

CORPORATE PROFILE

We enhance the home environment of our customers by providing good quality, competitively priced home improvement products.



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Pricerite is a leading Hong Kong based retailer of furniture and household products. We enhance the home environment of our customers by providing good quality, competitively priced home improvement products through our network of more than 40 outlets and our online store www.pricerite.com.hk.

We attain leadership by innovation – innovation in our product mix, merchandising, store layout and entire market strategy in home improvement product retailing. Our constant efforts to increase our understanding of customers' expectations and needs through our use of information technology to gain accurate and timely data and use of market research tools drive our customer-focused innovations.

We deliver through a balanced fusion of technology and people. We utilise technology to enhance product delivery, operational efficiency and ultimately our logistical strength. We complement this with our dedicated workforce to develop and source the best products, to build our brand and create our customer friendly shopping environment, as well as to assist our customers with the best service possible.



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From our solid base in Hong Kong, we will expand into selected markets in Asia, with specific emphasis on Mainland China. To capitalise on Mainland China's extraordinary economic expansion and the growing affluence of her people, we will leverage our expertise in home products retailing, logistics, international sourcing as well as our strong financial infrastructure to become the most preferred brand in our sector.

We are listed on the Hong Kong Stock Exchange and a group member of the Hong Kong Main Board listed Celestial Asia Securities Holdings Limited, a service conglomerate with businesses encompassing investment and wealth management, home improvement, business solutions as well as lifestyle products and services.

