味千(中國)控股有限公司

AJISEN (CHINA) HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立的有限公司)

Stock Code 股份代號:538

Interim Report 中期報告 **2010**

CONTENTS

Corporate Profile

Ajisen (China) Holdings Limited (stock code: 538) ("Ajisen" or the "Company"; together with its subsidiaries, the "Group") is one of the leading fast casual restaurant ("FCR") chain operators in the People's Republic of China ("PRC") and the Hong Kong Special Administrative Region ("Hong Kong"). Since its establishment in 1996, the Group has been selling Japanese ramen and Japanese-style dishes under the Ajisen brand in the PRC and Hong Kong. By incorporating Chinese people's culinary preferences and the essence of the Chinese cuisine, the Group has carefully developed over one hundred types of Japanese-style ramen and dishes that cater for the Chinese people's palate. Combining the elements of fast food shops and traditional restaurant elements, the Group has become a fast-growing FCR chain operator.

After our listing on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 30 March 2007, the strong capital support has injected new vitality into the Group's rapid expansion. As of the date of this report, the Group's nationwide retail network comprises 459 restaurants. As a renowned brand in the Food and Beverage ("F&B") industry, Ajisen's fast casual chain restaurants are very popular among consumers with its outlets widely scattered in prime locations of major cities in the PRC and Hong Kong. As at 30 June 2010, Ajisen restaurants have entered 76 cities and 25 provinces of the PRC with total 450 restaurants. Among the major cities, the international metropolis Shanghai boasts the largest number of Ajisen restaurants, being 102, followed by 36 in Shenzhen and 31 in Beijing, together with the remaining 281 restaurants spanning across other major cities from the southern to the northern region of the PRC. In Hong Kong, Ajisen operates 37 chain restaurants with its chain network covering all major business areas of the city. Moreover, the restaurant network is supported by the Group's Shanghai and Shenzhen manufacturing centres, as well as 12 food manufacturing and processing centres in other major cities.

On 30 March 2007, Ajisen (China) was successfully listed on the Main Board of the Stock Exchange, which make it the first domestic catering chain company listed overseas. In 2007, the Group was ranked first among the top 50 fastest-growing Asian enterprises of the year by the influential international financial magazine Business Week. The Company was selected as a constituent to the 200-stock Hang Seng Composite Index ("HSCI") Series and Hong Kong Freefloat Index ("HSFI") Series with effect from 10 September 2007.

Ajisen (China) initial public offering was also named "2007 Best Mid-Cap Equity Deal" by Finance Asia, a renowned Asian business publication.

In September 2008, the Group acquired a place in "Asia's 200 Best Under A Billion" list made by Forbes. Ms. Poon Wai, Chairman and Chief Executive Officer of the Group, was enlisted into "Chinese Celebrities" by Forbes. In 2009, the Group was enlisted for the third consecutive year as one of the "Chinese Enterprises with Best Potential". The Group was also selected as the "most Influential Fast Food Brand in China" by the China Cuisine Association, and designated as the "Gold Medal Brand of PRC Consumers' Most Favorable Hong Kong Brand", as well as being accredited as a "Credible Enterprise" in China.

Ajisen (China) strives to become the No. 1 FCR chain operator in the PRC.

CORPORATE INFORMATION

Board of Directors

Executive Directors

Ms. Poon Wai
(Chairman and Chief Executive Officer)
Mr. Yin Yibing
Mr. Poon Ka Man, Jason

Non-executive Directors

Mr. Katsuaki Shigemitsu
Mr. Wong Hin Sun, Eugene

Independent Non-executive Directors

Mr. Lo Peter
Mr. Jen Shek Voon
Mr. Wang Jincheng

Audit Committee

Mr. Jen Shek Voon *(Chairman)*
Mr. Lo Peter
Mr. Wang Jincheng
Mr. Wong Hin Sun, Eugene

Remuneration Committee

Mr. Lo Peter (Chairman)
Mr. Jen Shek Voon
Mr. Wong Hin Sun, Eugene

Nomination Committee

Mr. Wong Hin Sun, Eugene *(Chairman)*
Mr. Lo Peter
Mr. Wang Jincheng

Authorised Representatives

Ms. Poon Wai
Mr. Lau Ka Ho, Robert

Qualified Accountant

Mr. Lau Ka Ho, Robert *(CPA)*

Company Secretary

Mr. Lau Ka Ho, Robert *(CPA)*

Head Office and Principal Place of Business in Hong Kong

6th Floor
Ajisen Group Tower
Block B
24-26 Sze Shan Street
Yau Tong, Kowloon
Hong Kong

Registered Office

Clifton House
75 Fort Street
P.O. Box 1350 GT
George Town
Grand Cayman
Cayman Islands

Principal Share Registrar and Transfer Office

Appleby Corporate Services (Cayman) Limited
Clifton House
75 Fort Street
P.O. Box 1350 GT
George Town
Grand Cayman
Cayman Islands

CORPORATE INFORMATION

Hong Kong Branch Share Registrar and Transfer Office

Computershare Hong Kong Investor Services Limited
Shops 1712–1716, 17th Floor
Hopewell Centre
183 Queen's Road East
Wanchai
Hong Kong

Principal Bankers

Hang Seng Bank Limited
Industrial and Commercial Bank of China (Asia) Limited
Bank of Shanghai Co., Ltd

Auditors

Deloitte Touche Tohmatsu

Hong Kong Legal Advisers

Fairbairn Catley Low & Kong
Winnie Mak, Chan & Yeung

Investor and Media Relations Consultant

iPR Ogilvy Ltd
www.iprogilvy.com

Investor Relations ("IR") Contact

Ms. Huang Nian, Nancy *(Secretary to the Board of Directors and IR Manager)* and Mr. Harker Hao *(Senior Investor Relations Specialist)*
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Company Website

www.ajisen.com.hk
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Stock Code

538

FINANCIAL HIGHLIGHTS

For the six months ended 30 June (unaudited)	2010	2009	% +/–
Turnover (HK$' million)	**1,188.1**	937.0	+26.8
Gross profit (HK$' million)	**821.1**	645.1	+27.3
Profit before taxation (HK$' million)	**268.9**	180.5	+49.0
Profit attributable to owners of the Company (HK$' million)	**192.8**	133.1	+44.9
Earnings per share – basic (HK cents)	**18.05**	12.46	+44.9

Industry Review

During the first half of 2010, the global economy continued to recover gradually. However, the foundation of recovery was not solid, and the progress of recovery was relatively slow. Under such extremely complicated situation during the first half of 2010, the macro-economic policies of China upheld its sustainability and stability, and the overall economy showed remarkable trend of growth. According to the data of the National Bureau of Statistics of China, the gross domestic product ("GDP") in China was approximately RMB17,284 billion for the first half of 2010, a year-on-year increase of 11.1%, and total income from the food and beverages ("F&B") industry during the first half of 2010 was approximately RMB818.1 billion, a year-on-year increase of 16.9%, which was higher than the growth rate of GDP.

The enormous growth potential in the F&B industry in China is gradually emerging. The structure of consumption was changed as a result of rapid urbanisation and the continuous increase in domestic income. The consumption in urban areas has entered into a new era. Fast causal restaurants ("FCR") will undoubtedly benefit from such change in consumption. With the high speed railway completed gradually, the pace of life also accelerated. Families are more accustomed to dine out. According to the latest report by the China Cuisine Association, a double-digit growth is forecasted for the F&B industry in 2010. The F&B industry in China will advance into a new phase of development.

It is believed that the trend of rapid development of the F&B industry in China would remain in the long run. This is definitely a process with both challenges and opportunities. During the first half of 2010, notwithstanding the steady recovery in the macro-economy, the F&B industry was still filled with challenges in business environment. The data of the National Bureau of Statistics of China showed that the consumer price index ("CPI") was basically on an upward trend, and the increase rate in the food prices was greater. Inflation has imposed additional difficulty on the F&B industry in controlling the cost of raw materials. At the same time, many provinces in China increased the minimum wage standard during the first half of the year, which has added pressure to the management of staff costs for F&B operators.

Despite facing manifold challenges, the Group will maintain a cautiously optimistic attitude towards future development. We will fully leverage on our competitive edge in brand positioning, product quality, and business model and capitalise on the industry experience accumulated over the years, cope with the upcoming challenges with flexible adjustment whilst paying attention to the quality and operation efficiency of our restaurant network, thus ensuring the rapid and steady growth of the Group's business.

Business Review

During the first half of 2010, the recovery in the macro-economy brought along a gradual resumption in the F&B industry. The Group has utilised the opportunities to accelerate its development. Considerable growth in various key performance indicators was achieved during the reporting period. For the six months ended 30 June 2010, the Group's turnover increased from approximately HK$936,951,000 for the corresponding period of 2009 by approximately 26.8% to approximately HK$1,188,133,000. The gross profit of the Group reached HK$821,184,000, an increase of approximately 27.3% from approximately HK$645,136,000 for the corresponding period of 2009. Profit attributable to the owners of the Company increased by approximately 44.9% to HK$192,830,000 from approximately HK$133,081,000 for the corresponding period of 2009. Correspondingly, basic earnings per share rose from HK Cents 12.46 for the corresponding period last year to HK Cents 18.05 per ordinary share.

MANAGEMENT DISCUSSION AND ANALYSIS

During the reporting period, the Group accelerated its pace for the expansion of FCR network as planned. The Group adopted more focused strategies in its development, and continued to expand the restaurant network and deepened the density in mature markets, such as Jiangsu, Zhejiang and Shanghai. Additional efforts were devoted to expand the markets in Central and Western China. As at 30 June 2010, the Group had a total of 450 fast causal chain restaurants, an increase of 100 restaurants from 350 restaurants for the corresponding period in 2009. The Group's restaurant network covers 76 cities in 25 provinces and municipalities of China, an addition of 6 provinces and 15 cities from the corresponding period in 2009.

The production and logistics system offers strong support to the expansion of the chain restaurant network in a rapid and steady manner. The Group's 2 major production bases in Shanghai and Shenzhen and 12 food manufacturing and processing centres throughout China comprised a comprehensive and state-of-the-art support system. During the reporting period, the construction of 4 new production bases in Shanghai, Tianjin, Chengdu and Dongguan proceeded as planned and scheduled, which together will lay a solid foundation for the accelerated expansion of the restaurant network in the future.

In the first half of 2010, the Group has achieved a double-digit growth in the key performance indicators of all its main businesses. In particular, the sales for the same restaurant steadily resumed growth due to the increase in consumption and the mature development of the chain restaurant network. At the same time, through the accelerated expansion of its restaurant network, together with the strong flow of customers introduced from Shanghai World Expo, the Group's turnover has achieved fast growth at a rate of 26.8%. Nevertheless, despite pressure of the rising prices of food ingredients and labor costs, the Group managed to reduce the ratios of various costs to turnover in steady rate through stringent and effective control measures.

During the reporting period, the Group's cost of inventories as a proportion to turnover was approximately 30.9%, a decrease of approximately 0.2 percentage point from that of the corresponding period last year. Accordingly, gross profit margin has increased from approximately 68.9% for the corresponding period last year to approximately 69.1%. During the first half of the year, the prices of various food ingredients, such as cooking oil and vegetables rose. Nevertheless, through different means such as integrating and centralizing the purchase channels and agreed inventory management, the Group obtained preferential and steady costs on its purchases. At the same time, during the reporting period, the Group adjusted the prices by approximately 2-3% for certain items on the menu as a result of inflation. During the second half of the year, the prices of raw materials may continue to rise. However, the Group is confident to stabilise the gross profit margin at a relatively high level.

During the reporting period, the Group's labor costs accounted for approximately 17.7% of the turnover, there was a small increase of approximately 0.2 percentage point over the corresponding period last year. During the reporting period, the standard of minimum wage in a number of provinces and municipalities in China successively was increased. As such, the Group also adjusted the wages of its staff according to the relevant laws and regulations. Nonetheless, during the reporting period, turnover recorded relatively faster growth and the Group has been consistently paying attention to the utilisation rate of staff at different operating segments, the effect of increase in labor costs was mitigated to a certain extent.

During the reporting period, the ratio of the rental and related costs against the turnover of the Group was approximately 13.7%, which was approximately 1.1 percentage points lower than that of the corresponding period last year. During the reporting period, the Group maintained stringent criteria in location selection for new restaurants to ensure the rate of success of the new establishment. Also, a large number of medium– and small-size restaurants was developed so as to enhance the output per unit area. On the other hand, with our branding effect becoming stronger, the Group has secured fixed leases on a long-term basis. With a relatively rapid increase in turnover, rental costs will be further diluted, the ratio of rental and related costs proportion to turnover will decrease correspondingly.

By leveraging on the business opportunities arising from the gradual recovery of the F&B market, the Group has timely introduced a number of enriched and attractive marketing activities, the results of which within expectation. During the reporting period, the Group featured the promotional sales of various attractive premiums. The feedback was excellent and the promotions facilitated an increase in transaction amount. The traditional redemption activities further improved the sales profit margin. These activities did not only encourage new and existing customers to visit the restaurants, but also helped the Group to fully benefit from the market recovery.

The highly effective operation of over 400 restaurants under the Group would not be achieved without our efficient management and intensive staff training. During the reporting period, the Group placed emphasis on the guidance and training of restaurant managers and regional supervisors. The operation efficiency of each restaurant was enhanced through constant upgrading of its basic management level. The Group also launched inter-restaurant competitions so as to fully mobilise its staff. Amicable inter-restaurant competition also created significant contribution to the Group's turnover.

During the reporting period, the Group has made further progress in the construction of the Enterprise Resource Planning ("ERP") platform. At present, the ERP system of the Group has been fully online in Jiangsu, Zhejiang, Shanghai, Shandong and Beijing. It is expected that the system will be implemented in Southern and Central China during the year. On this basis, data analysis and intelligent tapping tools will be gradually put into operation. Upon completion of the construction, this information management system covering the whole Group will further optimise the resource allocation in different operational aspects such as purchasing, inventory management, scheduling and finance. Speed in decision-making will be enhanced significantly through centralized and integrated management model. The Group will be set to expand in a more hasty and steady manner with more effective management.

Retail Chain Restaurants

In 2010, the Group's major business and primary source of income continue to stem from the retail chain restaurant business. During the reporting period, the Group's restaurant business income recorded approximately HK$1,138,662,000 (corresponding period in 2009: HK$892,321,000), accounted for approximately 95.8% (2009: 95.2%) of the Group's total revenue.

As at 30 June 2010, the Group's restaurant portfolio consisted of 450 Ajisen chain restaurants, comprising the following:

	30 June 2010	31 December 2009	+/–
By type:			
Owned and managed	**448**	396	52
Owned but not managed	**2**	2	0
Total	**450**	398	52
By provinces:			
Shanghai	**102**	92	10
Beijing	**31**	31	0
Tianjin	**4**	3	1
Guangdong (excluding Shenzhen)	**36**	31	5
Shenzhen	**36**	36	0
Jiangsu	**39**	35	4
Zhejiang	**23**	15	8
Sichuan	**19**	17	2
Chongqing	**11**	10	1
Fujian	**15**	14	1
Hunan	**6**	5	1
Hubei	**12**	9	3
Liaoning	**11**	11	0
Shandong	**25**	21	4
Guangxi	**3**	3	0
Guizhou	**4**	4	0
Jiangxi	**3**	3	0
Shaanxi	**11**	8	3
Yunnan	**6**	5	1
Henan	**3**	2	1
Hebei	**2**	1	1
Anhui	**3**	2	1
Gansu	**2**	0	2
Xinjiang	**3**	0	3
Hainan	**1**	1	0
Hong Kong	**37**	37	0
Taiwan*	**2**	2	0
Total	**450**	398	52
Total saleable area	**116,224 sq. meters**	102,509 sq. meters	13,715 sq. meters

* *Note:* Ajisen (China) Holdings Limited holds 15% interest in restaurants operated in Taiwan

	30 June 2010	31 December 2009	+/–
By geographical region:			
Northern China	**73**	67	6
Eastern China	**164**	142	22
Southern China	**130**	124	6
Central China	**83**	65	18
Total	**450**	398	52

	30 June 2010	31 December 2009	+/–
By scale:			
Flagship	**41**	41	0
Standard	**397**	345	52
Economic	**12**	12	0
Total	**450**	398	52

Sales of Packaged Noodle and Related Products

The manufacturing and sales of packaged noodle products under the Ajisen brand is one of the Group's two main businesses and is a beneficial complement to the major business of FCR network operation. These packaged noodle products are manufactured solely by the Group, besides they are supplied to the chain restaurants of the Group, they are also sold through diversified channels, including supermarkets and department stores, which further enhanced the awareness of the Ajisen brand.

For the six months ended 30 June 2010, revenue from the sales of packaged noodle and related products was approximately HK$49,471,000 (corresponding period in 2009: HK$44,630,000), accounted for approximately 4.2% (corresponding period in 2009: 4.8%) of the Group's total revenue.

The Group has an extensive distribution network for the packaged noodle and related products in China. As of 30 June 2010, the total number of points-of-sale in this network reached approximately 7,750, of which approximately 1,750 were new additions compared to the corresponding period in last year. The distribution network covers over 30 cities in China. These distributors include nationwide retailers such as Wal-Mart, Carrefour and Metro, and regional retailers such as China Resources Vanguard, Sanjiang in Ningbo and Century Lianhua, as well as reputable convenient chain stores such as Allday, Kedi and C-Store.

Financial review

Turnover

For the six months ended 30 June 2010, the Group's turnover increased by approximately 26.8%, or approximately HK$251,182,000, to approximately HK$1,188,133,000 from approximately HK$936,951,000 for the corresponding period in 2009. Such increase was mainly due to the increase in the number of FCR of the Group during the reporting period and the improvement in the growth of sales for the same outlet.

Cost of inventories consumed

For the six months ended 30 June 2010, the Group's cost of inventories increased by approximately 25.7%, or approximately HK$75,134,000, to approximately HK$366,949,000 from approximately HK$291,815,000 for the corresponding period in 2009. However, the increase of inventories cost was less than the increase in turnover. During the reporting period, the ratio of inventories cost to turnover was approximately 30.9%, even lower than 31.1% for the corresponding period in 2009. Such decrease was attributable to the effective control measures by the Group over the purchasing cost, such as integrated centralized purchasing and agreed inventory management with suppliers.

Gross profit and gross profit margin

Driven by the above factors, gross profit for the six months ended 30 June 2010 increased by approximately 27.3%, or approximately HK$176,048,000, to approximately HK$821,184,000 from approximately HK$645,136,000 for the corresponding period in 2009. Gross profit margin of the Group also further increased from approximately 68.9% for the corresponding period in 2009 to approximately 69.1%.

Property rentals and related expenses

For the six months ended 30 June 2010, property rentals and related expenses of the Group increased by approximately 17.0% from approximately HK$138,870,000 for the corresponding period in 2009 to approximately HK$162,476,000. Its proportion to turnover dropped from approximately 14.8% for the corresponding period in 2009 to approximately 13.7%. Such a decrease was mainly attributable to the fact that the positive same store sales growth exposure for the period and rental costs can be further diluted.

Staff costs

For the six months ended 30 June 2010, staff costs of the Group increased by approximately 28.6% from approximately HK$163,730,000 for the corresponding period in 2009 to approximately HK$210,637,000, primarily due to the increase in headcount resulting from the opening of new restaurants. Staff costs as a proportion to turnover increased from approximately 17.5% for the corresponding period in 2009 by 0.2 percentage point to approximately 17.7%, which reflected the increase in minimum wage in a number of provinces and municipalities in China.

Depreciation

For the six months ended 30 June 2010, depreciation of the Group increased by approximately 0.7% or approximately HK$391,000 from approximately HK$58,476,000 for the corresponding period in 2009 to approximately HK$58,867,000. Such an increase was mainly attributable to the increase in the number of restaurants.

Other operating expenses

Other operating expenses mainly included expenses for fuel and utility, consumables, advertising and promotion and franchise fee. For the six months ended 30 June 2010, other operating expenses increased by approximately 23.0%, or approximately HK$29,004,000, to approximately HK$155,271,000 from approximately HK$126,267,000 for the corresponding period in 2009. However, its proportion to turnover was further reduced by 0.4 percentage point from 13.5% to approximately 13.1%, which reflected the effectiveness of the Group's control over its expenses.

Other income

For the six months ended 30 June 2010, other income of the Group increased by approximately 57.7%, or approximately HK$13,366,000, to approximately HK$36,540,000 from approximately HK$23,174,000 for the corresponding period in 2009. The increase mainly originated from the rise in interest income resulting from an upward trend in fixed deposit rates offered by Banks during the period.

Other gains and losses

For the six months ended 30 June 2010, other gains and losses of the Group decreased by approximately 461.8% to a loss of approximately HK$1,563,000 from approximately HK$432,000 for the corresponding period in 2009. The drop was primarily due to an increase in foreign exchange loss for the period.

Finance costs

For the six months ended 30 June 2010, no finance costs were incurred as opposed to approximately HK$879,000 for the corresponding period in 2009. Loans which were obtained in the second half of 2008 were fully repaid in September 2009.

Profit before taxation

Being affected by the factors referred to above in aggregate, the Group's profit before taxation for the six months ended 30 June 2010 increased by approximately 49.0%, or approximately HK$88,390,000 to approximately HK$268,910,000 from approximately HK$180,520,000 for the corresponding period in 2009.

Profit attributable to owners of the Company

Being affected by the factors referred to above in aggregate, profit attributable to owners of the Company for the six months ended 30 June 2010 increased by approximately 44.9%, or approximately HK$59,749,000, to approximately HK$192,830,000 from approximately HK$133,081,000 for the corresponding period in 2009.

Assets and liabilities

The Group's net current assets were approximately HK$1,482,174,000 and the current ratio was 3.8 as at 30 June 2010 (31 December 2009: 6.0). As the Group is primarily engaged in the restaurant business, most of the sales are settled in cash. As a result, the Group was able to maintain a relatively high current ratio. The decrease in current ratio was mainly attributable to the increase in dividend payable as at 30 June 2010.

Cash flows

Net cash inflow from operating activities for the six months ended 30 June 2010 was approximately HK$286,002,000, while profit before taxation for the same period was approximately HK$268,910,000. The difference was primarily due to the increase in trade and other payables. During the reporting period, the number of FCR operated by the Group increased, which resulted in more purchase of raw materials and other goods from suppliers. This, in turn, increased the amount of trade and other payables.

Capital expenditure

For the six months ended 30 June 2010, the Group's capital expenditure was approximately HK$250,777,000 (corresponding period in 2009: HK$101,808,000), which was due to the increase in purchase of property, plant and equipment for new restaurants and acquisition of an investment property in Shanghai.

Key operating ratios for restaurant operations

	Hong Kong			**PRC**		
	1-6/2010	1-12/2009 (approximate) (unaudited)	1-6/2009	**1-6/2010**	1-12/2009 (approximate) (unaudited)	1-6/2009
Comparable restaurant sales growth:	**0.6%**	-14.3%	-16.3%	**6.8%**	-1.3%	-2.8%
Turnover per GFA (per day/sq.m.):	**HK$190**	HK$184	HK$186	**RMB50**	RMB45	RMB50
Turnover per day per restaurant:	**HK$21,308**	HK$21,277	HK$21,207	**RMB13,200**	RMB12,602	RMB13,404
Per capita spending:	**HK$58.3**	HK$57.1	HK$57	**RMB37.9**	RMB36	RMB36
Table turnover per day (times per day):	**6**	6	6	**5**	5.1	4.8

Deloitte.
德勤

TO THE BOARD OF DIRECTORS OF AJISEN (CHINA) HOLDINGS LIMITED

Introduction

We have reviewed the interim financial information set out on pages 14 to 39, which comprises the condensed consolidated statement of financial position of Ajisen (China) Holdings Limited (the "Company") and its subsidiaries (collectively referred to as the "Group") as of 30 June 2010 and the related condensed consolidated statement of comprehensive income, statement of changes in equity and statement of cash flows for the six-month period then ended and certain explanatory notes. The Main Board Listing Rules governing the Listing of Securities on The Stock Exchange of Hong Kong Limited require the preparation of a report on interim financial information to be in compliance with the relevant provisions thereof and Hong Kong Accounting Standard 34 "Interim Financial Reporting" ("HKAS34") issued by the Hong Kong Institute of Certified Public Accountants. The directors of the Company are responsible for the preparation and presentation of this interim financial information in accordance with HKAS 34. Our responsibility is to express a conclusion on this interim financial information based on our review, and to report our conclusion solely to you, as a body, in accordance with our agreed terms of engagement, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

Scope of review

We conducted our review in accordance with Hong Kong Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Hong Kong Institute of Certified Public Accountants. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Hong Kong Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly we do not express an audit opinion.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the interim financial information is not prepared, in all material respects, in accordance with HKAS 34.

Deloitte Touche Tohmatsu
Certified Public Accountants

Hong Kong
18 August 2010

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2010

	Notes	Six months ended 30 June 2010 HK$'000 (Unaudited)	2009 HK$'000 (Unaudited)
Turnover	4	**1,188,133**	936,951
Other income	5	**36,540**	23,174
Other gains and losses	6	**(1,563)**	432
Cost of inventories consumed		**(366,949)**	(291,815)
Staff costs		**(210,637)**	(163,730)
Depreciation		**(58,867)**	(58,476)
Property rentals and related expenses		**(162,476)**	(138,870)
Other operating expenses		**(155,271)**	(126,267)
Finance costs	7	**–**	(879)
Profit before taxation	8	**268,910**	180,520
Taxation	9	**(67,634)**	(41,814)
Profit for the period		**201,276**	138,706
Other comprehensive income			
Exchange differences arising on translation		**22,228**	664
Fair value gain on available-for-sale investments		**–**	50
Reclassification adjustment of fair value gain to profit or loss on disposal of available-for-sale investments		**–**	(86)
Other comprehensive income for the period		**22,228**	628
Total comprehensive income for the period		**223,504**	139,334
Profit for the period attributable to:			
Owners of the Company		**192,830**	133,081
Non-controlling interests		**8,446**	5,625
		201,276	138,706
Total comprehensive income for the period attributable to:			
Owners of the Company		**214,429**	133,545
Non-controlling interests		**9,075**	5,789
		223,504	139,334
		HK cents	HK cents
Earnings per share	11		
– Basic		**18.05**	12.46
– Diluted		**17.92**	12.46

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

At 30 June 2010

	Notes	**30 June 2010 HK$'000 (Unaudited)**	31 December 2009 HK$'000 (Audited)
Non-current assets			
Investment properties	12	**268,493**	122,987
Property, plant and equipment	12	**613,379**	546,757
Prepaid lease payments		**55,987**	51,762
Deposits paid for acquisition of investment properties		**–**	22,795
Deposits paid for acquisition of property, plant and equipment		**1,541**	1,522
Deposits paid for acquisition of land leases		**30,723**	36,321
Rental deposits		**44,368**	34,832
Goodwill		**37,135**	37,135
Deferred tax assets		**3,882**	3,247
Available-for-sale investments		**5,537**	537
		1,061,045	857,895
Current assets			
Inventories		**55,710**	55,737
Trade and other receivables	13	**116,880**	100,450
Amounts due from related parties	14	**27**	27
Taxation recoverable		**1,562**	2,042
Other financial assets	15	**69,000**	68,182
Bank balances and cash		**1,769,850**	1,701,690
		2,013,029	1,928,128
Current liabilities			
Trade and other payables	16	**290,900**	241,365
Amounts due to related companies	17	**7,183**	8,924
Amounts due to directors	17	**181**	544
Amount due to a shareholder	17	**16,365**	18,679
Dividend payable		**160,329**	5
Taxation payable		**55,897**	50,893
		530,855	320,410
Net current assets		**1,482,174**	1,607,718
Total assets less current liabilities		**2,543,219**	2,465,613
Non-current liability			
Deferred tax liabilities		**20,381**	15,289
Net assets		**2,522,838**	2,450,324
Capital and reserves			
Share capital	18	**106,936**	106,791
Reserves		**2,360,882**	2,297,588
Equity attributable to owners of the Company		**2,467,818**	2,404,379
Non-controlling interests		**55,020**	45,945
Total equity		**2,522,838**	2,450,324

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the six months ended 30 June 2010

	Share capital HK$'000	Share premium HK$'000	Special reserve HK$'000	Share options reserve HK$'000	Capital reserve HK$'000	Investment revaluation reserve HK$'000	Properties revaluation reserve HK$'000	Translation reserve HK$'000	Statutory surplus reserve fund HK$'000	Retained profits HK$'000	Attributable to owners of the Company HK$'000	Non-controlling interests HK$'000	Total HK$'000
At 1 January 2009 (Audited)	106,769	1,793,727	(277,655)	8,109	1,159	36	3,979	62,595	13,255	469,341	2,181,315	30,819	2,212,134
Profit for the period	–	–	–	–	–	–	–	–	–	133,081	133,081	5,625	138,706
Exchange differences arising on translation	–	–	–	–	–	–	–	500	–	–	500	164	664
Fair value gain on available-for-sale investments	–	–	–	–	–	50	–	–	–	–	50	–	50
Reclassification adjustment of fair value gain to profit or loss on disposal of available-for-sale investments	–	–	–	–	–	(86)	–	–	–	–	(86)	–	(86)
Total comprehensive income for the period	–	–	–	–	–	(36)	–	500	–	133,081	133,545	5,789	139,334
Dividends recognised as distribution *(Note 10)*	–	–	–	–	–	–	–	–	–	(100,896)	(100,896)	–	(100,896)
Transfer	–	–	–	–	–	–	–	–	4,293	(4,293)	–	–	–
Recognition of equity-settled share-based payments	–	–	–	3,598	–	–	–	–	–	–	3,598	–	3,598
At 30 June 2009 (Unaudited)	106,769	1,793,727	(277,655)	11,707	1,159	–	3,979	63,095	17,548	497,233	2,217,562	36,608	2,254,170
At 1 January 2010 (Audited)	106,791	1,794,830	(277,655)	14,749	1,159	–	5,376	62,973	28,281	667,875	2,404,379	45,945	2,450,324
Profit for the period	–	–	–	–	–	–	–	–	–	192,830	192,830	8,446	201,276
Exchange differences arising on translation	–	–	–	–	–	–	–	21,599	–	–	21,599	629	22,228
Total comprehensive income for the period	–	–	–	–	–	–	–	21,599	–	192,830	214,429	9,075	223,504
Dividends recognised as distribution *(Note 10)*	–	–	–	–	–	–	–	–	–	(160,324)	(160,324)	–	(160,324)
Transfer	–	–	–	–	–	–	–	–	3,353	(3,353)	–	–	–
Shares issued upon exercise of share options	145	9,258	–	(2,745)	–	–	–	–	–	–	6,658	–	6,658
Recognition of equity-settled share-based payments	–	–	–	2,676	–	–	–	–	–	–	2,676	–	2,676
At 30 June 2010 (Unaudited)	106,936	1,804,088	(277,655)	14,680	1,159	–	5,376	84,572	31,634	697,028	2,467,818	55,020	2,522,838

The special reserve mainly represents the aggregate of:

(a) An amount of approximately HK$41 million, being the difference between the paid-in capital of Ajisen (China) International Limited ("Ajisen International") and the subsidiaries involved in the group reorganisation which was effected on 8 March 2007.

(b) A net amount of approximately HK$45 million, being the difference between (i) the share premium which resulted from the issue of shares of the Ajisen International, of HK$221 million to acquire additional interests in subsidiaries (which resulted in a goodwill of approximately HK$336 million) and (ii) an amount of approximately HK$176 million, being the difference between the fair value and the carrying amount of the additional interest in these subsidiaries prior to the acquisition, which represented a revaluation increase in the net assets attributable to the Group's additional interest in the subsidiaries.

(c) A net debit amount of approximately HK$363 million, being the difference between (i) the consideration which comprised cash consideration of HK$207 million and share consideration of HK$155 million for the acquisition of Luck Right Limited ("Luck Right") and its subsidiaries from Ms. Poon Wai in 2008 and (ii) the share capital of Luck Right.

Share options reserve represents fair values of share options recognised as expense over the vesting period on a straight-line basis.

Capital reserve represents the difference between the actual amount contributed and the registered paid-in capital of certain subsidiaries.

Investment revaluation reserve represents the changes in fair values of available-for-sale investments.

Properties revaluation reserve represents the difference between (i) the carrying amount and (ii) the fair values of property interests previously classified as property, plant and equipment by the Group at the dates the Group changed the intention and transferred these property interests to investment properties.

As stipulated by the relevant laws and regulations for foreign investment enterprises in Mainland China (the "PRC"), the Company's PRC subsidiaries are required to maintain a statutory surplus reserve fund which is non-distributable. Appropriations to such reserve is made out of profit after taxation of the statutory financial statements of the PRC subsidiaries which the amounts and allocation basis are decided by their board of directors annually. The statutory surplus reserve fund can be used to make up prior year losses, if any, and can be applied in conversion into capital by means of capitalisation issue.

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

For the six months ended 30 June 2010

	Six months ended 30 June 2010 HK$'000 (Unaudited)	2009 HK$'000 (Unaudited)
Operating activities		
Profit before taxation	**268,910**	180,520
Adjustments for:		
Depreciation	**58,867**	58,476
Fair value changes in respect of other financial assets	**(1,127)**	(2,005)
Interest expense	**–**	879
Bank interest income	**(12,704)**	(4,599)
Gain on disposal of available-for-sale investments	**–**	(86)
(Gain) loss on disposal of property, plant and equipment	**(11)**	1,485
Operating lease rentals in respect of prepaid lease payments	**1,228**	673
Share-based payment expenses	**2,676**	3,598
Operating cash flows before movements in working capital	**317,839**	238,941
Increase in rental deposits	**(9,536)**	(42)
Decrease in inventories	**654**	5,789
(Increase) decrease in trade and other receivables	**(16,426)**	7,431
Increase in trade and other payables	**53,723**	6,253
Cash generated from operations	**346,254**	258,372
Tax paid	**(60,252)**	(34,258)
Net cash from operating activities	**286,002**	224,114
Investing activities		
Proceeds on redemption of other financial assets	**69,309**	255,945
Interest received	**12,704**	4,599
Government grant received in relation to land leases acquired	**5,755**	–
Proceeds from disposal of property, plant and equipment	**422**	–
Deposits paid for acquisition of land leases	**(4,784)**	(13,001)
Purchase of available-for-sale investments	**(5,000)**	–
Purchase of other financial assets	**(69,000)**	–
Purchase of property, plant and equipment	**(116,275)**	(75,528)
Purchase of investment properties	**(129,718)**	(7,328)
Proceeds from disposal of available-for-sale investments	**–**	1,622
Repayment from related parties	**–**	9,091
Deposits paid for acquisition of property, plant and equipment	**–**	(5,951)
Net cash (used in) from investing activities	**(236,587)**	169,449

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

For the six months ended 30 June 2010

	Six months ended 30 June	
	2010	2009
	HK$'000	HK$'000
	(Unaudited)	(Unaudited)
Financing activities		
Proceeds from issue of shares	**6,658**	–
Repayment to a director	**(363)**	–
Decrease in amounts due to related companies	**(1,741)**	(4,765)
(Repayment to) advance from shareholders	**(2,314)**	628
Dividends paid	**–**	(1)
Interest paid	**–**	(879)
Repayment of bank loans	**–**	(1,872)
Advance from directors	**–**	2,480
Net cash generated from (used in) financing activities	**2,240**	(4,409)
Increase in cash and cash equivalents	**51,655**	389,154
Cash and cash equivalents at 1 January	**1,701,690**	1,382,752
Effect of foreign exchange rate changes	**16,505**	411
Cash and cash equivalents at 30 June, representing bank balance and cash	**1,769,850**	1,772,317

1. General

The Company is incorporated and registered as an exempted company with limited liability on 6 April 2006 under the Companies Law of the Cayman Islands and acts as an investment holding company. Its shares are listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 30 March 2007. Its immediate holding company is Favour Choice Limited, a company which is incorporated in the British Virgin Islands and wholly-owned by Anmi Holdings Limited, a company which is incorporated in the British Virgin Islands and wholly-owned by Anmi Trust, which is founded by Ms. Poon Wai who is a director of the Company. The addresses of the registered office and the principal place of business of the Company are disclosed in the "Corporation Information" section of the interim financial statements.

2. Basis of Preparation

The condensed consolidated financial statements have been prepared in accordance with the applicable disclosure requirements of Appendix 16 to the Rules Governing the Listing of Securities on the Stock Exchange and with Hong Kong Accounting Standard 34 "Interim Financial Reporting" issued by the Hong Kong Institute of Certified Public Accountants (the "HKICPA").

3. Principal Accounting Policies

The condensed consolidated financial statements have been prepared on the historical cost basis except for certain investment properties and financial instruments, which are measured at fair values, as appropriate.

The accounting policies used in the condensed consolidated financial statements are consistent with those followed in the preparation of the Group's annual financial statements for the year ended 31 December 2009, except as described below.

In the current interim period, the Group has applied, for the first time, the following new and revised standards, amendments and interpretations ("new and revised HKFRSs") issued by the HKICPA.

HKFRSs (Amendments)	Amendment to HKFRS 5 as part of Improvements to HKFRSs 2008
HKFRSs (Amendments)	Improvements to HKFRSs 2009
HKAS 27 (Revised)	Consolidated and Separate Financial Statements
HKAS 39 (Amendment)	Eligible Hedged Items
HKFRS 1 (Amendment)	Additional Exemptions for First-time Adopters
HKFRS 2 (Amendment)	Group Cash-settled Share-based Payment Transactions
HKFRS 3 (Revised)	Business Combinations
HK(IFRIC) – Int 17	Distributions of Non-cash Assets to Owners

3. Principal Accounting Policies (Continued)

The Group applies HKFRS 3 (Revised) Business Combinations prospectively to business combinations for which the acquisition date is on or after 1 January 2010. The requirements in HKAS 27 (Revised) Consolidated and Separate Financial Statements in relation to accounting for changes in ownership interests in a subsidiary after control is obtained and for loss of control of a subsidiary are also applied prospectively by the Group on or after 1 January 2010.

As there was no transaction during the current interim period in which HKFRS 3 (Revised) and HKAS 27 (Revised) are applicable, the application of HKFRS 3 (Revised), HKAS 27 (Revised) and the consequential amendments to other HKFRSs had no effect on the condensed consolidated financial statements of the Group for the current or prior accounting periods.

Results of the Group in future periods may be affected by future transactions for which HKFRS 3 (Revised), HKAS 27 (Revised) and the consequential amendments to the other HKFRSs are applicable.

The application of other new and revised HKFRSs had no effect on the condensed consolidated financial statements of the Group for the current or prior accounting periods.

The Group has not early applied the following new or revised standards, amendments or interpretations that have been issued but are not yet effective:

HKFRSs (Amendments)	Improvements to HKFRSs 2010[1]
HKAS 24 (Revised)	Related Party Disclosures[4]
HKAS 32 (Amendment)	Classification of Rights Issues[2]
HKFRS 1 (Amendment)	Limited Exemption from Comparative HKFRS 7 Disclosures for First-time Adopters[3]
HKFRS 9	Financial Instruments[5]
HK(IFRIC) – Int 14 (Amendments)	Prepayments of a Minimum Funding Requirement[4]
HK(IFRIC) – Int 19	Extinguishing Financial Liabilities with Equity Instruments[3]

1 Effective for annual periods beginning on or after 1 July 2010 and 1 January 2010, as appropriate
2 Effective for annual periods beginning on or after 1 February 2010
3 Effective for annual periods beginning on or after 1 July 2010
4 Effective for annual periods beginning on or after 1 January 2011
5 Effective for annual periods beginning on or after 1 January 2013

HKFRS 9 *Financial Instruments* introduces new requirements for the classification and measurement of financial assets and will be effective from 1 January 2013, with earlier application permitted. The Standard requires all recognised financial assets that are within the scope of HKAS 39 *Financial Instruments: Recognition and Measurement* to be measured at either amortised cost or fair value. Specifically, debt investments that (i) are held within a business model whose objective is to collect the contractual cash flows and (ii) have contractual cash flows that are solely payments of principal and interest on the principal outstanding are generally measured at amortised cost. All other debt investments and equity investments are measured at fair value. The application of HKFRS 9 might affect the classification and measurement of the Group's financial assets.

The directors of the Company anticipate that the application of the other new and revised standards, amendments or interpretations will have no material impact on the results and the financial position of the Group.

4. Segment Information

The following is an analysis of the Group's revenue and results by operating segments for the period under review:

For the period ended 30 June 2010 (unaudited)

	Operation of restaurants			Manufacture and sales of noodles and related	Investment		
	PRC	Hong Kong	Total	products	holding	Elimination	Total
	HK$'000	HK$'000	HK$'000	HK$'000	HK$'000	HK$'000	HK$'000
Segment revenue							
– external sales	1,002,929	135,733	1,138,662	49,471	–	–	1,188,133
– inter-segment sales *(note)*	–	–	–	212,433	–	(212,433)	–
	1,002,929	135,733	1,138,662	261,904	–	(212,433)	1,188,133
Segment profits	253,860	14,992	268,852	8,899	4,412	–	282,163
Unallocated income							13,841
Unallocated expenses							(27,094)
Profit before taxation							268,910
Taxation							(67,634)
Profit for the period							201,276

4. Segment Information (Continued)

For the period ended 30 June 2009 (unaudited)

	Operation of restaurants			Manufacture and sales of noodles and related products	Investment holding	Elimination	Total
	PRC	Hong Kong	Total				
	HK$'000	HK$'000	HK$'000	HK$'000	HK$'000	HK$'000	HK$'000
Segment revenue							
– external sales	771,410	120,911	892,321	44,630	–	–	936,951
– inter-segment sales *(note)*	–	–	–	153,352	–	(153,352)	–
	771,410	120,911	892,321	197,982	–	(153,352)	936,951
Segment profits	178,724	12,364	191,088	7,221	2,309	–	200,618
Unallocated income							6,604
Unallocated expenses							(25,823)
Finance costs							(879)
Profit before taxation							180,520
Taxation							(41,814)
Profit for the period							138,706

Note: Inter-segment sales are charged at prevailing market rates.

Segment profits represent the profits earned by each segment without allocation of central administrative costs and directors' salaries, investment income and finance costs. This is the measure reported to the chief operating decision maker, Ms. Poon, for the purposes of resource allocation and assessment of segment performance.

4. Segment Information (Continued)

Other information

All of the Group's non-current assets, including investment properties, property, plant and equipment, prepaid lease payments, deposits paid for acquisition of investment properties, deposits paid for acquisition of property, plant and equipment and deposits paid for acquisition of land leases, are located in the Group entities' countries of domicile, the PRC and Hong Kong, at the end of each reporting period.

The following is an analysis of the Group's non-current assets by geographical location of assets:

	30 June 2010 HK$'000 (Unaudited)	31 December 2009 HK$'000 (Audited)
The PRC	**833,430**	607,507
Hong Kong	**218,196**	246,604
	1,051,626	854,111

All of the Group's revenue from external customers are attributed to the location of the relevant group entities, which is the PRC and Hong Kong, during the six months ended 30 June 2010 and 30 June 2009.

None of the customers accounted for 10% or more of the total turnover of the Group during the six months ended 30 June 2010 and 30 June 2009.

5. Other Income

	Six months ended 30 June	
	2010 HK$'000 (Unaudited)	2009 HK$'000 (Unaudited)
Royalty income from sub-franchisee	**7,439**	6,008
Government subsidies	**6,202**	4,990
Bank interest income	**12,704**	4,599
Property rental income	**4,412**	2,308
Others	**5,783**	5,269
	36,540	23,174

6. Other Gains And Losses

	Six months ended 30 June	
	2010	2009
	HK$'000	HK$'000
	(Unaudited)	(Unaudited)
Net gain on other financial assets *(Note)*	**1,127**	2,005
Cumulative gain reclassified from equity on disposal of available-for-sale investments	**–**	86
Gain (loss) on disposal of property, plant and equipment	**11**	(1,485)
Net foreign exchange loss	**(2,701)**	(174)
	(1,563)	432

Note: Net gain on other financial assets represents interest income earned on other financial assets.

7. Finance Costs

	Six months ended 30 June	
	2010	2009
	HK$'000	HK$'000
	(Unaudited)	(Unaudited)
Interest on bank borrowings:		
– wholly repayable within five years	**–**	271
– not wholly repayable within five years	**–**	608
	–	879

8. Profit Before Taxation

	Six months ended 30 June	
	2010	2009
	HK$'000	HK$'000
	(Unaudited)	(Unaudited)
Cost of inventories consumed *(note a)*	**366,949**	291,815
Advertising and promotion expenses	**8,856**	6,924
Fuel and utility expenses	**58,249**	49,004
Operating lease rentals in respect of		
– land lease	**1,228**	673
– rented premises *(note b)*	**144,577**	122,876

Notes:

a. This represents costs of raw materials and consumables used.

b. Included in the operating lease rentals in respect of rental premises are minimum lease payments of approximately HK$91,619,000 (six months ended 30 June 2009: HK$82,766,000) and contingent rent of approximately HK$52,958,000 (six months ended 30 June 2009: HK$40,110,000).

9. Taxation

	Six months ended 30 June	
	2010	2009
	HK$'000	HK$'000
	(Unaudited)	(Unaudited)
Hong Kong Profits Tax		
– current period	**4,894**	2,307
– overprovision in prior periods	**(123)**	–
	4,771	2,307
PRC income tax		
– current period	**58,102**	36,886
– underprovision in prior periods	**–**	889
	58,102	37,775
	62,873	40,082
Deferred taxation	**4,761**	1,732
	67,634	41,814

9. Taxation (Continued)

The income tax expense in Hong Kong and the PRC is recognised based on management's best estimate of the weighted average annual income tax rate expected for the full financial year. The estimated weighted average annual tax rate used is for Hong Kong Profit Tax and PRC income tax used are 16.5% (six months ended 30 June 2009: 16.5%) and 25% (six months ended 30 June 2009: 25%), respectively, for the periods under review.

Certain of the Group's subsidiaries operating in the PRC are eligible for certain tax holidays and concessions for both periods.

10. Dividends

	Six months ended 30 June	
	2010	2009
	HK$'000	HK$'000
	(Unaudited)	(Unaudited)
Dividends recognised as distribution during the period:		
Final, declared – HK7.50 cents per share for 2009		
(2009: declared – HK5.25 cents per share for 2008)	**80,162**	56,054
Special, declared – HK7.50 cents per share for 2009		
(2009: HK4.20 cents per share for 2008)	**80,162**	44,842
	160,324	100,896

The directors do not recommend the payment of an interim dividend.

11. Earnings Per Share

The calculation of the basic and diluted earnings per share attributable to the owners of the Company is based on the following data:

	Six months ended 30 June	
	2010	2009
	HK$'000	HK$'000
	(Unaudited)	(Unaudited)
Earnings for the purposes of basic and diluted earnings per share, being profit for the period attributable to owners of the Company	**192,830**	133,081

	Number of shares	
Weighted average number of ordinary shares for the purpose of calculating basic earnings per share	**1,068,308,059**	1,067,687,070
Effect of dilutive potential ordinary shares relating to: – outstanding share options	**7,692,518**	–
Weighted average number of ordinary shares for the purpose of calculating diluted earnings per share	**1,076,000,577**	1,067,687,070

The outstanding share options do not have a dilutive effect to the Company's earnings per share during the six months ended 30 June 2009 because the exercise prices of the Company's share options were higher than the average market prices of the Company's shares during that period.

12. Movements In investment Properties and Property, Plant and Equipment

During the six months ended 30 June 2010, the Group acquired 100% of the issued share capital of Jilin Property 1 S.A. from an independent third party for a consideration of approximately RMB134 million (equivalent to approximately HK$153 million) which the consideration was settled by cash payment. The acquisition was accounted for as acquisition of assets and assumption of liabilities as the acquired subsidiary holds investment properties with carrying amounts of approximately HK$152,513,000 and does not constitute to a business.

During the six months ended 30 June 2010, the Group transferred certain of its property interests with carrying amounts of approximately HK$7,268,000 (six months ended 30 June 2009: nil) from investment properties to property, plant and equipment. The carrying amounts of the property interests approximated to its fair values at the date of transfer.

12. Movements in Investment Properties and Property, Plant and Equipment (Continued)

The fair values of the Group's investment properties were determined by the directors of the Company and the valuations were arrived at by reference to market evidence of transaction prices for similar properties at 30 June 2010. During the six months ended 30 June 2010, no change in fair values of the investment properties of the Group (six months ended 30 June 2009: nil) has been recognised in the condensed consolidated statement of comprehensive income.

During the period, the Group spent approximately HK$112,087,000 (six months ended 30 June 2009: HK$80,258,000) on acquisition of property, plant and equipment.

13. Trade and Other Receivables

	30 June 2010 HK$'000 (Unaudited)	31 December 2009 HK$'000 (Audited)
Trade receivables		
– related companies	**561**	382
– others	**28,871**	30,788
	29,432	31,170
Rental and utility deposits	**29,846**	33,421
Property rentals paid in advance for restaurants	**17,992**	15,852
Advance to suppliers	**16,872**	3,220
Other receivables and prepayments	**22,738**	16,787
	116,880	100,450

The related companies are companies in which certain directors of the Company, Ms. Poon Wai, Mr. Poon Ka Man, Jason and Mr. Kasuaki Shigemitsu, have significant beneficial interests or a shareholder of the Company, Mr. Cheng Wai Tao, has significant beneficial interest.

13. Trade and Other Receivables (Continued)

Customers of independent third parties and related companies of noodles and related products are normally granted 60 to 90 days credit period upon issuance of invoices, except for certain well established customers for which the credit terms are up to 180 days. There was no credit period for customers relating to sales from operation of restaurants. The following is an analysis of trade receivables net of allowance for doubtful debts by age, presented based on the invoice date:

	30 June 2010 HK$'000 (Unaudited)	31 December 2009 HK$'000 (Audited)
0 to 30 days	**18,198**	17,632
31 to 60 days	**3,180**	4,657
61 to 90 days	**2,007**	2,161
91 to 180 days	**1,655**	2,976
Over 180 days	**4,392**	3,744
	29,432	31,170

14. Amounts due from Related Parties

Details of the amounts due from related parties are as follows:

	30 June 2010 HK$'000 (Unaudited)	31 December 2009 HK$'000 (Audited)
Well Keen International Ltd., a company in which Ms. Poon Wai has a beneficial interest	**13**	13
Step Profits Ltd., a company in which Ms. Poon Wai, Mr. Poon Ka Man, Jason and Mr. Katsuai Shigemitsu have beneficial interests	**14**	14
	27	27

The amounts were unsecured, interest-free and repayable on demand.

15. Other Financial Assets

	30 June 2010 HK$'000 (Unaudited)	31 December 2009 HK$'000 (Audited)
Financial assets designated at fair value through profit or loss ("FVTPL")	**69,000**	68,182

At 30 June 2010, the Group had two (31 December 2009: one) contract(s) of principal-protected deposits with one (31 December 2009: one) bank for a period of six months (31 December 2009: six months). The significant terms and conditions relating to the financial assets as FVTPL are as follows:

30 June 2010

Deposit linked to USDEUR Booster

	Notional amount	**Start date**	**End date**	**Interest rate**	**Fair value** HK$'000
(A)	RMB30,000,000	8 January 2010	8 July 2010	variable	34,500
(B)	RMB30,000,000	19 May 2010	22 November 2010	variable	34,500
					69,000

The deposits are principal-protected deposits. On start date, the bank specified an index that was related to United States dollars ("USD") and European dollars ("Euro") spot exchange rates. Yield rates of the deposits were related to changes of the index on each business date during the period from 8 January 2010 to 8 July 2010 (the "Period A") ("Daily Appreciation"). In accordance with the relevant terms of the agreement of the deposit (A), the yield rate would be 6.00% per annum if any of the Daily Appreciations during the Period A were within a range of 1.032 to 1.8320. The yield rate would be 3.30% per annum if any of the Daily Appreciations during the Period A were within a range of 1.4270 to 1.4370. Otherwise, the yield rate would be 1.70% per annum. The deposit (A) was settled subsequent to the six months ended 30 June 2010 with yield rate of 3.30% per annum.

In accordance with the relevant terms of the agreement of the deposit (B), the yield rate would be 3.28% per annum if any of the Daily Appreciations during the period from the 19 May 2010 to 22 November 2010 (the "Period B") were within a range of 0.8190 to 1.6190. The yield rate would be 1.70% per annum if any of the Daily Appreciations during the Period B were within a range of 1.2140 to 1.2240. Otherwise, the yield rate would be zero.

15. Other Financial Assets (Continued)

31 December 2009

Deposit linked to USDEUR Booster

Notional amount	Start date	Deposit end date	Interest rate	Fair value
				HK$'000
RMB60,000,000	21 October 2009	21 April 2010	variable	68,182

The deposit was a principal-protected deposit. On start date, the bank specified an index that was related to United States dollars ("USD") and European dollars ("Euro") spot exchange rates. Yield rates of the deposits were related to changes of the index on each business date during the period from start date to deposit end date (the "Period C"). In accordance with the relevant terms of the agreement, the yield rate would be 6.00% per annum if any of the Daily Appreciations during the Period C were within a range of 1.490 to 1.500. The yield rate would be 3.25% per annum if any of the Daily Appreciations during the Period were within a range of 1.0950 to 1.8950. Otherwise, the yield rate would be 1.70% per annum. The other financial assets at 31 December 2009 were fully settled during the six months ended 30 June 2010.

The principal-protected deposits at 30 June 2010 and 31 December 2009 were designated at fair value through profit or loss upon initial recognition as the deposits form part of contracts containing embedded derivatives. They were stated at fair values derived from discounted cash flow analysis based on the terms of the deposits and relevant market inputs, such as forward and spot exchange rates of USD and Euro and interest rates on 30 June 2010 and 31 December 2009, which were provided by the counterparty financial institutions.

16. Trade and Other Payables

	30 June 2010 HK$'000 (Unaudited)	31 December 2009 HK$'000 (Audited)
Trade payables		
– related companies	**7,600**	4,883
– others	**115,825**	94,416
	123,425	99,299
Payroll and welfare payables	**37,977**	32,287
Customers' deposits received	**7,345**	5,831
Payable for acquisition of property, plant and equipment	**27,898**	32,086
Payable for property rentals	**38,543**	37,093
Other taxes payable	**29,859**	16,866
Others	**25,853**	17,903
	290,900	241,365

The related companies are companies in which Mr. Kasuaki Shigemitsu has significant beneficial interest.

The following is an analysis of trade payables by age, presented based on invoice date:

	30 June 2010 HK$'000 (Unaudited)	31 December 2009 HK$'000 (Audited)
0 to 30 days	**69,865**	74,421
31 to 60 days	**34,139**	11,244
61 to 90 days	**5,634**	3,215
91 to 180 days	**8,334**	3,787
Over 180 days	**5,453**	6,632
	123,425	99,299

17. Amounts due to Related Companies/directors/a Shareholder

The amounts due to related companies/directors/a shareholder were unsecured, interest-free and repayable on demand.

18. Share Capital

	Number of shares	Share capital HK$'000
Authorised:		
Ordinary shares of HK$0.10 each		
At 1 January 2009, 31 December 2009, 1 January 2010 and 30 June 2010	10,000,000,000	1,000,000
Issued and fully paid:		
At 1 January 2009, 31 December 2009, 1 January 2010 and 30 June 2010	1,067,687,070	106,769
At 1 January 2010	1,067,908,320	106,791
Exercise of share options *(Note)*	1,449,250	145
At 30 June 2010	1,069,357,570	106,936

Note: During the six months ended 30 June 2010, the Company issued 1,449,250 new shares upon exercise of share options at the average exercise price of HK$4.5941 per share.

All shares issued by the Company during the period ended 30 June 2010 ranked pari passu in all respects with all shares then issue.

19. Share Option Schemes

The Company has share option scheme (the "Share Option Scheme") and pre-IPO share option scheme (the "Pre-IPO Share Option Scheme").

(a) Share Option Scheme

The following tables disclosed movements of the Company's share options under the Share Option Scheme during the six months ended 30 June 2010 and 30 June 2009:

Grant date	**Outstanding at 1 January 2010**	**Granted during the period**	**Exercised during the period**	**Forfeited during the period**	**Cancelled during the period**	**Outstanding at 30 June 2010**
25 June 2008	**738,750**	**–**	**(18,750)**	**–**	**–**	**720,000**
31 December 2008	**1,050,000**	**–**	**(50,000)**	**–**	**–**	**1,000,000**
22 January 2009	**350,000**	**–**	**(12,500)**	**–**	**–**	**337,500**
3 July 2009	**150,000**	**–**	**–**	**–**	**–**	**150,000**
	2,288,750	**–**	**(81,250)**	**–**	**–**	**2,207,500**

Grant date	Outstanding at 1 January 2009	Granted during the period	Exercised during the period	Forfeited during the period	Cancelled during the period	Outstanding at 30 June 2009
25 June 2008	1,450,000	–	–	(650,000)	–	800,000
31 December 2008	1,050,000	–	–	–	–	1,050,000
22 January 2009	–	350,000	–	–	–	350,000
	2,500,000	350,000	–	(650,000)	–	2,200,000

The weighted average closing prices of the Company's shares immediately before the dates on which the options were exercised was HK$8.44 (six months ended 30 June 2009: N/A).

During the six months ended 30 June 2010, 81,250 share options previously granted by the Company were exercised and no share options were granted, forfeited and cancelled. During the six months ended 30 June 2009, 350,000 share options were granted on 22 January 2009 by the Company. The estimated fair values of the options at the grant date were approximately HK$503,000. 650,000 share options previously granted by the Company were forfeited due to departure of employees. No share options were exercised during the six months ended 30 June 2009.

The Group recognised the total expense of approximately HK$1,101,000 for the six months ended 30 June 2010 (six months ended 30 June 2009: HK$2,023,000) in relation to share options granted by the Company under the Share Option Scheme.

19. Share Option Schemes (Continued)

(b) Pre-IPO Share Option Scheme

The following tables disclosed movements of the Company's share options under the Pre-IPO Share Option Scheme during the six months ended 30 June 2010 and 30 June 2009:

Grantees	**Outstanding at 1 January 2010**	**Exercise during the period**	**Forfeited during the period**	**Cancelled during the period**	**Outstanding at 30 June 2010**
(1) Directors					
Ms.Poon Wai *(Note 2)*	**8,485,000**	**–**	**–**	**–**	**8,485,000**
Mr. Poon Ka Man, Jason *(Note 2)*	**2,500,000**	**–**	**–**	**–**	**2,500,000**
Mr. Yin Yibing *(Note 2)*	**2,500,000**	**–**	**–**	**–**	**2,500,000**
(2) Employees and others	**5,195,000**	**(1,368,000)**	**(50,000)**	**–**	**3,777,000**
	18,680,000	**(1,368,000)**	**(50,000)**	**–**	**17,262,000**

Grantees	Outstanding at 1 January 2009	Exercise during the period	Forfeited during the period	Cancelled during the period	Outstanding at 30 June 2009
(1) Directors					
Ms.Poon Wai (Note 2)	8,485,000	–	–	–	8,485,000
Mr. Poon Ka Man, Jason (Note 2)	2,500,000	–	–	–	2,500,000
Mr. Yin Yibing (Note 2)	2,500,000	–	–	–	2,500,000
(2) Employees and others	5,400,000	–	(20,000)	–	5,380,000
	18,885,000	–	(20,000)	–	18,865,000

The weighted average closing prices of the Company's shares immediately before the dates on which the options were exercised was HK$8.19 (six months ended 30 June 2009: N/A).

19. Share Option Schemes (Continued)

(b) Pre-IPO Share Option Scheme (Continued)

During the six months ended 30 June 2010, 1,368,000 share options (six months ended 30 June 2009: nil) previously granted by the Company were exercised. In respect of the share options exercised during the period, the weighted average exercise price at the dates of exercise is HK$4.6495 per share.

(1) All options under the Pre-IPO Share Option Scheme were granted on 8 March 2007 at an exercise price of HK$4.6495 per share.

(2) Ms. Poon Wai, Mr. Yin Yibing and Mr. Poon Ka Man, Jason who are the executive directors, have formed Center Goal Holdings Limited ("Center Goal") to hold the options. Center Goal is owned as to approximately 62.92% by Ms. Poon Wai, as to approximately 18.54% by Mr. Poon Ka Man, Jason and as to approximately 18.54% by Mr. Yin Yibing.

Except for the share options forfeited due to the departure of the employees and exercised as disclosed above, there were no share options granted, cancelled, or expired under the Pre-IPO Share Option Scheme during the six months ended 30 June 2010 and 30 June 2009.

The Group recognised total expense of approximately HK$1,575,000 for the six months ended 30 June 2010 (six months ended 30 June 2009: HK$1,575,000) in relation to share options granted by the Company under the Pre-IPO Share Option Scheme.

20. Capital Commitments

	30 June 2010 HK$'000 (Unaudited)	31 December 2009 HK$'000 (Audited)
Capital expenditure contracted for but not provided in the condensed consolidated financial statements in respect of the acquisition of		
– property, plant and equipment	**16,565**	21,712
– land lease	**17,992**	21,368
– investment properties	**–**	129,177
	34,557	172,257

21. Related Party Transactions

(a) During the period, the Group has the following significant transactions with related parties:

Relationship with related parties	Nature of transactions	Six months ended 30 June **2010** **HK$'000** **(Unaudited)**	 2009 HK$'000 (Unaudited)
Shigemitsu Industry Co., Ltd., a shareholder	Sales of noodles and related products	**280**	179
	Purchase of raw materials	**17,696**	18,069
	Franchise commissions paid	**10,957**	8,466
Companies in which Mr. Poon Ka Man, Jason, a director of the Company, has significant beneficial interest	Decoration expenses paid	**803**	6,878
Companies in which Mr. Yin Yibing has significant beneficial interest	Sales of noodles and related products	**–**	110
Ms. Poon Wai	Property rentals paid	**957**	950

During the six months ended 30 June 2010, one of indirect wholly-owned subsidiaries of the Company entered into a sale and purchase agreement with an independent third party to acquire 5% equity interests in an entity, which is incorporated in the British Virgin Islands and engaged in the business related to automatic grilling technology including the sale and distribution of the robotic grilling machines (the "Entity"), at a consideration of HK$5,000,000. An entity wholly and beneficially owned by Anmi Trust has beneficial interests in the Entity. The equity interests in the Entity is accounted for as available-for-sale investments in the condensed consolidated statement of financial position at the end of the reporting period.

21. Related Party Transactions (Continued)

(b) The remuneration of directors and other members of key management personnel during the period was as follows:

	Six months ended 30 June	
	2010	2009
	HK$'000	HK$'000
	(Unaudited)	(Unaudited)
Short-term employee benefits	**3,611**	2,519
Other long-term benefits	**47**	37
Share-based payments	**2,380**	1,469
	6,038	4,025

The remuneration of directors and key executives is determined by the remuneration committee of the Company having regard to the performance of individual and market trends.

22. EVENT AFTER THE END OF INTERIM PERIOD

Pursuant to written resolutions of the directors of the Company dated 2 July 2010 and 6 July 2010, the Company granted 1,510,000 and 90,000 share options, respectively, to certain employees of the Group. The fair values of the options granted on 2 July 2010 and 6 July 2010 determined at the dates of grant using the Black Scholes Option pricing model are approximately HK$6,465,000 and HK$402,000, respectively. Up to the date of this report, the number of shares in respect of which options had been granted on 2 July 2010 and 6 July 2010 and remained outstanding were 1,510,000 and 90,000, respectively.

Compliance with the Code on Corporate Governance Practices

The Company has complied with all applicable code provisions under the Code on Corporate Governance Practices (the "Code") as set out in Appendix 14 to the Listing Rules for the six months ended 30 June 2010, save and except for the deviation from the code provision A.2.1, namely, the roles of the Chairman and chief executive officer ("CEO") have not been separated. Although Ms. Poon Wai performs both the roles of Chairman and CEO, the division of responsibilities between the Chairman and CEO are clearly established and set out in writing. In general, the Chairman is responsible for supervising the functions and performance of the Board, while the CEO is responsible for the management of the business of the Group. The two roles are performed by Ms. Poon distinctly. The Board believes that at the current stage of development of the Group, vesting the roles of both Chairman and CEO in the same person provides the Company with strong and consistent leadership, and allows for effective and efficient planning and implementation of business decisions and strategies. The relevant deviation is therefore considered reasonable. It also considers that the current structure does not impair the balance of power and authority between the Board and the management of the Company given the appropriate delegation of the power of the Board and the effective functions of the independent non-executive Directors (number of which exceeds one-third of the members of the Board). However, it is the long-term objective of the Company to have these two roles performed by separate individuals when suitable candidates are identified.

Compliance with the Model Code for Securities Transactions by Directors of Listed Issuers

The Company has adopted a code of conduct regarding securities transactions by Directors on terms no less exacting than the required standard (the "Required Standard") of the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code") as set out in Appendix 10 to the Listing Rules.

The Company has made specific enquiry to all Directors, and all Directors have confirmed that, throughout the six months ended 30 June 2010, they were in compliance with the Required Standard.

Audit Committee Review

The Audit Committee, which comprises three independent non-executive Directors, namely Mr. Jen Shek Voon, Mr. Lo Peter and Mr. Wang Jincheng and one non-executive Director, Mr. Wong Hin Sun, Eugene, reviews the accounting principles and practices adopted by the Company and discusses auditing, internal controls and financial reporting matters. The Company's unaudited interim results for the six months ended 30 June 2010 have been reviewed by the Audit Committee and Deloitte Touche Tohmatsu, the auditors of the Company.

Purchase, Sale or Redemption of the Company's Listed Securities

Neither Ajisen nor any of its subsidiaries purchased, sold or redeemed any of the listed securities of Ajisen for the six months ended 30 June 2010.

Directors' and Chief Executive's Interests and Short Positions in Shares, Underlying Shares and Debentures of the Company and its Associated Corporations

As at 30 June 2010, the interests and short positions of the Directors and the chief executive of the Company in the shares, underlying shares and debentures of the Company or its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance, Chapter 571 of the laws of Hong Kong (the "SFO")) as recorded in the register required to be kept under section 352 of the SFO, or as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code, are set out below:

(i) Interests and short positions in the shares of the Company

Name of director	Capacity and nature of interest	Number of shares *(Note 1)*	Approximate % of shareholding
Ms. Poon Wai	founder of a discretionary trust *(Note 2)*	535,976,941 shares (L)	50.12%
Ms. Poon Wai	beneficial owner	19,277,347 shares (L)	1.80%
Mr. Yin Yibing	founder of a discretionary trust *(Note 3)*	28,352,679 shares (L)	2.65%
Mr. Katsuaki Shigemitsu	beneficial owner	950,000 shares (L)	0.09%
Mr. Katsuaki Shigemitsu	interest in controlled corporation *(Note 4)*	40,425,380 shares (L)	3.78%
Mr. Wong Hin Sun, Eugene	interest in controlled corporation *(Note 5)*	340 shares (L)	0.00%
Mr. Wong Hin Sun, Eugene	interest of spouse *(Note 6)*	250,000 shares (L)	0.02%
Mr. Wang Jin Cheng	beneficial owner	12,500 shares (L)	0.00%

Notes:

1. The letter "L" denotes the Director's long position in such securities.

2. The 535,976,941 shares are held by Favor Choice Group Limited ("Favor Choice"), which is an investment holding company wholly owned by Anmi Holding Company Limited ("Anmi Holding"). Anmi Holding is incorporated in the British Virgin Islands and its issued share capital is wholly owned by Anmi Trust, which is founded by Ms. Poon Wai. Ms. Poon Wai is an executive Director and the CEO of the Company.

3. The 28,352,679 shares are held by Brilinda Hilltop Inc., which is an investment holding company wholly owned by Royal Century Investment Ltd ("Royal Century") and its issued share capital is wholly owned by Dalian Trust, which is founded by Mr. Yin Yibing. Mr. Yin Yibing, is an executive Director of the Company.

4. The 13,604,251 shares held by Shigemitsu Industry Co. Ltd. and the 26,821,129 shares held by Wealth Corner Limited are respectively owned as to approximately 44.5% and 100% by Mr. Katsuaki Shigemitsu, a non-executive Director of the Company.

5. The 340 shares are held by Sirius Investment Inc., which is wholly owned by Mr. Wong Hing Sun, Eugene, a non-executive Director of the Company.

6. The 250,000 shares are held by Mr. Wong Hing Sun, Eugene's wife, Ms. Chin May Yee Emily.

(ii) Interests and short positions in underlying shares of equity derivatives of the Company

Name of director	Capacity and nature of interest	Description of equity derivatives	Number of underlying shares *(Note 1)*
Ms. Poon Wai	interest in controlled corporation *(Note 3)*	share option *(Note 2)*	13,485,000 (L) *(Note 3)*
Mr. Yin Yibing	interest in controlled corporation *(Note 3)*	share option *(Note 2)*	13,485,000 (L) *(Note 3)*
Mr. Poon Ka Man, Jason	interest in controlled corporation *(Note 3)*	share option *(Note 2)*	13,485,000 (L) *(Note 3)*
Mr. Jen Shek Voon	beneficial owner	share option *(Note 4)*	100,000 (L)
Mr. Lo, Peter	beneficial owner	share option *(Note 4)*	100,000 (L)
Mr. Wang Jin Cheng	beneficial owner	share option *(Note 4)*	37,500 (L)
Mr. Wong Hin Sun, Eugene	beneficial owner	share option *(Note 4)*	100,000 (L)

Notes:

1. The letter "L" denotes the Director's long position in such securities.

2. The share options were granted under the pre-IPO share option scheme of the Company.

3. Ms. Poon Wai, Mr. Yin Yibing and Mr. Poon Ka Man, Jason, who are executive Directors, were granted options under the pre- IPO share option scheme of the Company to subscribe for 8,485,000 shares, 2,500,000 shares and 2,500,000 shares respectively. They have formed a company in the British Virgin Islands named Center Goal Holdings Limited ("Center Goal") to hold the share options. Center Goal is owned as to approximately 62.92% by Ms. Poon Wai, as to approximately 18.54% by Mr. Poon Ka Man, Jason and as to approximately 18.54% by Mr. Yin Yibing.

4. The share options were granted under the share option scheme of the Company.

(iii) Interests and short positions in the shares of the associated corporations

(1) Long position in the shares of Anmi Holding

Name of director	Capacity and nature of interest	Number of shares	Approximate % of shareholding
Ms. Poon Wai	founder of a discretionary trust *(Note)*	1 *(Note)*	100% *(Note)*

Note: The entire issued share capital of Anmi Holding is owned by Anmi Trust, which is founded by Ms. Poon Wai.

(2) Long position in the shares of Favor Choice

Name of director	Capacity and nature of interest	Number of shares	Approximate % of shareholding
Ms. Poon Wai	founder of a discretionary trust *(Note)*	10,000 *(Note)*	100% *(Note)*

Note: The entire issued share capital of Favor Choice is owned by Anmi Holding, which is wholly owned by Anmi Trust. Anmi Trust is founded by Ms. Poon Wai.

Save as disclosed herein, as at 30 June 2010, none of the Directors and chief executive of the Company, or any of their spouses, or children under eighteen years of age, has any interests or short positions in the shares, underlying shares and debentures of the Company or its associated corporations, recorded in the register required to be kept under section 352 of the SFO or required to be notified to the Company and the Stock Exchange pursuant to the Model Code.

Interests and Short Positions of Substantial Shareholders Discloseable Under the SFO

So far as is known to the Company, as at 30 June 2010, as recorded in the register required to be kept by the Company under section 336 of the SFO, the following persons, other than a Director or the chief executive of the Company, were the substantial shareholders (within the meaning of the Listing Rules) of the Company and had the following interests or short position in the shares or underlying shares of the Company:

Name of shareholder	Capacity and nature of interest	Number of shares	Approximate % of shareholding
Favor Choice *(Note 1)*	beneficial owner	535,976,941	50.12%
Anmi Holding *(Notes 1 and 2)*	interest of controlled corporation	535,976,941	50.12%
HSBC International Trustee Limited *(Note 2)*	trustee	564,329,620	52.77%
Mr. Cheng Wai Tao	beneficial owner	63,955,580	5.98%

Notes:

1. The 535,976,941 shares were held by Favor Choice, which is an investment holding company wholly owned by Anmi Holding. Anmi Holding is incorporated in the British Virgin Islands and its issued share capital is wholly owned by Anmi Trust, which is founded by Ms. Poon Wai. Ms. Poon Wai is an executive Director and the CEO of the Company.

2. HSBC International Trustee Limited (in its capacity as the trustee of Anmi Trust) is the legal owner of the entire issued share capital of Anmi Holding and Royal Century. Anmi Holding wholly owned Favor Choice which held 535,976,941 Shares and Royal Century wholly owned Brilinda Hilltop Inc. which held 28,352,679 Shares.

Save as disclosed herein, as at 30 June 2010, the Company has not been notified of any substantial shareholder (other than a Director or chief executive of the Company) who had an interest or short position in the shares or underlying shares of the Company that were recorded in the register required to be kept under section 336 of the SFO.

Share Option Scheme

The Company has conditionally adopted its share option scheme (the "Share Option Scheme") on 8 March 2007 for a period of ten years. The purpose of the Share Option Scheme is to enable the Company to grant option to the eligible participants in recognition of their contribution made or to be made to the Group. Under the Share Option Scheme, the Board may offer to grant an option to any director or employee, or any advisor, consultant, individual or entity who, in the opinion of the Board, has contributed or will contribute to the growth and development of the Group. The amount payable by a participant upon acceptance of a grant of options is HK$1.00.

The total number of shares issued and which may fall to be issued upon exercise of the options granted pursuant to the Share Option Scheme to an eligible participant in any twelve-month period shall not exceed 1% of the number of shares in issue unless approved by shareholders in general meeting. The maximum number of shares in respect of which options may be granted under the Share Option Scheme shall not in aggregate exceed 10% of the shares in issue as at the date of approval of the Share Option Scheme i.e. a total of 100,000,000 shares.

The subscription price in respect of option granted under the Share Option Scheme will be determined by the Board provided that it shall not be less than the higher of: (i) the closing price of the shares as stated in the daily quotations sheet of the Stock Exchange on the date of grant, and (ii) the average closing price of the shares as stated in the daily quotations sheets of the Stock Exchange for the five business days immediately preceding the date of grant, and (iii) the nominal value of the shares.

As at 30 June 2010, the number of shares in respect of which options under the Share Option Scheme had been granted and remained outstanding was 2,207,500 (30 June 2009: 2,200,000), representing approximately 0.21% of the Shares of the Company in issue as at 30 June 2010.

Details of the share options granted under the Share Option Scheme and remained outstanding as at 30 June 2010 are as follows:

Grantee	Date of Grant	Outstanding as at 1 January 2010	Number of share options Granted	Exercised	Cancelled	Lapsed	Outstanding as at 30 June 2010
Employees (in aggregate)	25 June 2008	738,750	–	(18,750)	–	–	720,000
	31 December 2008	1,050,000	–	(50,000)	–	–	1,000,000
	3 July 2009	150,000	–	–	–	–	150,000
Director (in aggregate)	22 January 2009	350,000	–	(12,500)	–	–	337,500
		2,288,750	–	(81,250)	–	–	2,207,500

Pre-IPO Share Option Scheme

The Company conditionally adopted its pre-IPO share option scheme (the "Pre-IPO Share Option Scheme") on 8 March 2007. The purpose and the principal terms of the Pre-IPO Share Option Scheme are similar to those of Share Option Scheme, save as:

(i) the exercise price per share is 85% of the final offer price per share upon listing of the Company;

(ii) no option granted under the Pre-IPO Share Option Scheme will be exercisable within twelve months from the listing date; and

(iii) no further option will be offered or granted under the Pre-IPO Share Option Scheme after the listing of the Company.

Set out below are details of the outstanding options granted under the Pre-IPO Share Option Scheme:

			Number of options			
Grantee	**Number of options granted on 8 March 2007** *(Notes 1 and 3)*	**Outstanding as at 1 January 2010**	**Exercise during the period ended 30 June 2010**	**Cancelled during the period ended 30 June 2010**	**Lapsed during the period ended 30 June 2010**	**Outstanding as at 30 June 2010**
(1) Directors						
Ms. Poon Wai *(Note 2)*	8,485,000	8,485,000	–	–	–	8,485,000
Mr. Poon Ka Man, Jason *(Note 2)*	2,500,000	2,500,000	–	–	–	2,500,000
Mr. Yin Yibing *(Note 2)*	2,500,000	2,500,000	–	–	–	2,500,000
(2) Employees and others	6,515,000	5,195,000	(1,368,000)	–	(50,000)	3,777,000
	20,000,000	18,680,000	(1,368,000)	–	(50,000)	17,262,000

Notes:

(1) All options under the Pre-IPO Share Option Scheme granted on 8 March 2007 can be exercised at a price of HK$4.6495 per share.

(2) Ms. Poon Wai, Mr. Yin Yibing and Mr. Poon Ka Man, Jason who are executive Directors of the Company, have formed Center Goal to hold the options. Center Goal is owned as to approximately 62.92% by Ms. Poon Wai, as to approximately 18.54% by Mr. Poon Ka Man, Jason and as to approximately 18.54% by Mr. Yin Yibing.

(3) All holders of options granted under the Pre-IPO Share Option Scheme may only exercise their options in the following manner:

Maximum percentage of options exercisable	Period for vesting of the relevant percentage of the option
25% of the total number of options to any grantee	From the expiry of the first anniversary of the listing date to the date immediately before the second anniversary of the listing date
25% of the total number of options to any grantee	From the second anniversary of the listing date to the date immediately before the third anniversary of the listing date
25% of the total number of options to any grantee	From the third anniversary of the listing date to the date immediately before the fourth anniversary of the listing date
25% of the total number of options to any grantee	From the fourth anniversary of the listing date to the date immediately before the fifth anniversary of the listing date

(4) The total number of shares issued and which may fall to be issued upon exercise of the options granted pursuant to the Pre-IPO Share Option Scheme to an eligible participant in any 12-month period shall not exceed 1% of the number of shares in issue unless approved by shareholders in general meeting.

Directors' Rights to Acquire Shares or Debentures

Save as disclosed under the sections headed "Directors' and Chief Executive's Interests and Short Positions in Shares, Underlying Shares and Debentures of the Company and its Associated Corporations", "Share Option Scheme" and "Pre-IPO Share Option Scheme", during the six months ended 30 June 2010, no arrangements has been entered by the Company or any of its subsidiaries or fellow subsidiaries to enable the Directors to acquire benefits by means of the acquisition of shares in, or debentures of, the Company or any other body corporate, and none of the Directors or any of their spouses or children under the age of eighteen, was granted any right to subscribe for the equity or debt securities of the Company or any other body corporate nor had exercised any such right.

Employee's Remuneration and Policy

As at 30 June 2010, the Group employed 12,653 persons (31 December 2009: 10,447 persons), most of the Group's employees work in the chain restaurants of the Group in the PRC. The number of employees will vary from time to time as necessary and the remuneration will be determined by reference to the practice of the industry.

The Group conducted regular reviews on its remuneration policy and overall remuneration payment. Besides retirement scheme and internal training courses, employees may be granted discretionary bonuses and/or share options based on their performances.

The total remuneration payment of the Group for the six months ended 30 June 2010 was HK$210,637,000 (30 June 2009: HK$163,730,000).

By order of the Board
Ajisen (China) Holdings Limited
Poon Wai
Chairman

Hong Kong, 18 August 2010

AJISEN RAMEN
味千拉麵