies

(as at 31 December 2002)

