



Corporate Profile

Lianhua Supermarket Holdings Co., Ltd. (hereinafter "Lianhua Supermarket" or the "Company") commenced its business in Shanghai in 1991. Within sixteen 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 2006, Lianhua Supermarket operated a total of 3,716 outlets (excluding those operated by the Company's associated companies) spanning in 20 provinces and municipalities across the nation. The Company continued to maintain its leading position as the largest consumer product retail chain enterprise in terms of turnover in the People's Republic of China (hereinafter the "PRC") for consecutive ten years, and is one of the largest retail supermarket operations in the PRC. The H shares of Lianhua Supermarket were listed on The Stock Exchange of Hong Kong Limited (hereinafter the "Stock Exchange") on 27 June 2003 and is one of the first retail chain operators listed on the Stock Exchange.

Lianhua Supermarket and its subsidiaries (hereinafter the "Group") operate three main types of retail outlets, namely hypermarkets, supermarkets and convenience stores, catering for the diverse needs of consumers. The three retail forms 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 consecutively 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.