

## Investor Relations 投資者關係

Transparency has always been an important theme in Linmark's investor relations campaign. During the year under review, the Group focused on disseminating information on a regular and proactive basis to enable investors to make the most informed investment decision.

Meetings and conferences continued to be important tools in achieving the investor relations goals. During the year under review, the Group organised three investor group presentations, one investor conference and 50 investor meetings. To broaden its overseas investor base, the Group staged a round of roadshow in the US in July last year. It also organised press conferences after its interim, final results announcements as well as at the completion of the ISO International acquisition. In addition to providing investors with essential updates of the Group's business, efforts were also made in providing them with background of the industry, information on market trends and prospects to assist them in gaining better insights of Linmark's business.

The Group's quarterly reporting practice was introduced in May 2003. The practice was well received, and contributed to the tightening of the Group's relationship with the investment community. Press releases and investor updates outlining the Group's major corporate development were also distributed on a regular basis throughout the year.

Two investor audits were carried out during the year. The management regards the response collected as valuable information in helping it to evaluate the Group's investor relations strategy. It will continue to be an effective instrument in enhancing mutual understanding between the Group and the investment community in general.

一直以來，在林麥的投資者關係活動中，透明度均為重要課題。於回顧年度內，本集團專注於積極向投資者定期發佈資料，讓他們獲得資料在知情情況下作出最佳投資決定。

個別會議及團體會議繼續是達致投資者關係目標的重要媒介。於本回顧年度內，本集團舉辦了三次投資者團體簡報會、一次投資者會議及五十次個別會議。為擴闊海外投資者基礎，本集團於去年七月在美國舉行了一次路演，並於公佈中期業績及全年業績後以及收購ISO International完成後舉行記者招待會。除了向投資者提供本集團業務重要的最新情況外，本集團亦致力為他們提供行業背景、市場趨勢及前景等資料，使投資者更了解林麥的業務。

本集團於二零零三年五月引入每季公佈業績的做法，此做法備受歡迎，能讓本集團與投資者的關係更為密切。於本年度內，本集團亦定期發表新聞稿及向投資者發佈最新消息，以概述本集團的主要企業發展情況。

本集團於年內進行了兩次投資者調查。管理層認為，收集所得的資料有助評估本集團的投資者關係策略。投資者調查將繼續是促進本集團與投資界之間溝通了解的有效方法。

**Cazenove Asia Limited** 嘉誠亞洲有限公司

Denise S. Chai  
蔡龍姬  
denise.chai@cazenove.com  
T: (852) 2123 0308 F: (852) 2868 1411

**CLSA Limited** 里昂證券有限公司

Janice Tan  
譚翠霞  
janice.tan@clsa.com  
T: (852) 2600 8598 F: (852) 2845 9844

**DBS Vickers (Hong Kong) Limited** DBS唯高達香港有限公司

Alice Hui  
許思敏  
alice\_hui@hk.dbsvickers.com  
T: (852) 2971 1960 F: (852) 2521 1812

**Deutsche Bank AG, Hong Kong Branch** 德意志銀行 — 香港分行

Anne Ling  
林建純  
anne.ling@db.com  
T: (852) 2203 6177 F: (852) 2203 6921

**G.K. Goh Securities (H.K.) Ltd.** 吳玉欽證券(香港)有限公司

Renee Tai  
戴麟懿  
tai.renee@gkgoh.com  
T: (852) 2532 1116 F: (852) 2537 1547

**ING Securities Limited** 安銀證券有限公司

Andrew Kuet  
關順昌  
andrew.kuet@asia.ing.com  
T: (852) 2913 8576 F: (852) 2810 6127

**Kim Eng Securities (Hong Kong) Ltd.** 金英證券(香港)有限公司

Joe Wong  
黃駿聲  
joewong@kimeng.com.hk  
T: (852) 2532 8261 F: (852) 2877 0104

**SBI E2-Capital Research Limited** 軟庫金匯研究服務有限公司

Carrie Chan  
陳梓汶  
carriechan@softbank.com.hk  
T: (852) 2533 3708 F: (852) 2533 3733