

Financial Highlights

財務摘要

For the year ended 31st December 2003
截至二零零三年十二月三十一日止年度

	2003 HK\$'000 港幣千元	2002 HK\$'000 港幣千元 (restated) (重列)	Change % 變動
Turnover 營業額	2,430,176	2,569,540	-5%
Profit before taxation 除稅前溢利	545,705	739,487	-26%
Profit attributable to shareholders 可撥歸股東溢利	332,877	530,777	-37%
Earnings per share 每股盈利	\$0.57	\$0.91	-37%
Dividend per share 每股股息	\$0.13	\$0.15	-13%
Shareholders' funds 股東權益	13,788,090	13,747,163	0%
Fixed assets 固定資產	30,134,187	28,162,019	7%
Total assets 資產總值	31,151,434	29,134,597	7%

Employment of Assets 資產運用

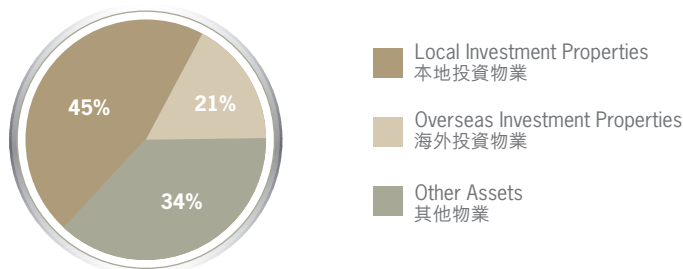
For the year ended 31st December 2003
截至二零零三年十二月三十一日止年度

Assets Employed

(Total Assets HK\$31,151 Million)

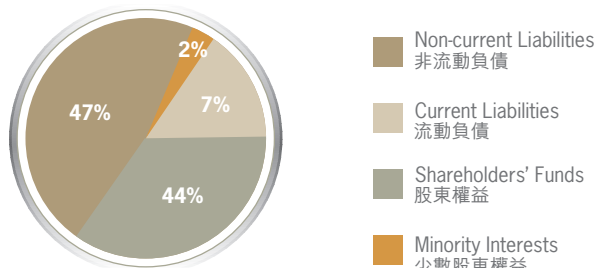
資產

(資產總值港幣31,151百萬元)



Financed By

代表

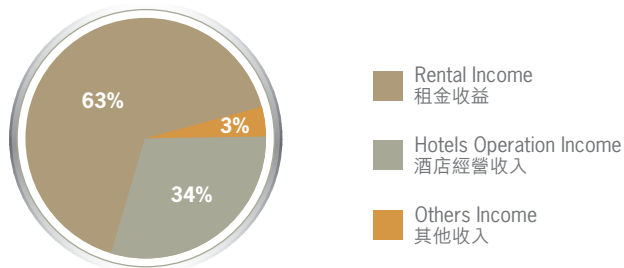


Profit from Operations

(HK\$876 Million)

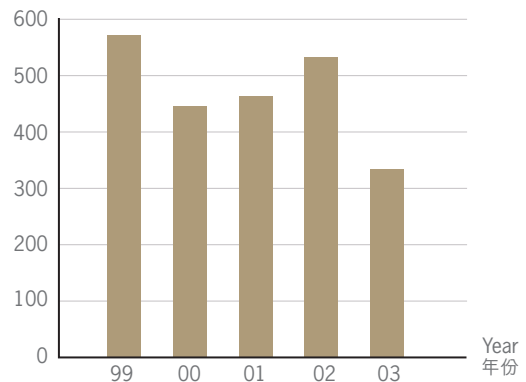
經營溢利

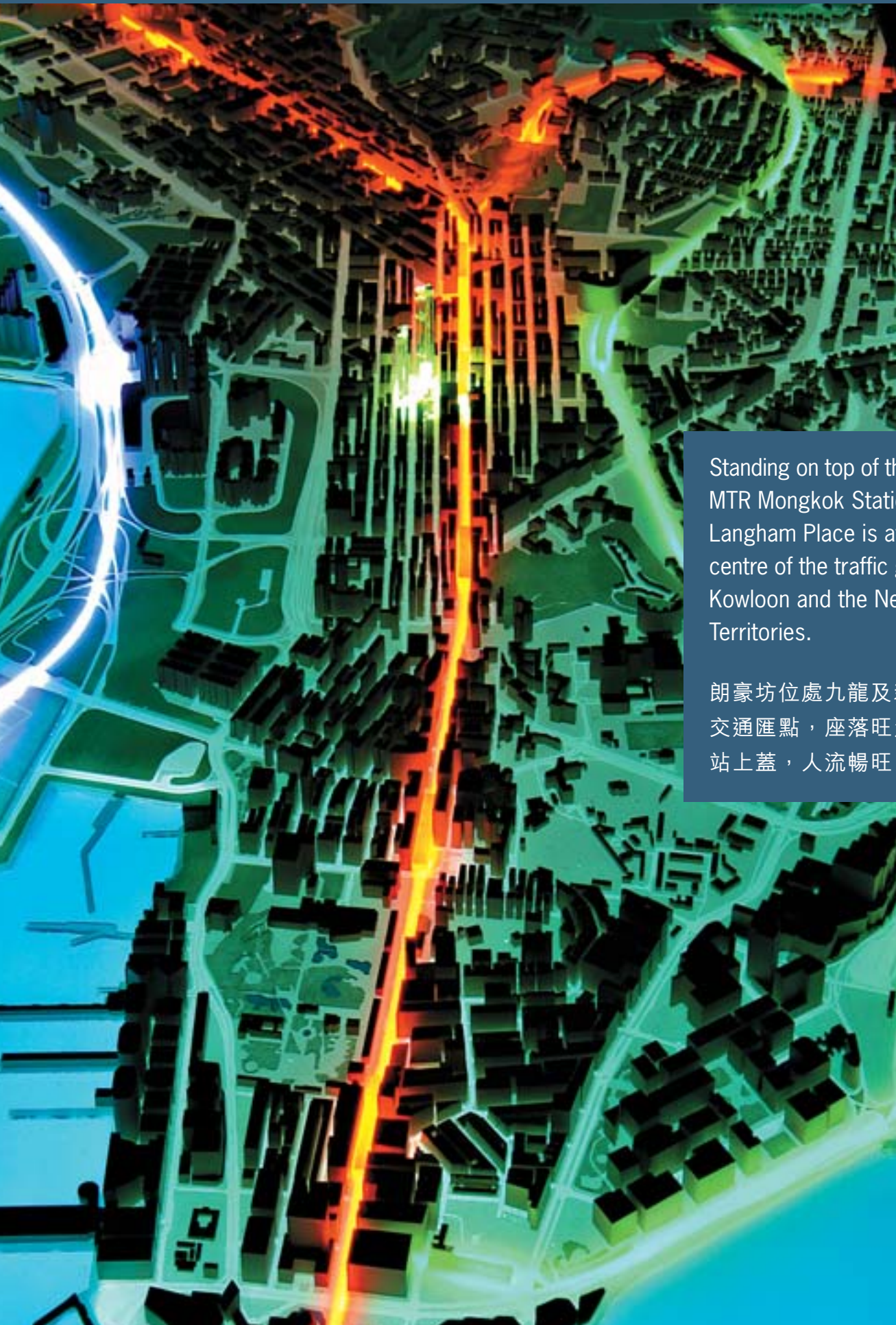
(港幣876百萬元)



Profit Attributable to Shareholders 可撥歸股東溢利

HK\$ Million
港幣百萬元





Standing on top of the busy MTR Mongkok Station, Langham Place is at the centre of the traffic grid for Kowloon and the New Territories.

朗豪坊位處九龍及新界之交通匯點，座落旺角地鐵站上蓋，人流暢旺。



potentials

With a total floor area of 1.8 million sq. ft., the sheer mass of Langham Place will bring about fundamental changes to the retail scene in Mongkok.

朗豪坊面積達一百八十萬平方呎，規模龐大，將徹底改變旺角零售業的形勢。

opening in

04

larger



3-in-1

mega complex



scale

The large shopping mall, the intelligent office tower and the luxury hotel will create enormous synergy among themselves.

大型購物商場、智慧型甲級寫字樓及豪華酒店三部份將互利互補，發揮強大的潛力。



Langham Place
will bring a new
definition of quality
to Mongkok.

朗豪坊將為
旺角帶來
新的品質指標。

59

–storey office tower



higher



level

Designed with outstanding architectural features and constructed to the highest of specifications, Langham Place will stand heads and shoulders above the competition.

朗豪坊的建築造型獨特，以最高規格興建，品質超越區內其他商廈。

standard

At 59 levels, the Office Tower at Langham Place is the tallest commercial structure in the Kowloon Peninsula.

朗豪坊的寫字大樓高達59層，為九龍半島最高的商業建築。

The 5-star Langham Place Hotel will offer business and leisure travellers a level of luxury never before available in Mongkok.

五星級朗豪酒店將為商務及消閒旅客提供在旺角從未有的服務級數。

class



5

 –star hotel



A 9-storey-tall Grand Atrium creates an indoor urban oasis above the hustle and bustle of Mongkok.

九層樓高的通天廣場在繁囂稠密的旺角地區建造一個室內綠洲。



wider

space

With a total floor area close to 600,000 sq. ft., this will be the largest shopping centre on the Nathan Road MTR line.

朗豪坊購物商場面積達六十萬平方呎，將為彌敦道地鐵站沿線最大的購物商場。

range of offerings

Its offering of 300 shops and restaurants on 15 levels will give shoppers a wide variety of choice.

15層樓高的購物商場，共有近300個商舖及食肆，為購物人士提供多樣的選擇。



300

shops in 15 levels of shopping mall



A spectacular Digital Sky differentiates the Mall at Langham Place from all other shopping centres in Hong Kong.

朗豪坊的數碼天幕
不時播放精彩的影像，
在眾多購物商場中
別樹一幟。

sustainable value

The shop-mix is meticulously designed to sustain the Mall's long-term attraction to shoppers. This will in turn support sustainable rental growth.

精選的商戶組合，必能不斷吸引購物人士蜂擁而至，為商場帶來持久的租金增長。

more



fun

Apart from a strong line up of quality retailers, the Mall will offer shoppers plenty of fun and entertainment throughout the day, and night too.

除了齊集優質商戶外，購物商場更提供不同的娛樂消閒節目，為遊人帶來全日的歡樂。

2,000m²
digital sky