TABLE OF CONTENTS

You should rely only on the information contained in this document to make your investment decision.

The Company has not authorised anyone to provide you with information that is different from what is contained in this document.

Any information or representation not made in this document must not be relied on by you as having been authorised by the Company, the Sponsor, any of their respective directors, officers, employees, agents or representatives or any other party involved in the Introduction.

	Page
SUMMARY	1
DEFINITIONS	15
RISK FACTORS	25
WAIVERS FROM COMPLIANCE WITH THE MAIN BOARD LISTING RULES	44
INFORMATION ABOUT THIS DOCUMENT AND THE INTRODUCTION	47
PARTIES INVOLVED IN THE INTRODUCTION	50
CORPORATE INFORMATION	54
INDUSTRY OVERVIEW	56
GROUP STRUCTURE	64
HISTORY AND DEVELOPMENT AND REORGANISATION	68

TABLE OF CONTENTS

BUSINESS

Overview	77
Competitive strengths	78
Revenue model	81
Products	82
Distribution networks	82
Retail distribution operations	83
Wholesale distribution operations	92
Integrated retail and wholesale distribution operations	94
Customers	95 95
Franchise operations	95 99
Development of in-house brandnames	99
Internal control – Cash and inventory	100
Compliance and approvals	101
Merchandising	102
Quality control and assurance	102
Awards and achievements	103
Marketing and promotion	104
Intellectual property rights	104
Relationships with major suppliers of the Group (other than intra-group)	105
Competition	106
Pricing policy	108
Insurance	108
Compliance with regulatory requirements	109
CONNECTED TRANSACTIONS	110
COMPARISON OF BUSINESS OBJECTIVES WITH	
ACTUAL BUSINESS PROGRESS	130
FUTURE PLANS AND PROSPECTS	137
DIRECTORS, SUPERVISORS, SENIOR MANAGEMENT AND STAFF	140
SUBSTANTIAL AND CONTROLLING SHAREHOLDERS	147
SHARE CAPITAL	149
FINANCIAL INFORMATION	153
APPENDIX I - ACCOUNTANTS' REPORT	194
APPENDIX II - FIRST QUARTERLY REPORT 2007	280
APPENDIX III - PROPERTY VALUATION	286
APPENDIX IV - SUMMARY OF PRINCIPAL LEGAL AND REGULATORY PROVISIONS AND ARTICLES OF ASSOCIATION	381
APPENDIX V - STATUTORY AND GENERAL INFORMATION	454
APPENDIX VI - DOCUMENTS AVAILABLE FOR INSPECTION	483