

## FINANCIAL RESULTS

The Board of Directors (the "Board") of Benefun International Holdings Limited (the "Company") announces the unaudited condensed consolidated results of the Company and its subsidiaries (collectively referred to as the "Group") for the six months ended 31 December 2004 together with the comparative figures for the corresponding period in 2003. These interim financial statements have not been audited, but have been reviewed by the Company's audit committee and the auditors, BDO McCabe Lo & Company.

### Condensed consolidated income statement

For the six months ended 31 December 2004

(Expressed in Hong Kong dollars)

	Notes	Six months ended	
		31 December 2004 (Unaudited) \$'000	2003 (Unaudited) \$'000
<b>Turnover</b>	2	<b>103,978</b>	94,034
Cost of sales		<b>(67,636)</b>	(58,460)
Gross profit		<b>36,342</b>	35,574
Other revenue	3	<b>3,123</b>	3,388
Distribution costs		<b>(19,905)</b>	(22,397)
Administrative expenses		<b>(13,943)</b>	(13,693)
<b>Operating profit</b>		<b>5,617</b>	2,872
Finance costs	4	<b>(231)</b>	(380)
<b>Profit from ordinary activities before taxation</b>	4	<b>5,386</b>	2,492
Taxation	5	<b>(2,608)</b>	(1,229)
<b>Net profit attributable to shareholders</b>		<b>2,778</b>	1,263
<b>Earnings per share</b>	7		
Basic		<b>0.23 cent</b>	0.12 cent

The notes on pages 5 to 11 form part of these interim financial statements.