

CHAIRMAN'S LETTER

The year under review marked our fourth year of uninterrupted growth following our turnaround to profit in 2000. Despite the global economic slowdown, our turnover for the year rose 9% to HK\$611 million and profit attributable to shareholders soared 34% to HK\$52 million — thanks to the hard work and diligence of all our staff worldwide. Committed to continuous improvement, we strove to further reduce costs and increase revenue, with a new series of innovative measures taken during the year to enhance our development. Among these was the establishment of Starlite Innovation Centre, which successfully helped customers resolve their problems in project development. Other measures included enhancing supply-chain management and forming strategic alliances with customers. All in all, by employing the latest technology, the best talents and the most sophisticated management practice, we were able to deliver supreme services, superb products and value added innovations that won customers' confidence.

We have learned through practical experience that only by equipping ourselves with the above essentials and fermenting them with strong teamwork can we ensure comprehensive and quality services for a growing clientele. The insistence on being the first to adopt new printing technology and equipment and the persistence on continuous improvement have become part of the Starlite culture. As for the strengthening of human resources, apart from recruiting more talents we have set up the Starlite Institute of Management to provide systematic staff training, focusing on an intensive and thematic training programme that aims to enhance our overall staff quality. After more than one year in operation, the Institute has gained considerable experience and achieved the

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公司自二零零零年轉虧為盈後，業績連續四年都獲得進步。本年度儘管全球經濟不夠景氣，但公司憑著全體員工的努力拼搏，不但銷售額比上年度增加了百分之九，達六億一千一百萬港元，而且盈利增加了百分之三十四，達五千二百萬港元。此外，不斷改善、開源節流已成為公司堅持不變的方針。我們通過很多富創造性的措施和嶄新的概念，如設立創意中心、優化供應鏈管理以及建立客戶聯盟等，以求獲得更好的發展。創意中心發揮了很好的作用，幫助客戶解決不少開發項目中的問題。總之，我們用先進的科技、優秀的人才、完善的管理、優質的服務、超值的產品和一系列具創造性的措施贏得了客戶的信任。

我們在實踐中深刻認識到，只有引進最先進的機器設備、招聘最適合的人才、完善管理制度和發揮團隊精神，才能為越來越多的客戶提供全方位的優質服務。堅持率先引進印刷的硬件和軟件新科技，並且不斷更新，已成為星光的一大特色。在人才方面，除了廣納英才之外，我們還開辦了星光管理學院，系統地培訓公司員工，以密集的教育和培訓課程提高員工質素。經過一年多的實踐，管理學院累積了一定經驗，初步獲得預期的成果。各級主管登上學院的講台，將實踐經驗上升為理論，令他們更成熟，推動工作更有說服力。現在培訓成了常態，形成了良好的



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desired results. Department heads who took lecturer roles made great efforts to theorise their experience; in the course they have become more mature and persuasive in performing their duties. Training has now become a common good among our staff, and the pursuit of knowledge has gained wide favour. Not only did the benefits of training begin to outweigh the costs, the increase in quality staff also provided the Group greater mileage in future expansion. We shall explore the possibilities of launching master's degree and other special training programmes with universities in China and education institutions abroad to further improve our staff quality and to increase the leverage of the Group and the standing of the printing industry in the marketplace.

At the same time, we have taken note of certain areas for further improvement. We are adopting a down to earth approach on continuous improvement, focusing on areas that can increase our core competitiveness on top of our existing advantages in innovation and creativity. We will keep abreast of market needs and launch new measures to create new business opportunities, such as the more extensive use of e-commerce to expand our market. We will continue to care for the society, contribute to environmental protection and participate in community welfare, while safeguarding shareholders' interest and striving for higher prosperity with a clear vision set on new horizons.

學習風氣，這不但減少了員工培訓中作所付的代價，而且在今後擴大投資時有足夠的人力可以調配。我們還將與中國內地的大學和境外的教育機構合作，開設碩士研究生班與大專技術實用課程，提高從業人員的整體素質，讓企業、從業人員及整個產業在經濟領域中的生存價值不斷提升。

與此同時，我們也冷靜地看到自身不足的地方。我們正在腳踏實地不斷自我完善，在原来的創新優勢上進一步打造我們的核心競爭力，我們緊貼市場的需求，不斷推陳出新，創造性地引導消費，利用電子商務開拓新的市場。我們將一如既往地關注社會效益，投身環保事業，熱心社會事務。我們在關注股東利益的同時，會放眼未來，以無限的激情創造更加美好的企業藍天！

CHAIRMAN'S LETTER

I would like to take this opportunity to express my sincere gratitude to all our staff for their contributions, and to our shareholders, customers, bankers, suppliers and friends in the business community for their support and encouragement.

Lam Kwong Yu

Chairman

Hong Kong, 17th July, 2003

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在此，我要向忠誠支持公司工作的全體員工表示衷心感謝！向股東、客戶、銀行、供應商和各界好友給予的支持與鼓勵表示衷心感謝！

林光如

主席

香港，二零零三年七月十七日

