

Corporate Profile

Lianhua Supermarket Holdings Co., Ltd. ("Lianhua Supermarket" or the "Company") first commenced its business operations in Shanghai in 1991. Within fifteen years, it has developed into a retail chain operator with retail outlets covering the whole nation, offering a full range of products through direct operations, franchises, mergers and acquisitions. As at 31 December 2005, Lianhua Supermarket operated a total of 3,609 outlets (excluding those operated by the Company's associated companies) spanning 21 provinces and municipalities across the nation. The Company continued to maintain its leading position as the largest retail chain operator in terms of turnover in the People's Republic of China (the "PRC") and for consecutive nine years, is one of the largest retail supermarket operations in China. The H shares of Lianhua Supermarket were listed on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 27 June 2003 and is one of the first retail chain operators to be listed on the Stock Exchange.

Lianhua Supermarket and its subsidiaries (the "Group") operate three types of retail outlets, namely hypermarkets, supermarkets and convenience stores, catering to the diverse needs of consumers. The three retail formats continue to expand and develop under the brand names of "Century Mart", "Lianhua Supermarket" and "Lianhua Quik" respectively. In recent years, "Lianhua Supermarket" and "Lianhua Quik" were awarded one of the most prestigious and distinctive brand name awards in the PRC by the Franchise Committee of the PRC Retail Chain Operations Association.

