

CONSOLIDATED PROFIT AND LOSS ACCOUNT

Year ended 31 December 2003

	Notes	Year ended 31 December 2003 HK\$'000	Period from 1 October 2001 to 31 December 2002 HK\$'000
TURNOVER	6	172,065	250,733
Cost of sales		(69,598)	(109,143)
Gross profit		102,467	141,590
Other revenue		1,757	2,453
Selling and distribution costs		(79,038)	(115,454)
Administrative expenses		(40,792)	(52,501)
LOSS FROM OPERATING ACTIVITIES	7	(15,606)	(23,912)
Finance costs	8	(4,068)	(3,963)
LOSS BEFORE TAX		(19,674)	(27,875)
Tax	11	(215)	(57)
NET LOSS FROM ORDINARY ACTIVITIES ATTRIBUTABLE TO SHAREHOLDERS	12	(19,889)	(27,932)
LOSS PER SHARE – BASIC	13	0.8 cent	1.1 cents