

(g) 無形資產

(i) 商標及專有技術

無形資產於取得時按實際成本入賬。無形資產是在有關的經濟利益很可能流入企業及該資產的成本能夠可靠地計量時才予以確認。已確認的無形資產按成本扣除累計攤銷及減值準備計價。

於該等無形資產被購買或完成後發生的支出，應在發生時確認為當期費用。如該支出能產生比原有評估表現水平較高的預見經濟利益，及能夠可靠地計量及分配到將被溢值的無形資產成本上，則該支出能確認無形資產成本部份。

商標及專有技術採用直線法，按照其估計使用年限攤銷。有關估計使用年限及攤銷方法均於每年年結時重覆核。無形資產的估計使用年限如下：

商標：

青島啤酒	40年
其它商標	5-10年
專有技術	10年

商標主要包括本集團於一九九三年六月十六日重組時，由原有股東作為資本投入的“青島啤酒”商標。該商標是以中國國家國有資產管理局認定的評估值入賬，採用直線法按40年攤銷。

(g) Intangible assets

(i) Trademarks and technology know-how

Trademarks and technology know-how are measured initially at cost, and are recognised if it is probable that the future economic benefits that are attributable to the asset will flow to the Group, and the cost of the asset can be measured reliably. After initial recognition, trademark and technology know-how are recorded at cost less accumulated amortisation and any accumulated impairment losses.

Subsequent expenditure on trademark and technology know-how after their purchase or their completion is recognised as an expense when it is incurred unless it is probable that this expenditure will enable the trademark and technology know-how to generate future economic benefits in excess of its originally assessed standard of performance and can be measured and attributed to the trademark and technology know-how reliably in which case it will be added to their cost.

Trademarks and technology know-how are amortised on a straight-line basis over their estimated useful lives. The amortisation period and the amortisation method are reviewed annually at each financial year end. The estimated useful lives are as follows:

Trademarks:

Trademarks - Tsingtao Beer	40 years
Other trademarks	5 -10 years
Technology know - how	10 years

Trademarks mainly include the “TSINGTAO BEER” trademark which was injected by the founding shareholders into the Company on 16th June 1993 as their capital contributions. The recorded value of the trademark was assessed based on the results of a valuation approved by the State-Owned Assets Administration Bureau of the PRC. Since then, amortisation of the trademark is provided on a straight-line basis to write off the revalued amount of the trademark over its estimated useful live of 40 years.

本公司董事會認為由於上述商標對公司營運非常重要，並預期能為本集團及本公司帶來持續的經濟利益。因此，上述商標40年的攤銷期乃長於《標準會計實務準則》第29條預設的20年攤銷年限。

其它商標是於收購控股子公司時取得，並按照其收購時的價值入賬並按其估計之使用年限由5至10年不等攤銷。這些無形資產的成本從收購時的公允值入賬。

(i) 研究及開發成本

研究成本在發生時作為費用列支。當能夠證明開發中產品技術之可行性及有意完成該產品，而亦有充裕資源及成本可予厘定，及有能力出售或使用該資產而產生可預見經濟利益，則將新產品或改良產品之設計、測試及開發所涉及之成本確認為無形資產，並以直線法攤銷，以反映將相關經濟效益確認之模式。不符合上述條件之開發成本在發生時作為費用支銷。已入賬為支出之開發成本不會在往後期間確認為資產。

(iii) 無形資產減值

如有迹象顯示出現減值，則無形資產之賬面值，包括之前已在儲備記賬之商譽，均需評估及即時撇減至可收回價值。

In the opinion of the Company's directors, since the above trademark is essential to the operations of the Company and it is expected to bring enduring economic benefits to the Group and the Company continuously, it is amortised over a period of 40 years, which is longer than the presumed period of 20 years prescribed by SSAP 29.

Other trademarks were acquired as a result of the acquisitions of certain subsidiaries. They are amortised over their estimated useful lives ranging from 5 to 10 years. The costs of these intangible assets were determined based on their fair value at the respective dates of acquisition.

(ii) Research and development costs

Research costs are expensed as incurred. Costs incurred on development projects relating to the design and testing of new or improved products are recognised as an intangible asset where the technical feasibility and intention of completing the product under development has been demonstrated and the resources are available to do so, costs are identifiable and there is an ability to sell or use the asset that will generate probable future economic benefits. Such development costs are recognised as an asset and amortised on a straight-line basis over a period to reflect the pattern in which the related economic benefits are recognised. Development costs that do not meet the above criteria are expensed as incurred. Development costs previously recognised as an expense are not recognised as an asset in a subsequent period. No development costs were capitalised during the year.

(iii) Impairment of intangible assets

Where an indication of impairment exists, the carrying amount of any intangible asset, including goodwill previously written off against reserves, is assessed and written down immediately to its recoverable amount.

(h) 商譽

收購成本超過本集團於收購日按持股比例計算的被收購控股子公司及聯營公司可辨認資產及負債之公允價值的部分確認為商譽並在資產負債表中認列為一項資產。對於以權益法核算於聯營公司之投資，商譽則計入投資的賬面價值。商譽按成本減累計攤銷及累計減值準備計價。商譽之攤銷採用直線法於十年之有效期限內攤銷。

(i) 負商譽

本集團於收購日按持股比例計算的被收購控股子公司可辨認資產及負債之公允價值超過收購成本的部分確認為負商譽，並於資產負債表中的資產獨立反映。

負商譽按下述方法在利潤中確認：

- 如果負商譽與本集團購買計劃中確認並能可靠計量的預計未來損失和費用有關，該部分負商譽在未來的損失和費用被確認時確認為收益，但並不包括於收購日可辨認的負債。
- 如果負商譽不超過所取得的可辨認非貨幣性資產的公允價值，則按所取得的可辨認應折舊資產或應攤銷資產的加權平均剩餘年限內，用有系統的方法確認為收益。
- 如果負商譽的金額超過所取得的可辨認非貨幣性資產的公允價值，則立刻確認為當期收益。

(h) Goodwill

The excess of the cost of an acquisition over the Group's interest in the fair value of the net identifiable assets and liabilities of the acquired subsidiary and associated company at the date of the acquisition is recorded as goodwill and recognised as an asset in the balance sheet. With respect to investments in associated companies accounted for under the equity method of accounting, goodwill is included in the carrying amount of the investments. Goodwill is carried at cost less accumulated amortisation and accumulated impairment losses. Goodwill is amortised on a straight-line basis over its estimated life of 10 years.

(i) Negative goodwill

Any excess, as at the date of the transaction, of the Group's interest in the fair values of the identifiable assets and liabilities of the acquired subsidiary over the cost of the acquisition, is recognised as negative goodwill and is presented as a deduction from assets separately on the balance sheet as negative goodwill.

Negative goodwill is recognised in the profit and loss account as follows:

- to the extent that negative goodwill relates to expected future losses and expenses that are identified in the Group's plan for the acquisition and can be measured reliably, but which do not represent identifiable liabilities at the date of acquisition, that portion of negative goodwill is recognised as income when the future losses and expenses are recognised.
- the amount of negative goodwill not exceeding the fair values of acquired identifiable non-monetary assets is recognised as income on a systematic basis over the remaining weighted average useful life of the identifiable acquired depreciable/amortisable assets; and
- the amount of negative goodwill in excess of the fair values of acquired identifiable non-monetary assets is recognised as income immediately.