

二零零二年對本集團而言更是值得鼓舞的一年，在外部有利的企業經營環境下，配合內部綿密的銷售網絡、專精的生產技術、有效的市場策略以及新產品的成功推出，本集團的營業額及扣除利息、稅項、折舊及攤銷前盈利 (EBITDA) 連續四年達雙位數字的增長，於二零零二年財政年度，本集團的營業額及 EBITDA 達 1,100,405 千美元及 190,151 千美元，與去年同期相比分別上升 16.50% 及 22.33%；加上在產品的組合上作出適度的調配及成本控制得宜，更使本集團的股東應佔溢利大幅增加至 90,928 千美元，每股盈利達 1.63 美仙，年內，本集團的淨資產值增加至 587,354 千美元，資本結構非常穩健，於二零零二年十二月三十一日，本集團持有之手頭現金及銀行存款高達 99,913 千美元，而市值更超逾十四億美元。

於二零零三年三月二十一日交易日結束起，本公司正式被納入英國富士環球指數中亞太區 (除日本外) 的成份股。

To the Group, 2002 was a specially encouraging year. Based on the advantage from external environment, through the Group's extensive sales network, professional production techniques, effective marketing strategies as well as the successful launch of the new products, the Group achieved double digits growth in both turnover and earnings before interest, taxes, depreciation and amortisation (EBITDA) in the past four consecutive years. During the fiscal year 2002, the Group's turnover and EBITDA were US\$1,100.405 million and US\$190.151 million, increased by 16.50% and 22.33% respectively from the previous year. Thanks for the modification of product mix and effective cost control, the profit attributable to shareholders was US\$90.928 million and the earnings per share amounted to US1.63 cents. As at 31 December 2002, the Group's net assets increased to US\$587.354 million and the Group had cash and bank deposits of US\$99.913 million, maintained a very healthy capital structure. The Group's market capitalization exceeded US\$1.4 billion at the end of 2002.

From the close of trading on 21 March 2003, the Company was added to the British's FTSE All-World Asia Pacific Ex-Japan Index.



股息

本集團業務持續表現出色，股東回報續年遞增，每股盈利增長50.93%，進一步鞏固股東們的長期投資回報。因此，董事會將於二零零三年六月二十日舉行之股東大會上，建議派付末期股息每股0.93美仙予二零零三年六月二十日名列股東名冊之股東，派息總額為51,975千美元；去年之末期股息為每股0.81美仙，派息總額為45,268千美元。

市場地位

本集團的各項產品透過綿密的銷售體系加上「康師傅」的品牌效應，進一步滲透至中國各大城小鎮及農村。據ACNielsen二零零二年十二月／二零零三年一月的報告指出，以銷售額為基準，本集團在方便麵、包裝茶飲品及夾心餅乾之市場佔有率分別為39.6%、53.7%及28.6%，同時處於領導地位。

優質保證認證

年內方便麵事業轄下的福州廠、青島廠，飲品事業轄下的天津廠、武漢廠、杭州廠、西安廠及青島廠陸續取得ISO9002認證。目前本集團共有二十六家工廠通過ISO認證，董事們為本集團營造高質量食品的管理系統感到光榮。

社會貢獻

二零零二年是「康師傅」品牌誕生十周年，為了回饋社會，本集團特別在天津舉辦了「康師傅十年愛心園遊會」，本集團在天津的2萬名員工及眷屬，以及來自政府機構及媒體的友好和200多位社會弱勢群體代表參加了此次盛會；並將園遊會籌得的款項全部捐贈予天津市慈善協會用於對特困家庭的救助。

Dividend

With the consistent encouraging results, return to shareholders continued to increase, earnings per share for the year rose by 50.93% and shareholders' long term return was further strengthened. The Board will therefore recommend at the Annual General Meeting to be held on 20 June 2003 the payment of a final dividend of US0.93 cents per ordinary share, totalling US\$51.975 million to shareholders whose names appear on the register of members on 20 June 2003. Final dividend for the last year was US0.81 cents per ordinary share, totalling US\$45.268 million.

Market Position

Through the extensive sales network and the high brand awareness for Master Kong, most of the Group's products can be distributed not only to the major metropolises but also small cities and rural areas. According to ACNielsen, for the period of December 2002/January 2003, based on sales value, market share for the Group's instant noodle, RTD teas and sandwich crackers were 39.6%, 53.7% and 28.6% respectively, showing the Group's leading position in the industry.

Quality Control

During the year, instant noodle factories in Fuzhou and Qingdao, beverage factories in Tianjin, Wuhan, Hangzhou, Xian and Qingdao obtained ISO 9002 status. At present, 26 factories under the Group have been granted ISO certificates. The Directors are proud of the Group's tradition of producing high-quality food products.

Social Contribution

Master Kong was ten years old in 2002. The Group organized the "Carnival for Master Kong's 10 years passion". The Group invited a number of 20,000 of the Group's staffs and their relatives in Tianjin, friends from the government department and media, and more than 200 representatives from weakness parties to join the event. All the contributed money made from the carnival have been donated to the poverty-stricken families through the Tianjin Charity Association.



同時為了促進兩岸三地的文化交流，本集團於年內贊助了「臺北市立民樂團來津演出」以及「康師傅－歌神鄉情－張學友超級演唱會」兩項文化活動。

管理團隊

本年度本集團的雲南昆明廠、新疆石河子廠的投產及飲品事業的擴展，令本集團的員工總人數增加至26,542人，在業務快速成長下，他們的努力及貢獻有助本集團創造最佳獲利，本人謹借此機會代表各股東向他們致以衷心謝意。

本人深知本集團要在已擴大的盈利基礎上維持增長，必然充滿挑戰，深信憑藉本集團於中國精耕十年所獲得的品牌與通路優勢，加上清晰的業務發展方向與專精的管理團隊，本集團必能實現繼續為消費者及股東資源增值。

董事長及行政總裁
魏應州

中國 天津
二零零三年四月二十八日

The Group has sponsored "The Chinese Orchestra Taipei" performed in Tianjin as a cultural exchange activity and the "Jacky Cheung Hometown Concert".

Management Team

For the establishment of Kunming factory in Yunnan, Shiheji factory in Xinjiang and the expansion for beverage division, the Group increased its number of staff to 26,542. The staff's great effort and valuable contribution have help the Group's long term business in the PRC as well as a good return to shareholders. I would like to thank everyone for their devoted performance during the year.

I know that the task for continuous profit growth is particularly challenging on an expanded base. According to the operating experience in the PRC and advantages from the brand and sales network, the well-defined business strategies and the professional management team, the Group would be able to enhancing customers' and shareholders' value at home and abroad.

Wei Ing-Chou
Chairman and Chief Executive

Tianjin, the PRC
28 April 2003

