



Cover Story

We Promise. We Deliver.

During the early days of our proactive investors relationship program in early 2002, we faced a skeptical investment community. The truth is for the past 10 years Karrie has been doing business with international reputable customers, which trust Karrie for its ability to deliver results.

Certainly the doubts of the potential investors are understandable given the unfolding of major accounting scandals in the US and elsewhere. So, in addition to our "Proactive Services Commitment" to the customers, we must also convey the message to the investors that we will deliver what we have promised. Telling the truth may not be pleasant but over-promising would be equally detrimental. We will work hard to ensure our audience to appreciate that if we promise, we will deliver, whether to our customers or our investors.

Last year the main themes of the annual report were environmental protection and "human touch". This year we shift gear to "Karrie in action" showing readers how our colleagues are working hard to deliver what we have promised.

「言而有信 一諾千金」

於二零零二年初，我們積極開展投資者關係工作。其間接觸過不少投資者，他們均對嘉利之投資價值存有疑問；但事實上，嘉利過去十年的客戶，皆是世界知名的品牌；他們一向相信嘉利並將生產付運的重任，付託於嘉利。

自從美國及其他地區經過了多次的會計醜聞後，投資者對嘉利存有顧忌也是理所當然的。因此，我們除了要對客戶做到「主動 服務 承諾」之外，亦必須讓投資者知道我們所作出的承諾必然能夠實踐雖然實話實說未必能取悅所有人，但這總比言過其實、過份誇大為佳。故此，我們已定立明確方向，致力做到「言而有信 一諾千金」，令所有關心我們的人，無論是客戶抑或是投資者，都對我們的表現感到滿意。

去年的年報主題以環保及「以人為本」作為中心，而今年則將重心轉移至「動感的嘉利」，讓讀者們感受到嘉利各員工為實踐對大家的承諾而努力地投入工作。

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