



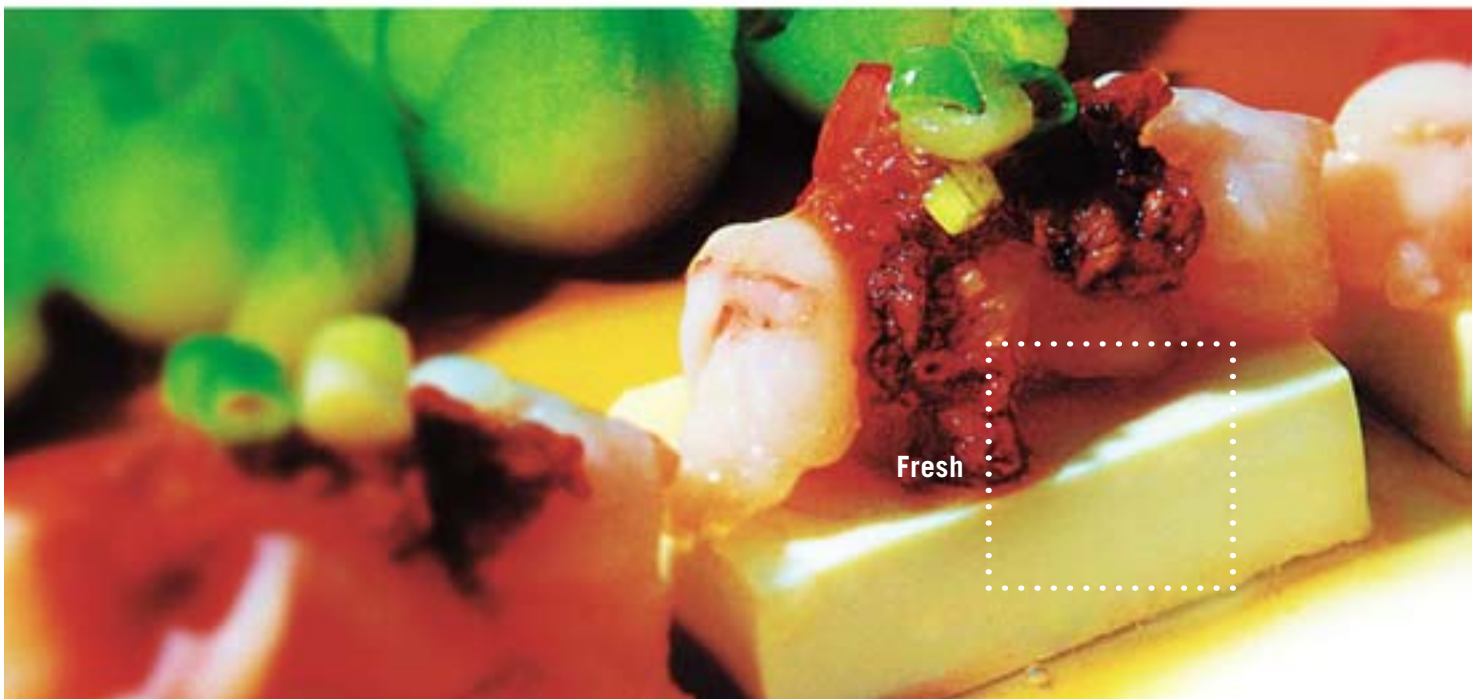
Natural



natural  
+ fresh

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healthy



Fresh

# Management Report

## 管理層報告書

### Turnover

In the year under review, the Group's total turnover reached HK\$2,693 million, up 6.9% from Fiscal 2005/2006, with Mainland China, Australia and New Zealand being the key drivers of growth.

In the Hong Kong market, turnover improved more conspicuously in the second half of the year by 5.6% after a modest growth of 2.0% in the first half. Profiting from the good response to products under CEPA and the success of the "core business, core brand and core city" strategy, the Group's Mainland China operation posted a full-year sales increase of 38.6%. To take advantage of the Group's new production capacity in Australia, promotion activities were re-scheduled for the second half of Fiscal 2006/2007. This strategy led to an upsurge of sales in the second half by 25.9%, which was almost double that of the first half. Sales in North America saw a slight decline of 0.2% mainly due to the softening of the mainstream market for aseptic soymilk and tofu, which was primarily offset by increase in revenue from new products, imported goods and pasta.

### 營業額

於回顧年度，本集團之總營業額達港幣2,693,000,000元，較二零零五 / 二零零六財政年度上升6.9%，其中中國大陸、澳洲及新西蘭為增長之主要動力。

香港市場上半年之營業額增長率為2.0%，增幅溫和，下半年之增長較突出，升幅達5.6%。本集團之中國大陸業務全年銷售額增加達38.6%，有賴透過CEPA進口自香港之產品反應良好，以及「核心業務、核心品牌及核心城市」策略成功所致。為有效運用本集團在澳洲之新增產能，本集團重新調動產品推廣活動於二零零六 / 二零零七財政年度下半年推出，令下半年之銷售額激增25.9%，幾乎為上半年度之一倍。北美洲之銷售額輕微下跌0.2%，主要由於無菌紙包裝豆奶及豆腐產品於主流市場呈現放緩，其下跌之銷售額大部份可被新產品、進口貨品及意大利麵食等增加之收入所抵銷。

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### Gross Profit

The Group's gross profit for the year was HK\$1,563 million, up HK\$82 million or 5.5%. Owing to the general increases in material costs and the under-performance of one of the Group's operations, gross margin dropped slightly from 58.8% to 58.0%.

### Operating Expenses

Total operating expenses were up by 5.1% to HK\$1,364 million, representing 50.6% of sales. Marketing, selling and distribution expenses stood at HK\$1,053 million, up 6.9% as a result of higher trade discounts and rebates, more promotions and marketing activities to reinforce the Group's brands as well as investment to expand and strengthen the marketing team.

Administrative expenses amounted to HK\$166 million, up slightly by 1.2%. Other operating expenses dropped to HK\$145 million, compared to HK\$149 million in the previous year.

### Operating Profit and Earnings before Interest, Taxation, Depreciation and Amortisation Expenses (EBITDA)

EBITDA for the year was HK\$344 million, up HK\$11 million or 3.3%. Despite the 0.8% drop in gross profit margin, the Group still maintained an EBITDA margin of 12.8% to sales (2005/2006: 13.2%) due to the stringent control of operating costs.

### 毛利

本集團於本年度之毛利為港幣1,563,000,000元，升幅為港幣82,000,000元或5.5%。由於整體物料成本上漲加上本集團某一市場業務表現未如理想，毛利率從58.8%輕微下跌至58.0%。

### 經營費用

總經營費用增加5.1%至港幣1,364,000,000元，佔銷售額50.6%。由於增加批發折扣開支，以及為強化本集團品牌而增多宣傳及市場推廣活動，加上增強市場推廣人力之投資，推廣、銷售及分銷費用達港幣1,053,000,000元，上升6.9%。

行政費用為港幣166,000,000元，輕微增加1.2%。其他經營費用下跌至港幣145,000,000元，去年則為港幣149,000,000元。

### 經營溢利及未計利息、稅項、折舊及攤銷費用前盈利(EBITDA)

本年度之EBITDA為港幣344,000,000元，上升港幣11,000,000元或3.3%。雖然毛利率下跌0.8%，但由於本集團嚴格控制經營成本，因此仍能將EBITDA利潤維持至佔銷售額之12.8%（二零零五／二零零六年：13.2%）。

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### Profit Attributable to Equity Shareholders of the Company

For the year ended 31st March, 2007, profit attributable to equity shareholders of the Company was HK\$174 million, representing a moderate increase of 1.2% from Fiscal 2005/2006.

### Liquidity and Financial Resources

The Group's financial position has remained very strong. As at 31st March, 2007, the Group was in a healthy net cash position of HK\$368 million (31st March, 2006: HK\$393 million). Banking facilities available to but not used by the Group amounted to HK\$301 million.

As at 31st March, 2007, the Group's borrowings (including obligations under finance leases) amounted to HK\$132 million (31st March, 2006: HK\$125 million), most of which were at floating interest rates. The maturity profiles of the borrowings were spread over a period of ten years, with HK\$35 million repayable in the first year, HK\$75 million repayable in the second year and HK\$22 million in the remaining years. The borrowings denominated in US and Australian dollars were the equivalent of HK\$16 million and HK\$116 million respectively. The gearing ratio (total borrowings/total equity attributable to equity shareholders of the Company) was 10.5% (31st March, 2006: 10.0%).

The Group incurred capital expenditure totalling HK\$135 million in 2006/2007 (2005/2006: HK\$64 million), which was primarily funded by cash generated from various operations.

### Charges on Group Assets

As at 31st March, 2007, certain assets of the Group with an aggregate carrying value of HK\$35 million (31st March, 2006: HK\$40 million) were pledged under certain loans and lease agreements.

### 本公司股權持有人應佔溢利

截至二零零七年三月三十一日止年度，本公司股權持有人應佔溢利為港幣174,000,000元，較二零零五／二零零六財政年度溫和增長1.2%。

### 流動資金及財務資源

本集團之財務狀況仍然非常穩健。於二零零七年三月三十一日，本集團之現金淨額維持於港幣368,000,000元（二零零六年三月三十一日：港幣393,000,000元）之穩健水平。本集團可動用而未提取之銀行信貸額達港幣301,000,000元。

於二零零七年三月三十一日，本集團之借貸（包括融資租賃之債務）為港幣132,000,000元（二零零六年三月三十一日：港幣125,000,000元），其中大部份按浮動利率計算。有關借貸分十年攤還，其中港幣35,000,000元須於首年攤還，港幣75,000,000元須於第二年攤還，另港幣22,000,000元須於餘下年期攤還。該等借貸以美元及澳元為單位，分別相當於港幣16,000,000元及港幣116,000,000元。借貸比率（借貸總額與本公司股權持有人應佔權益總額之比率）為10.5%（二零零六年三月三十一日：10.0%）。

本集團於二零零六／二零零七年錄得之資本開支共達港幣135,000,000元（二零零五／二零零六年：港幣64,000,000元），主要以經營業務所得之現金撥款支付。

### 本集團資產之抵押

於二零零七年三月三十一日，本集團賬面值合共港幣35,000,000元（二零零六年三月三十一日：港幣40,000,000元）之若干資產已用作若干貸款及租賃協議之抵押。

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### Financial Risk Management

The Group's financial management focuses on controlled management of risks, with transactions being directly related to the underlying businesses of the Group. The Group operates a central cash and treasury management system for all its subsidiaries. Borrowings are normally taken out in local currencies by the Group's operating subsidiaries to fund and partially hedge their investments.

The financial risks faced by the Group arise mainly from the fluctuation of interest rates and exchange rates. The Group makes use of financial instruments, where appropriate, to manage those risks. At the close of Fiscal 2006/2007, the Group had no significant exposure under foreign exchange contracts or financial derivatives.

### Employment, Training and Development

The Group is fully aware of the need to make the best use of its manpower resources to maximise productivity and, therefore, adopts a prudent approach with regard to manpower. In the twelve months to 31st March, 2007, the Group's workforce increased by 3.7% with the number of full-time staff reaching 2,448.

In terms of staff development, the Group continued to support a wide range of skills training and staff development programmes in Hong Kong, Mainland China, North America and Australia, with a view to improving job-related competencies and overall efficiency. The Group also encouraged employees to attend external training and education programmes, including MBA and other degree courses, by offering financial sponsorship in accordance with certain criteria.

### 財務風險管理

本集團之財務管理重點在於管控風險，所有交易必須與本集團之相關業務有直接關係。本集團為其所有附屬公司實行中央現金及財政管理制度。本集團之各營運附屬公司一般以當地貨幣舉債注資，並能對沖部份出資匯率風險。

本集團所面對之財務風險主要與利率及匯率波動有關。本集團於需要時會利用金融工具管理該等風險。於二零零六／二零零七財政年度年結日，本集團並無有關外匯合約或衍生金融工具之重大風險。

### 僱員、培訓及發展

本集團充份認識到善用人力資源能增加生產力之重要性，故於人力資源運用方面取態審慎。截至二零零七年三月三十一日止十二個月內，本集團之員工人數增加3.7%，當中全職僱員人數達2,448名。

在員工發展方面，本集團繼續提供或資助在香港、中國大陸、北美洲及澳洲等地舉辦之各項技能培訓及員工發展課程，藉以提升員工與工作有關之技能及整體效率。本集團亦依據若干準則提供財力資助，鼓勵僱員參加外間主辦之培訓及教育課程，包括工商管理碩士及其他學位課程。

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The Group's remuneration policies and packages remained unchanged during the year. The remuneration packages for the staff (including the executive directors) that covered basic salaries, discretionary bonuses, share options and other long-term benefits were pegged to the Group's and individual employee's performance, and were meant to reflect the value generated by everyone during the year.

本集團之薪酬政策及福利於年內保持不變。員工(包括執行董事)之薪酬福利包括基本薪金、酌情花紅、購股權及其他長期福利等，均與本集團之業績及個別僱員之表現掛鉤，亦藉此反映各員工於年內作出之貢獻。

## Corporate Social Responsibility

### Safety and Health of Employees

The Group is fully committed to ensuring the safety and health of its employees. The safety and health committees established in the Group's various operations are responsible for constantly improving safety and health in the workplace by carrying out regular risk assessment of work sites and by establishing policies and guidelines for improvement and taking corrective action where necessary. Regular and intensive training on safety and health is also provided for staff.

### Health and Wellness

During the year, the Group participated in various activities to promote health and wellness in the community. These included Hong Kong College of Cardiology's Jump Rope for Heart Carnival, United Christian Nethersole Hospital's interschool healthy meal competition, Chinese University of Hong Kong's Bone Health Education Carnival, and Children's Heart Foundation's health exhibition and charity walk.

On the other hand, through the launching of VITASOY SAN SUI Tofu and Fresh CALCI-PLUS Soymilk Drink, the Group continued to promote a healthy diet among consumers. To promote healthy eating at school, the Group engaged dieticians to help design the lunch menu for students and supplied healthier snacks to schools.

## 企業社會責任

### 僱員之安全及健康

本集團非常關注僱員之職業安全及健康。本集團各業務分部均設有職業安全及健康委員會，專責不斷改善工作地點之安全及健康事宜，包括定期對工作地點進行風險評估，制定改善政策及指引，並在需要情況下，作出糾正行動。本集團亦就職業安全及健康等環節為員工提供定期深入之培訓。

### 健康生活

年內，本集團參與多項活動於社區推廣健康生活之訊息。活動包括香港心臟專科學院跳繩強心嘉年華、基督教聯合那打素醫院「健康校園出狀元」活動、香港中文大學舉行之「婦女骨骼健康嘉年華」，以及兒童心臟基金會健康展覽及步行籌款。

另外，透過推出維他奶山水豆腐及鮮凍鈣思寶豆奶飲品，不斷向消費者推廣均衡健康飲食習慣。為向學校推廣健康飲食，本集團特聘營養師為學生設計午餐餐單並向學校供應更健康小食。

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### Community Support

The Group is committed to supporting the community where it operates in such key areas as education, health and culture.

In Fiscal 2006/2007, the Group made cash and in-kind donation to nearly 80 non-profit organisations in Hong Kong and the US. The recipient organisations in Hong Kong included the Community Chest of Hong Kong, World Vision Hong Kong, Oxfam Hong Kong, Children's Heart Foundation, the Salvation Army, Hong Kong Wheelchair Aid Service, World Emergency Relief, Outward Bound Hong Kong and ORBIS. In the US, the recipients included Greater Boston Food Bank, American Red Cross and American Cancer Society. The Group's employees participated keenly in charitable events such as Oxfam Trailwalker, the Community Chest Corporate and Employee Contribution Programme, Walks for Millions and the Standard Chartered Hong Kong Marathon.

On education, the Group sponsored school activities and underprivileged university students through its bursary funds while continuing to be an active supporter of the School-Business Partnership Programme organised by the Education and Manpower Bureau of the HKSAR Government, to offer summer work attachment opportunities for secondary school students, with an objective to expand their exposure in the business sector and better equip them to meet the challenges ahead.

### 社會服務

本集團於其業務地區透過教育、健康及文化等主要範疇為社會服務。

於二零零六／二零零七財政年度，本集團向香港及美國接近80間非牟利機構作出現金及實物捐贈。香港受惠團體包括香港公益金、香港世界宣明會、香港樂施會、兒童心臟基金會、救世軍、香港輪椅輔助會、世界緊急援助(香港)、香港外展訓練學校，及奧比斯。在美國，受惠團體包括Greater Boston Food Bank、美國紅十字會及美國防癌協會。本集團僱員亦積極參與多項慈善活動，計有樂施毅行者、公益金商業及僱員募捐計劃、公益金百萬行及香港渣打馬拉松。

教育方面，本集團透過其助學金贊助學校活動及資助有需要大學生，同時繼續積極支持香港特別行政區政府教育統籌局主辦之「商校合作計劃」，為中學生提供暑期在職實習機會，擴闊他們之商界視野，更能裝備自己迎接未來挑戰。

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### Environment

The Group continued to support environmental protection by minimising all kinds of industrial wastes generated from its production processes, and ensuring that its waste treatment systems perform their best at all times. The lunch boxes and utensils used in the Group's tuck shops are made of recyclable or reusable materials.

### 環境

本集團繼續支持環保活動，儘力減少生產過程所產生之各類工業廢料，及確保廢物處理系統經常保持最佳狀態。本集團學校食物部採用之飯盒及餐具均由可循環或可再用的物料製造。

### Recognitions and Awards

In Hong Kong, we again received the Caring Company logo from the Hong Kong Council of Social Service, while Vitaland Services Limited was awarded the Certificate of Outstanding Performance by the Employees Retraining Board. Vitaland Services Limited and Hong Kong Gourmet Limited were honoured with the Caring Employer Award and Caring Employer Honourable Award respectively by the New Territories Association Retraining Centre.



In Mainland China, VITASOY brand was voted as one of the top three Hong Kong brands in the "PRC Internet Users' Most Favourable Hong Kong Brands 2007", an online survey conducted on Sohu.com, and also voted as one of the "PRC Consumers' Most Favourable Hong Kong Brands (Golden Brands) 2007". In addition, Hong Kong Gourmet Limited was awarded the Hazard Analysis and Critical Control Point (HACCP) accreditation.

### 表揚及嘉許

於香港，本集團再次榮獲香港社會服務聯會商界展關懷之標誌，而維他天地服務有限公司榮獲僱員再培訓局頒發僱主優異獎。維他天地服務有限公司及香港美食有限公司榮獲新界社團聯會再培訓中心分別頒發愛心僱主大獎及愛心僱主榮譽大獎。

中國大陸方面，維他奶品牌在搜狐網站進行之一項網上投票中，獲選為「中國互聯網用戶2007年最受歡迎香港品牌」前三名香港品牌之一，亦被投票選為「2007年全中國消費者最喜愛香港名牌」金獎品牌。此外，香港美食有限公司亦獲取「危害分析與關鍵控制點」(HACCP)認證。



**caringcompany** 2004-07  
Awarded by The Hong Kong Council of Social Service  
香港社會服務聯會頒發



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### Hong Kong

#### Production Efficiency

By Location of Assets (Production Plants) 按資產(生產廠房)所在地		2006/2007 HK\$ million 港幣百萬元	2005/2006 HK\$ million 港幣百萬元	Movement 變動
Revenue	收入	1,474	1,419	3.9%
Segment Result	分部業績	222	213	4.2%
Segment Net Operating Assets	分部淨營運資產	475	463	2.6%

The Group's production plant in Tuen Mun supports both domestic sales and exports to markets in Europe, Macau, Southeast Asia and the Americas. During the year, new packaging equipment was installed to cater to the market shift to slimmer packaging. For the year ended 31st March, 2007, revenue generated by this plant and the Group's tuck shop business reached HK\$1,474 million, an increase of 3.9% over the previous year. The segment result for the year was HK\$222 million (2005/2006: HK\$213 million).

#### Market Performance

By Location of Customers 按客戶所在地		2006/2007 HK\$ million 港幣百萬元	2005/2006 HK\$ million 港幣百萬元	Movement 變動
Revenue – Hong Kong Domestic Market	收入 – 香港 本銷市場	1,669	1,608	3.8%
Revenue – Export Markets	收入 – 出口市場	92	87	5.7%

##### (1) Hong Kong Domestic Market

The Hong Kong economy continued to expand at a steady pace in 2006. Driven by domestic demand, investment and external trade, GDP for 2006 registered a robust increase of 6.8%. Despite this growth, inflationary pressure remained mild. Under this economic environment, the non-carbonated drinks market grew by over 5%. Signs of effective price increment in the retail market began to emerge towards the end of the year.

### 香港

#### 生產效率

本集團之屯門生產廠房供應本地市場，以及分佈歐洲、澳門、東南亞及美洲之出口市場。年內，本集團已添置新包裝設備以滿足市場趨向纖巧包裝之需求。截至二零零七年三月三十一日止年度，該廠房及本集團食物部業務之收入為港幣1,474,000,000元，較去年上升3.9%。本年度之分部業績為港幣222,000,000元(二零零五/二零零六年：港幣213,000,000元)。

#### 市場表現

##### (1) 香港本銷市場

香港經濟於二零零六年繼續穩步發展。在本土需求、投資氣氛及對外貿易帶動下，二零零六年本地生產總值錄得6.8%之強勁增長。儘管如此，通脹壓力仍然溫和。在此經濟環境下，非碳酸飲料市場增長超過5%。價格上調之跡象已於本年底開始在零售市場浮現。

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### Hong Kong (continued)

#### Market Performance (continued)

##### (1) Hong Kong Domestic Market (continued)

In the year under review, the Group launched a multitude of new products and flavours to create new demand and drive sales, including VITASOY Mocha Soya Bean Milk, VITASOY Red Bean Soya Bean Milk, VITASOY Taro Soya Bean Milk, CALCI-PLUS Soya Fibre Soya Drink, VITA TSING SUM ZHAN Pear and Osmanthus Drink, VITA TSING SUM ZHAN Citrus and Aloe Vera Drink, VITA GOR YIN HAI Pineapple and Banana Tea, VITA GOR YIN HAI Apple and Mango Tea, VITA CHA T DIN Honey Mandarin Tea, VITA CHA T DIN Honey Lime Tea and VITA Aloe Vera Chrysanthemum Tea. These new products have been well accepted by the market. VITA Lemon Tea in PET (plastic bottle) format was also launched to cater to market needs. With this enhanced product portfolio, sales increased by 3.8% year-on-year.

In March 2007, the Group entered into an agreement with Otsuka Pharmaceutical (H.K.) Ltd., the manufacturer of POCARI SWEAT to become the sole vending sales distributor of POCARI SWEAT in Hong Kong and Macau, thus further enhancing the Group's product offerings in this channel.

The Group's tuck shop business continued to expand. By the end of Fiscal 2006/2007, the number of tuck shops managed by Vitaland Services Limited reached 303, up from 292 a year ago and the Group commanded a significant market share. Tuck shop sales increased marginally over the previous year as the key focus was on improving the profitability and efficiency of the operation. Vitaland Services Limited's operating profit for the year increased 15.6% from 2005/2006.

##### (2) Export Markets

The export sales of the Group's Hong Kong operation grew by 5.7% year-on-year. Sales in Macau showed an encouraging growth of 9.7% as a result of the flourishing economy. In Singapore, sales also improved in the second half of the year after the change of distributors.

### 香港 (續)

#### 市場表現 (續)

##### (1) 香港本銷市場 (續)

於回顧年度，本集團推出多款新產品及口味，刺激需求及增加銷售額，當中包括維他奶朱古力咖啡豆奶、維他奶紅豆豆奶、維他奶香芋豆奶、鈣思寶大豆益纖大豆飲品、維他清心棧雪梨桂花飲品、維他清心棧橘子蘆薈飲品、維他清心棧蘋果茉莉飲品、維他菓然系菠蘿香蕉茶、維他菓然系蘋果芒果茶、維他茶字典蜂蜜柑桔茶、維他茶字典蜂蜜青檸茶及維他蘆薈菊花茶。這些新產品均廣受市場歡迎。此外，本集團亦推出塑膠瓶裝維他檸檬茶迎合市場需求。豐富之產品組合令銷售額按年計增長3.8%。

於二零零七年三月，本集團與寶礦力水特之製造商香港大塚製藥有限公司簽訂合約成為寶礦力水特飲品於香港及澳門之自助飲品售賣機銷售之獨家分銷商，進一步增加本集團於自助飲品售賣機之產品供應種類。

本集團之食物部業務繼續擴展。於二零零六 / 二零零七財政年度末，維他天地服務有限公司管理之食物部數目較去年之292間增加至303間，本集團並已取得重大市場佔有率。由於過去一年主要致力於改善盈利及經營效率，食物部之銷售額較去年僅有輕微增加。維他天地服務有限公司本年度之經營溢利較二零零五 / 二零零六年上升15.6%。

##### (2) 出口市場

本集團香港業務出口之銷售額按年計增長5.7%。澳門之銷售額在繁榮經濟帶動下錄得9.7%之增長，成績令人鼓舞。新加坡方面，於更換分銷商後，下半年銷售額亦有所改善。

## Management Report 管理層報告書



### North America

#### Production Efficiency

By Location of Assets (Production Plant) 按資產(生產廠房)所在地		2006/2007 HK\$ million 港幣百萬元	2005/2006 HK\$ million 港幣百萬元	Movement 變動
Revenue	收入	379	386	(1.8%)
Segment Result	分部業績	(49)	(20)	(145.0%)
Segment Net Operating Assets	分部淨營運資產	182	205	(11.2%)

The Group's production plant in Massachusetts supports the North American market. During the year, the plant generated HK\$379 million in revenue, a slight decline of 1.8%. Operating loss increased to HK\$49 million due mainly to the costs associated with the new products launches, declining tofu sales, and additional trade expenses to drive aseptic soymilk sales.

### 北美洲

#### 生產效率

本集團位於麻省之生產廠房供應北美洲市場。年內，該廠房之收入為港幣379,000,000元，輕微下跌1.8%。經營虧損增至港幣49,000,000元，主要虧損來自推出新產品之費用、豆腐產品銷售下跌，以及刺激無菌紙包裝豆奶銷量之額外批發折扣開支。

#### Market Performance

By Location of Customers 按客戶所在地		2006/2007 HK\$ million 港幣百萬元	2005/2006 HK\$ million 港幣百萬元	Movement 變動
Revenue – North American Market	收入 – 北美洲市場	439	440	(0.2%)

Total soy food sales in North America showed a decline of 2.0%. Soymilk sales registered a 10.5% growth versus the previous year, mainly attributable to refrigerated soymilk. Tofu sales, which represented 6.6% of the total soy food market, saw a decline of 1.2% last year.

Revenue generated from the North American market was HK\$439 million, a marginal decrease of 0.2%. This was the result of the softening of aseptic soymilk and tofu sales, which was primarily offset by increase in revenue from new products, imported goods and pasta. In view of the under-performance of the new product lines, we have re-adjusted our business strategy to focus more heavily on core products and competencies as well as cost management in order to narrow the operating loss substantially in the coming year.

#### 市場表現

北美洲總大豆食品銷售額下跌2.0%。豆奶銷售額較去年錄得10.5%增長，主要來自鮮凍豆奶。豆腐產品之銷售額(佔總大豆食品市場6.6%)去年亦下跌1.2%。

北美洲市場收入為港幣439,000,000元，輕微下跌0.2%。此乃由於無菌紙包裝豆奶及豆腐產品銷量放緩，其下跌之銷售額大部份可被新產品、進口貨品及意大利麵食等增加之收入所抵銷。由於新產品系列之表現未如理想，本集團已重新調整業務策略，更專注發展核心產品及強項以及致力成本管理，務使經營虧損可於來年大幅收窄。

## Management Report 管理層報告書



### Mainland China

#### Production Efficiency

##### By Location of Assets (Production Plants)

按資產(生產廠房)所在地

Revenue	收入
Segment Result	分部業績
Segment Net Operating Assets	分部淨營運資產

### 中國大陸

#### 生產效率

2006/2007 HK\$ million 港幣百萬元	2005/2006 HK\$ million 港幣百萬元	Movement 變動
588	509	15.5%
77	56	37.5%
218	228	(4.4%)

The Group's production plants in Shanghai and Shenzhen support the Mainland China and Hong Kong markets. In the year under review, these two HACCP-accredited plants together generated HK\$588 million in revenue, representing an increase of 15.5%. The segment result was HK\$77 million, surging by 37.5% over the last year.

本集團設於上海及深圳之生產廠房負責供應中國大陸及香港市場。於回顧年度，此兩間獲頒發HACCP認證之廠房為本集團帶來總收入港幣588,000,000元，增幅達15.5%。分部業績為港幣77,000,000元，較去年激增37.5%。

#### Market Performance

##### By Location of Customers

按客戶所在地

Revenue – Mainland China Market	收入 – 中國大陸市場
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#### 市場表現

2006/2007 HK\$ million 港幣百萬元	2005/2006 HK\$ million 港幣百萬元	Movement 變動
237	171	38.6%

The Chinese economy continued to prosper in 2006. Owing to the general rise in household income and consumers' recognition of the benefits of dairy products, the dairy industry experienced healthy growth. We believe the soymilk market in Mainland China expanded by about 7%.

中國經濟於二零零六年持續向好。由於家庭收入普遍上升，加上越來越多消費者認同奶類產品之益處，奶類業獲得穩健增長。本集團相信中國大陸豆奶市場之增長約為7%。

## Management Report 管理層報告書



### Mainland China (continued)

#### Market Performance (continued)

The Group has been implementing the strategy of “core business, core brand and core city” for driving business growth while reinforcing its brand and market position in Mainland China. This strategy has been successful, particularly in major cities in the southern part of China, including Guangzhou, Dongguan and Shenzhen. In the year under review, revenue generated from Mainland China amounted to HK\$237 million, up by an encouraging 38.6%.

Vitasoy has been benefiting from the opportunities arising from CEPA. Last year a number of new CEPA products imported from Hong Kong were launched in Mainland China. These included VITA Mango Juice, VITA Guava Juice, VITA Chrysanthemum Tea, VITASOY Mocha Soya Bean Milk, VITASOY Red Bean Soya Bean Milk, and VITASOY Taro Soya Bean Milk. These products were welcomed by the market and they played an important role in boosting sales.

On the other hand, the co-packing business in Mainland China continued to enhance the capacity utilisation of the two plants and contribute to the Group's financial performance.

### 中國大陸(續)

#### 市場表現(續)

本集團實行「核心業務、核心品牌及核心城市」策略，帶動業務增長，同時亦鞏固其在中國大陸之品牌及市場地位。此策略非常成功，尤其是在中國南部之主要城市，包括廣州、東莞及深圳。於回顧年度，中國大陸收入達港幣237,000,000元，上升38.6%，成績令人鼓舞。

本集團亦受惠於CEPA帶來之商機。去年，多款從香港進口之新CEPA產品在中國大陸推出，當中包括維他芒果汁、維他石榴汁、維他菊花茶、維他奶朱古力咖啡豆奶、維他奶紅豆豆奶及維他奶香芋豆奶。這些產品廣受市場歡迎，在刺激銷量方面擔當重要角色。

另外，中國大陸之委托加工業務繼續提高兩所廠房之使用率，並為本集團帶來財務收入。

## Management Report 管理層報告書



### Australia and New Zealand Production Efficiency

By Location of Assets (Production Plant) 按資產(生產廠房)所在地		2006/2007 HK\$ million 港幣百萬元	2005/2006 HK\$ million 港幣百萬元	Movement 變動
Revenue	收入	252	207	21.7%
Segment Result	分部業績	40	26	53.8%
Segment Net Operating Assets	分部淨營運資產	225	161	39.8%

The Group's joint-venture plant in Wodonga, Victoria supports the Australian and New Zealand markets. During the year, Vitasoy Australia undertook a capital expansion programme to double its manufacturing capacity and the project was completed on schedule in September 2006. In the twelve months to 31st March, 2007, the plant generated HK\$252 million in revenue, representing a strong increase of 21.7%. The segment result was HK\$40 million, a robust increase of HK\$14 million or 53.8% over the previous year.

### Market Performance

By Location of Customers 按客戶所在地		2006/2007 HK\$ million 港幣百萬元	2005/2006 HK\$ million 港幣百萬元	Movement 變動
Revenue – Australian and New Zealand Markets	收入 – 澳洲及新西蘭市場	257	214	20.1%

The Australian soy and rice milk market was relatively flat whereas the New Zealand market expanded by 6%. Although the retail market channel showed signs of decline, the route sales channel was expanding rapidly.

In Fiscal 2006/2007, revenue from the Australian and New Zealand markets reached HK\$257 million, representing a 20.1% increase from last year. Because of stronger-than-forecast market demand, the Wodonga plant's production capacity reached its limit ahead of schedule and an expansion plan was immediately embarked on. As a result, Vitasoy Australia focused mainly on fulfilling the demand for existing products while new product launches were deferred. This arrangement inevitably had some impact on the overall growth of both soymilk and ricemilk. Should this factor be excluded, the growth of sales and profit would have been even more impressive.

### 澳洲及新西蘭 生產效率

本集團設於維多利亞省烏東加市之合營廠房供應澳洲及新西蘭市場。年內，本集團澳洲公司進行資本擴充計劃倍增廠房之產能，而該項目已於二零零六年九月按計劃完成。於截至二零零七年三月三十一日止十二個月，該廠房錄得收入港幣252,000,000元，大幅增長21.7%。分部業績達港幣40,000,000元，較去年飆升港幣14,000,000元或53.8%。

### 市場表現

澳洲之大豆及米奶市場發展相當平穩，而新西蘭市場則有6%之增幅。雖然零售市場有下跌趨勢，惟其他綜合銷售市場正迅速擴展。

於二零零六 / 二零零七財政年度，澳洲及新西蘭市場收入達港幣257,000,000元，較去年增加20.1%。由於市場需求較預期更為強勁，烏東加市廠房之產能亦較預期提早達至上限，本集團因而隨即進行擴充計劃。故此，本集團澳洲公司只能集中滿足現有產品之需求而將新產品押後推出。此安排無可避免對豆奶及米奶之整體增長帶來若干影響。倘若撇除此因素，銷售額及溢利之增長將更為顯著。