



## 公司簡介 Company Profile

康師傅控股有限公司(「本公司」)，總部設於中華人民共和國(「中國」)天津市，其附屬公司主要在中國從事生產和銷售方便麵、飲品及糕餅。本公司及其附屬公司(「本集團」)於一九九二年開始生產方便麵，並從一九九六年擴大業務至糕餅及飲品；目前本集團的三大品項產品，皆已在中國食品市場佔有顯著的市場地位。據ACNielsen二零零七年十二月的零售市場研究報告，調查結果顯示在這期間本集團在方便麵、即飲茶及包裝水銷售額的市場佔有率分別為47.0%、51.9%和15.4%，同時穩居市場領導地位；夾心餅乾也以25.6%居同類產品領先地位。本集團大部分產品均使用「康師傅」品牌銷售，並相信「康師傅」是中國最為消費者熟悉的品牌之一。於二零零七年六月，本集團榮獲由香港生產力促進局主辦的「二零零七年大中華區最佳創建品牌企業選舉」的最高獎項榮譽大獎；七月在由台灣經濟部主辦，英國InterBrand協辦的「二零零七年台灣國際品牌價值調查」中排名第五位，且因連續三年的品牌價值及品牌強度複合成長率最高而榮獲「成長之星」大獎。以上獎項進一步肯定了康師傅品牌於大中華區域強勁的市場地位。

本集團透過自有遍佈全國的銷售網路分銷旗下產品，截至二零零七年十二月底本集團擁有535個營業所及82個倉庫以服務5,999家經銷商及68,717家直營零售商。本集團相信此廣博的銷售網路，是構成本集團產品處於市場領導地位的主要原因，亦促使本集團的新產品更成功而有效地登陸市場。

本集團今後的發展仍將資源專注於食品流通事業，繼續強化物流與銷售系統，以期建立「全球最大中式方便食品及飲品集團」。

本集團於一九九六年二月在香港聯合交易所有限公司上市。本公司的兩大股東頂新(開曼島)控股有限公司和三洋食品株式會社分別持有本公司36.5886%和33.1889%的股份。於二零零七年十二月三十一日，本公司之市值為90.3億美元。現時本公司已被納入英國富時指數中亞太區(除日本外)的成份股及摩根士丹利資本國際(MSCI)香港成份股指數。

Tingyi (Cayman Islands) Holding Corp. (the "Company"), headquartered in Tianjin, the People's Republic of China (the "PRC"), and its subsidiaries specialise in the production and distribution of instant noodles, beverages and baked goods in the PRC. The Company and its subsidiaries (the "Group") started its instant noodle segment in 1992, and expanded into the bakery segment and beverage segment in 1996. The Group's three main product segments have established leading market shares in certain segments of the PRC's food industry. According to ACNielsen SCAN TRACK EXPRESS, based on sales, in December 2007, the Group was the market leader in instant noodles, ready-to-drink ("RTD") teas and bottled water, gained 47.0%, 51.9% and 15.4% market share respectively. The Group's sandwich crackers gained 25.6% market share and held a leading position. The Group is best known in the PRC for its "Master Kong" brand name which appears on the packaging of most of its products. The Group believes that "Master Kong" is one of the most recognised consumer brand names in the PRC. The Group was granted the highest award in "the Election of Best Brand Enterprises (Greater China 2007)" organised by Hong Kong Productivity Council in June 2007 and ranked the fifth in "the Survey of Top Taiwan Global Brands 2007" organised by Taiwan Economics Department in association with InterBrand from UK in July 2007. In addition, the Group was granted the award of "Rising Star" in recognition of the highest CAGR of the brand value and brand strength of Master Kong in three successive years. The above awards further demonstrate the strong market position of Master Kong Brand in Greater China.

The Group distributes its products throughout the PRC through its extensive sales network consisting of 535 sales offices and 82 warehouses serving 5,999 wholesalers and 68,717 direct retailers as of 31 December 2007. The Group believes that this extensive sales network is a significant contributor to the Group's leading market shares and it enables the Group to rapidly and successfully introduce new products.

Focused on the development of the Group by concentrating its resources in food circulation business, the Group will continue to strengthen its logistics and sales system in the PRC, to set up "The biggest Group for Chinese Instant Food & Beverage in the World".

The Group was listed on the Stock Exchange of Hong Kong Limited in February 1996. Each of the Company's major shareholders Ting Hsin (Cayman Islands) Holding Corp. and Sanyo Foods Co., Ltd. holds a 36.5886% and 33.1889% equity interest respectively in the Company. Market capitalisation as at 31 December 2007 was US\$9.03 billion. The Company is a constituent stock of British's FTSE All-World Asia Pacific Ex-Japan Index and Morgan Stanley Capital International (MSCI) Hong Kong Index.