



公司簡介 Company Profile



康師傅控股有限公司（「本公司」），總部設於中華人民共和國（「中國」）天津市，其附屬公司主要在中國從事生產和銷售方便麵、飲品及糕餅。本公司及其附屬公司（「本集團」）於一九九二年開始生產方便麵，並從一九九六年擴大業務至糕餅及飲品；目前本集團的三大品項產品，皆已在中國食品市場佔有顯著的市場地位，據ACNielsen二零零六年十二月的零售市場研究報告，調查結果顯示在這期間本集團在方便麵、包裝茶飲品及夾心餅乾於銷售額的市場佔有率分別為43.3%、53.6%及22.2%，同時處於領導地位。本集團大部份產品均以家傳戶曉的「康師傅」品牌銷售，本集團相信「康師傅」是中國最為消費者熟悉的品牌之一。

本集團透過自有遍佈全國的銷售網絡分銷旗下產品，截至二零零六年十二月本集團擁有437個營業所及80個倉庫以服務5,490家經銷商及73,392家直營零售商。本集團相信此廣博的銷售網絡，是構成本集團產品處於市場領導地位的主要原因，亦促使本集團的新產品更成功而有效地登陸市場。

本集團的發展乃將資源專注於食品流通事業，繼續強化物流與銷售系統，以期建立「全球最大中式方便食品及飲品集團」的構想。

本集團於一九九六年二月在香港聯合交易所有限公司上市。本公司的大股東頂新（開曼島）控股有限公司和三洋食品株式會社分別持有本公司33.1889%的股份。於二零零六年十二月三十一日，本公司之市值為54.5億美元。現時本公司已被納入英國富時指數中亞太區（除日本外）的成份股。

Tingyi (Cayman Islands) Holding Corp. (the "Company"), headquartered in Tianjin, the People's Republic of China (the "PRC"), and its subsidiaries specialise in the production and distribution of instant noodles, beverages and baked goods in the PRC. The Company and its subsidiaries (the "Group") started its instant noodle segment in 1992, and expanded into the bakery segment and beverage segment in 1996. The Group's three main product segments have established leading market shares in certain segments of the PRC's food industry. According to ACNielsen SCAN TRACK EXPRESS, based on sales, in December 2006, the Group was the market leader in instant noodles, ready-to-drink ("RTD") teas and sandwich crackers, gained 43.3%, 53.6% and 22.2% market share respectively. The Group is best known in the PRC for its "Master Kong" brand name which appears on the packaging of most of its products. The Group believes that "Master Kong" is one of the most recognised consumer brand names in the PRC.

The Group distributes its products throughout the PRC through its extensive sales network consisting of 437 sales offices and 80 warehouses serving 5,490 wholesalers and 73,392 direct retailers as of 31 December 2006. The Group believes that this extensive sales network is a significant contributor to the Group's leading market shares and it enables the Group to rapidly and successfully introduce new products.

Focused on the development of the Group by concentrating its resources in food circulation business, the Group will continue to strengthen its logistics and sales system in the PRC, to realize its dream of setting up "The biggest Group for Chinese Instant Food & Beverage in the World".

The Group was listed on the Stock Exchange of Hong Kong Limited in February 1996. Each of the Company's major shareholders Ting Hsin (Cayman Islands) Holding Corp. and Sanyo Foods Co., Ltd. holds a 33.1889% equity interest respectively in the Company. Market capitalisation as at 31 December 2006 was US\$5.45 billion. The Company is a constituent stock of British's FTSE All-World Asia Pacific Ex-Japan Index.