## **INTERIM DIVIDEND**

The Directors do not propose an interim dividend for the six months ended 30th June, 2005 (2004: HK 1 cent per ordinary share).

## **BUSINESS REVIEW AND PROSPECTS**

For the six months ended 30th June 2005, the Group's turnover was US\$70,711,000, and the Group's net profit attributable to shareholders was US\$1,212,000.

During the first half year, the Group recorded similar turnover as compared with that of the same period last year. However, owing to the fact that the soaring price of crude oil led to larger rise in the prices of petroleum-derived shoe components, and that the increase in labor costs in Pearl River Delta region resulted in the hike in shoe-making costs, the net profit margin dropped as compared with that of the same period last year.

Facing up to such difficult economic situation, the Group has formulated respectively the short-term, mid-term and long-term operation strategies. In the short run, the strategy was focused on creating quality product and services, that is, to strengthen the customers' confidence in the Group by providing superb product and services. In respect of mid-term, the strategy was centered on exploring new production management, that is, spreading the lean production concept, intensifying production line remolding and production management personnel training, improving effectiveness, eliminating wastage and shortening delivery lead time. Up to 30th June 2005, of the total 40 production lines in the plant, 16 of them have been transformed into production line with lean production concept, with marked improvement of production effectiveness achieved. By the end of October, the number of lean production lines will be increased to 18. In the long run, the strategy was to consolidate corporate internal governance, that is, to promote construction of corporate core value and corporate culture, to cultivate internal talents, to establish efficient and stable management system and to create an united and aggressive working atmosphere. With the implementation of such short-term, mid-term and longterm operation strategies, we are convinced that we can create our unique operation model, under which the Group's business will forge ahead in the direction of healthy and steady development.