

## 封面主題

華潤創業有限公司始於葵涌的工業物業發展項目「達利中心」。其後經過多次收購活動，其中主要向母公司收購，興起了華潤創業中國概念股的故事，激發起九十年代中期的紅籌熱潮。

今天，本集團已重整業務重點，施行零售帶動分銷策略，集中從事四項核心業務：零售、飲品、食品及紡織。華潤創業矢志成為區內最大的消費品公司，在其業務領域中早已建立起領導地位，大部分營業額和資產均位於中國。

## COVER THEME

China Resources Enterprise, Limited started with an industrial property development project “Riley House” in Kwai Chung. Following subsequent acquisitions, mainly from the parent company, our story took off as a China concept stock and fuelled the red chip frenzy in the mid-nineties.

Today, we have re-aligned our businesses focus under a retail-led distribution strategy with four core businesses – retail, beverage, food and textile. Aspiring to become the largest consumer company in China, CRE has already established leading presence in our business domains with most of our turnover and assets in China.

香港灣仔港灣道二十六號  
華潤大廈三十九樓  
電話：852-2827-1028  
傳真：852-2598-8453  
網址：www.cre.com.hk  
電郵：info@cre.com.hk

39/F, China Resources Building  
26 Harbour Road, Wanchai, Hong Kong  
Telephone : 852-2827-1028  
Facsimile : 852-2598-8453  
Website : www.cre.com.hk  
E-mail : info@cre.com.hk

投資者關係  
電郵：ir@cre.com.hk

Investor Relations  
E-mail : ir@cre.com.hk

