



Going Forward into the Digital Era

The rapid development of the Internet and e-business is changing the way people work and live in the new millennium. While there is much hype about the rise and fall of the dotcom, the real benefits are being realized by innovative companies with a strong foundation in the old economy.

In line with our long-term commitment to continual improvement and growth, Shui On has launched two Internet initiatives to capture the vast new opportunities in the information era. SOCAM.com is designed to enhance the Group's operational processes such as procurement and project management, while AsiaMaterials.com is a B2B (business-to-business) trading portal offering one-stop services for buyers and suppliers in the building materials industry.

These two initiatives help Shui On streamline work processes, reduce operational costs, open up new markets and, most importantly, stay ahead in the highly competitive digital age.

Looking ahead, Shui On will continue to capitalize on new technologies and opportunities to create value for our shareholders, our customers and our people.