



康師傅將繼續秉持勤奮務實、創新超越的拼搏精神，不斷提高競爭能力，成就康師傅為中國第一流的食物企業

Master Kong will stick to the struggling spirit of diligence and practice, innovation and exceeding, making Master Kong Group become the first tier food conglomerate in the PRC.

董事長 Chairman
魏應州 Wei Ing-Chou

各位尊敬的股東：

十週年感言

「十年耕耘，十載情」，康師傅從一九九二年八月的第一碗方便麵登陸中國開始，到二零零二年為止，已經十年了。在這期間，「康師傅」一直以親和、專業、值得信賴的品牌形象擁抱群眾，深入人心；「康師傅」更以不斷精進的品質與產品，成為物超所值及永遠不變的質量承諾保證，這是我們十年來所建立的最珍貴無形資產。

十三億人口的中國市場，是國際食品巨擘不可缺席的市場，規模經濟與市場通路的掌握，是研究中國市場，一再強調成功的唯一保證。十年來，「康師傅」為了建構此一優勢，戰戰兢兢，如吊鋼索，如今，這已成為本集團最珍貴的有形資產。

十年拼搏，「康師傅」僥倖在部分食品市場成為領導品牌，然而，「康師傅」不以已然存在的有形與無形資產而自滿，因為，中國的市場競爭，只有更加劇烈；中國加入世貿組織以後，國際食品巨擘捲土重來，國內企業的快步跟上；「前有對手，後有追兵」的中國境局下，我們只有繼續快速的前進。

Dear Shareholders,

Words for a Decade

“A decade of cultivation, a decade of passion.” By the year of 2002, it has been 10 years since the first bowl of Master Kong embarked the Mainland market in August 1992. Sticking to the brand image of friendly, professional and trustworthy, Master Kong has been widely recognized and accepted by the people. Thanks to the continuous research and development in products and improvements in quality, Master Kong brand has become a symbol of stable and value-for-money quality assurance, which was the most precious intangible asset for us in the past 10 years.

The market of 1.3 billion people in the PRC is so attractive that no international tycoon in food industry can resist it. The mastery of scale economy and sales network is the sole assurance for our research and success in the PRC market. To achieve this advantage, Master Kong has been very careful on each step for the past 10 years and currently this advantage is the most precious tangibles for the Group.

After 10 years' efforts, Master Kong is lucky to be a leading brand in the food industry. Considering the increasingly intense competition in the PRC market, however, Master Kong is never self-satisfied with its intangible and tangible assets it presently has. After the PRC's entry into WTO, the international leading food corporations will stage a comeback and the domestic enterprises will pick up their paces. Under this situation of “Competitors both in front and behind”, we can only continuously advance quickly.



今年是「康師傅」十周歲的生日，感謝中國給了「康師傅」十年成長的沃土，讓「康師傅」正逐步走向成熟與穩定，讓我們的企業和員工正逐漸精實與壯大，讓「康師傅」累積了足以迎接挑戰的實力與旺盛的鬥志。新的挑戰，新的機遇，十年對「康師傅」來說，只是剛剛起步，我們相信憑著「康師傅」專業精神，不僅能成為麵食、糕餅及飲品的專家，將來還會有更大的發展空間。「康師傅」將繼續秉持勤奮務實、創新超越的拼搏精神，繼續保有創業者般燃燒的熱情，不斷提高競爭能力，使本集團業績穩定成長，成就「康師傅」為中國第一流的食物企業。

業績

二零零二年中國政府繼續擴大內需的方針，以積極的財政政策和穩健的貨幣政策取得了明顯的效果，國內需求持續增長，國民經濟保持良好的發展勢頭。

This year it is the 10th birthday of Master Kong. Very much thanks to the PRC, for giving Master Kong the fertile soil to grow up, for enabling Master Kong to become mature and stable step by step, for strengthening and enlarging both the Group and the team of employees, for accumulating the strength and fighting spirit to embrace any challenge. We are facing new challenges and new opportunities. 10 years is only the beginning for Master Kong. We firmly believe, depending on the professional spirit, Master Kong will not only become an expert in noodles, bakery and beverage, but also has more space for future expansion. Master Kong will stick to the struggling spirit of "diligence and practice, innovation and exceeding", and continuously keep pioneering enthusiasm and enhance the competition capability, making the Group continue to grow up and become one of the first-class food enterprises in the PRC.

Results

In 2002, the PRC government's continuous policy in encouraging domestic consumption, aggressive finance policy and stable monetary policy have gained a significant effect. Domestic consumption continued to grow and the PRC economy maintained a good development.

