



## Financial Highlights

### Sales of Different Products

HK\$'000

	1998	%	1999	%	2000	%	2001	%	2002	%
Case-bound books	346,641	43%	337,473	34%	320,765	28%	321,925	32%	<b>403,835</b>	<b>39%</b>
Packaging	252,319	31%	309,620	31%	327,968	29%	265,454	26%	<b>284,243</b>	<b>28%</b>
Magazine	93,786	11%	143,968	14%	167,446	15%	228,697	22%	<b>222,440</b>	<b>22%</b>
Children's books	94,989	12%	164,622	16%	166,038	14%	117,739	12%	<b>63,329</b>	<b>6%</b>
Financial Printing	-	-	14,585	2%	125,445	11%	63,038	6%	<b>41,463</b>	<b>4%</b>
Colour Separation and Publishing	22,207	3%	34,676	3%	31,784	3%	22,249	2%	<b>6,509</b>	<b>1%</b>
	<b>809,942</b>	<b>100%</b>	<b>1,004,944</b>	<b>100%</b>	<b>1,139,446</b>	<b>100%</b>	<b>1,019,102</b>	<b>100%</b>	<b>1,021,819</b>	<b>100%</b>

### Sales within Different Regions

HK\$'000

	1998	%	1999	%	2000	%	2001	%	2002	%
People's Republic of China (excluding Hong Kong)	440,174	54%	470,369	47%	483,349	43%	577,622	57%	<b>567,221</b>	<b>55%</b>
Hong Kong	60,564	8%	142,794	14%	264,701	23%	121,028	12%	<b>108,546</b>	<b>11%</b>
	<b>500,738</b>	<b>62%</b>	<b>613,163</b>	<b>61%</b>	<b>748,050</b>	<b>66%</b>	<b>698,650</b>	<b>69%</b>	<b>675,767</b>	<b>66%</b>
U.S.A.	155,132	19%	232,890	23%	257,055	23%	240,769	23%	<b>253,942</b>	<b>25%</b>
United Kingdom	90,320	11%	84,744	9%	61,053	5%	41,749	4%	<b>71,045</b>	<b>7%</b>
Others	63,752	8%	74,147	7%	73,288	6%	37,934	4%	<b>21,065</b>	<b>2%</b>
	<b>809,942</b>	<b>100%</b>	<b>1,004,944</b>	<b>100%</b>	<b>1,139,446</b>	<b>100%</b>	<b>1,019,102</b>	<b>100%</b>	<b>1,021,819</b>	<b>100%</b>