



# Chairman's Statement 主席報告

I am pleased to present the annual report of Luk Fook Holdings (International) Limited (the "Company") and its subsidiaries (collectively known as the "Group") for the year ended 31st March 2003.

## FINANCIAL PERFORMANCE

### Results

For the year ended 31st March 2003, turnover was HK\$1,461,763,000 representing a 1.2% decrease compared with HK\$1,478,806,000 in the previous year. Profit attributable to shareholders amounted to about HK\$45,783,000 (2002: HK\$64,225,000), representing a decrease of 28.7%. Earnings per share was HK9.7 cents (2002: HK13.8 cents).

本人十分榮幸提呈六福集團(國際)有限公司(「本公司」)及其附屬公司(統稱為「本集團」)截至2003年3月31日止年度之年報。

## 財政表現

### 業績

截至2003年3月31日止年度，營業額為1,461,763,000港元，較去年1,478,806,000港元下降1.2%。股東應佔溢利為45,783,000港元(2002年：64,225,000港元)，下降28.7%。每股盈利為9.7港仙(2002年：13.8港仙)。





## DIVIDEND

The Directors proposed a final dividend of HK4 cents per share (2002: HK5 cents per share) for the year ended 31st March 2003. Together with the interim dividend of HK2 cents per share already paid, a total of HK6 cents per share were declared for the year ended 31st March 2003 (2002: HK7.5 cents per share).

## OPERATION REVIEW

### Gold and Jewellery Operation

#### Business Expansion

At present, the Group has 22 retail outlets under the brand name of Luk Fook and 7 under the brand name of Ice g. in Hong Kong, Macau and Canada. During the year, the Group opened several outlets in Causeway Bay, the Peak Galleria, Diamond Hill and Sheung Shui. The Group has been actively expanding its overseas market and 3 outlets have been established in Macau and Toronto in the year under review.

#### Innovative Designs

During the year, the Group's designs gained applause in various jewellery design competitions. Details are set out in the "Management Discussion and Analysis" section.

## 股息

董事會擬就截至2003年3月31日止年度派發末期息每股4港仙(2002年：每股5港仙)，連同已派發的每股2港仙中期股息，截至2003年3月31日止年度所派發的股息共為每股6港仙(2002年：每股7.5港仙)。

## 業務運作回顧

### 金飾及珠寶首飾業務

#### 業務擴充

本集團現時在香港、澳門及加拿大共有22間六福分店及7間針對年輕人市場的Ice g. 系列分店。年內，集團於銅鑼灣、山頂廣場、鑽石山及上水開設了分店。另外，集團於年內更積極開拓海外市場，並已於澳門及多倫多開設了3間分店。

#### 新穎設計

過去一年，集團在各項設計大賽中囊括了多個獎項，詳情載於「管理層研討及分析」部份。

## CHAIRMAN'S STATEMENT

### 主席報告



The 5th Buyers' Favorite Jewelry Design Competition  
Creative Section: Bronze Award – Matching

第五屆最受買家歡迎首飾設計比賽  
自由創作組：季軍 – 襯衣

To suit the needs of different customers, the Group has launched various new products into the market during the year under review, including:

- Gold ornaments with Year of the Ram as the theme. Traditional figures like “三羊啟泰”, “招財進寶” and cute figures like “獻寶金羊”, “富貴財神金羊”, etc;
- Gold jewellery encrusted with pearl and jade especially designed for Mother's Day;
- “Love on Fire” collection with the innovative design of “8 Hearts & 8 Arrows”, including the “Heart of Freedom” pendant for Christmas and 3 ring designs and 2 earrings designs for Valentine's Day. Each “8 Hearts & 8 Arrows” diamond is produced using the “Super Ideal Cut” technique, enabling a pattern comprising 8 arrows and 8 hearts to be shown on the surface and the bottom part of the diamond.

另外，為配合市場需要及顧客的不同口味，本集團亦在回顧年內推出了多款新產品，包括：

- 以羊年為主題，多款以傳統及Q版造型設計的足金擺件，傳統造型有「三羊啟泰」、「招財進寶」，而Q版造型則有「獻寶」金羊及「富貴財神」金羊等；
- 一系列為母親節而設、設計精美的足金鑲珍珠及翡翠首飾；



4th Hong Kong Jewellery Design Competition  
Best of Show Award – “Halo”

第四屆香港珠寶設計比賽  
大獎 – 銀暈

- 以「八心八箭」美鑽鑲嵌而成的「愛火 Love on Fire」鑽飾系列，包括為聖誕節而設計的愛火「自由的心」吊墜，以及為情人節而設計的三款戒指及兩款耳環。每顆「八心八箭」美鑽均以目前最尖端的切割技術「超理想車工」打磨而成，鑽石的面部及底部均可顯現八個心形圖案及八枝箭形圖案，極具特色。



The 5th Buyers' Favorite Jewelry Design Competition  
Earrings Category: Gold Prize - Defoliation

第五屆最受買家歡迎首飾設計比賽  
耳環組：冠軍 - 落葉

- The exclusive “HIRU” collection, meaning “the Sun” in Sinhala. “Padparadscha”, gemstones in pinkish orange color from the mines of Sri Lanka are used for the entire collection. Padparadscha gives a sparkling blaze like the Sun, and was thus given the name, HIRU. This new product was also given out as one of the first and second runners-up prizes in the Miss Hong Kong Pageant 2002.

#### Promotional Activities

- To enhance the corporate profile, the Group has participated in numerous promotional activities during the year. Details are set out in the “Management Discussion and Analysis” section.

#### PRC Market

The Group provides technical support, product design and staff training services to over 80 jewellery retailers in the PRC and authorizes them to use its brand name, with an aim to raise the Group’s profile in the PRC and better prepare for the opening of the PRC jewellery market. In August 2002, the Group participated in the 1st Guangzhou (Panyu) International Jewellery Fair and was overwhelmingly received, underlining the huge potential of the PRC’s jewellery market.

- 全港獨家推出「HIRU」系列、HIRU為斯里蘭卡文，意曰太陽。整個系列的首飾均採用斯里蘭卡新鑲床的橙粉紅色寶石 Padparadscha 鑲嵌而成。因 Padparadscha 的色澤璀璨艷麗，光彩奪目猶如太陽，因此被命名為 HIRU，更成為 2002 年度香港小姐亞軍及季軍的獎品之一。

#### 推廣活動

- 為提升集團的知名度，於年內本集團積極參與了多項宣傳推廣活動，詳情載於「管理層研討及分析」部份。

#### 中國市場

本集團現為國內超過 80 家珠寶零售商提供技術支援、款式設計、員工培訓等服務，並授權商戶使用品牌，務求令品牌滲透國內市場及提高集團在國內的知名度，為中國珠寶市場全面對外開放作部署。2002 年 8 月，集團參加了首屆廣州（番禺）國際珠寶展，反應熱烈，足見中國珠寶首飾市場的發展潛力。

## CHAIRMAN'S STATEMENT

### 主席報告

With reference to the research report issued by the Hong Kong Trade Development Council in November, jewellery brands in Hong Kong are better recognized than Mainland and international brands in the PRC. The Group also ranked among the first four Hong Kong jewellery brands in the major cities of the PRC.

To further expand the production scale, the Group acquired a piece of land with an area of 350,000 square feet in Panyu for the construction of a large-scale jewellery-refining factory. The construction of the new factory is expected to complete by next year, with a production capacity that are 3 times of the existing one.

#### Securities Operation

Luk Fook Securities Limited ceased its cooperation with REXCAPITAL Securities Limited (formerly OSK Asia Securities Limited) on 28th February 2003 and has entered into a strategic alliance with UOB Kay Hian (Hong Kong) Limited on 1st March 2003, a renowned finance group in Hong Kong. The new alliance is dedicated to provide customers with securities brokerage services that are more stable, quality-assured and direct.

UOB Kay Hian (Hong Kong) Limited is an exchange participant of The Stock Exchange of Hong Kong Limited (the "Stock Exchange"). Major services provided by the Company include institutional customer services, personal customer services, corporate customer services and information research services.

#### Portal Operation

The Group's registered jewellery portal "www.jewellworld.com" or "www.jw28.com" was established to provide an electronic gateway for the global jewellery industry. It serves as a business-to-business trading platform among jewellery manufacturers, wholesalers and retailers around the world, as well as an additional promotion channel for the Group. The Group believes that viewing samples and purchasing jewellery through the Internet would become a trend and thus generate huge business potential.

另外，據香港貿易發展局於11月的調查報告指出，香港品牌的珠寶首飾，在內地的認受性高於內地及國際品牌。而本集團更名列於內地主要城市最受歡迎香港珠寶首飾品牌的首四位。

為進一步拓大生產規模，本集團於番禺購入一幅面積達350,000平方呎的土地，作興建大型珠寶首飾加工廠之用。新廠房預期於明年落成，規模將是現有廠房的三倍。

#### 証券業務

六福証券已於2003年2月28日終止與御泰證券有限公司(前萬信證券有限公司)的合作伙伴關係，並已於2003年3月1日起正式與本港著名金融服務集團大華繼顯(香港)有限公司建立策略性聯盟，繼續為客戶提供更穩健、更優質及更直接的證券買賣服務。

大華繼顯(香港)有限公司為香港聯合交易所(「聯交所」)的參與會員，主要為客戶提供：機構客戶服務、個人客戶服務、公司客戶服務及資訊研究服務。

#### 網站業務

本集團成立及註冊的「珠寶世界」網站(www.jewellworld.com或www.jw28.com)，致力為世界各地的珠寶製造商、批發和零售商提供一個企業對企業的交易平台，亦作為本集團額外的宣傳渠道。本集團相信，此項服務打破時空的界限，讓世界各地的商戶輕易瀏覽貨辦及訂購珠寶，必將成為潮流，發展空間極大。

## PROSPECTS

### Hong Kong Market

The Hong Kong SAR Government recently implemented a number of measures to boost the tourism industry, with a special focus to attract Mainland visitors to Hong Kong. The Group intends to grasp the invaluable opportunity to enthusiastically develop its retail business. In addition, an increasing number of Mainland visitors came to shop in Hong Kong as a result of the gradual opening of the PRC market and the simplified procedures for applying to visit Hong Kong. All of the aforementioned factors, without mentioning the escalating reputation of the Luk Fook brand in the PRC, contribute to the development of the Group in the long run.

The Group will further promote the Ice g. collection and endeavor to build a brand recognizable to young consumers by offering inexpensive yet high quality jewellery products.

The Group made an announcement on 20th May 2003 regarding the adverse impact of the outbreak of Severe Acute Respiratory Syndrome (“SARS”) since March 2003 on the Group’s operation, as well as on the results of the financial year ending 31st March 2004. In order to minimize the impact, the Group exercised prudent management policy, aggressive operation strategy, and effective cost control measures, and expected that the decrease in turnover will narrow down due to the increase in tourists travelling to Hong Kong.

### PRC Market

Signified by the abolishment of import tariffs on diamonds and the commencement of operation of the Shanghai Gold Exchange, the PRC jewellery market is readily opened after PRC’s accession to the World Trade Organization. This has brought forth greater investment and development opportunities for jewellers in Hong Kong. As stated in the research report by the Hong Kong Trade Development Council, jewellery products possess enormous potential in the PRC retail market. With competitive advantages over foreign jewellers in terms of reputation, services and product quality, the Group believes that its business will expand rapidly in the PRC.

## 前景

### 香港市場

香港特別行政區政府近期推出多項措施，積極推廣旅遊業，尤其著重吸引內地旅客來港旅遊消費。本集團將把握這個時機，積極發展針對旅客的零售業務。另外，隨著內地逐漸開放，內地遊客來港程序簡化，都吸引內地人士來港購物，加上六福的品牌在國內的知名度日漸提高，相信對本集團業務的長遠發展有極大幫助。

本集團亦會致力發展Ice g.系列的業務，務求為年輕消費者提供價廉而質優的首飾產品，提高本集團在該市場的知名度。

本集團於二零零三年五月二十日刊發公佈，指出非典型肺炎於香港二零零三年三月開始爆發後，影響本集團之業務運作，以及對截至二零零四年三月三十一日止財政年度之業績構成不利之影響。惟本集團推行審慎的管理方針、積極的營運策略，以及有效的成本控制措施，務使影響減至最低，並預期營業額因訪港旅客增加而收窄跌幅。

### 中國市場

中國入世後，珠寶市場對外開放，政府取消徵收對各類鑽石進口的關稅，上海黃金交易所正式運作，將為香港珠寶商帶來更多投資和發展的機遇。香港貿易發展局發表的研究報告亦顯示，珠寶首飾在內地的零售市場具有很大發展潛力。香港的珠寶首飾品牌相對外地的品牌有一定優勢，本集團確信，集團的聲譽、產品質素及服務水準都具有相當競爭力，國內的業務將迅速發展。

## CHAIRMAN'S STATEMENT

### 主席報告

The Group is currently providing technical support and consultancy services to licensed jewellers in the PRC, with an aim to penetrate into the PRC market, thus paving way for future business development.

#### Macau Market

With the simplified traveling procedures, Macau has become another famous tourist spot for Mainland visitors. In view of this, the Group will actively promote its business in Macau with its two retail outlets there.

#### Overseas Market

The Group opened its first overseas retail outlet in Toronto, successfully moving a step forward into the overseas market. In the future, the Group plans to open more retail outlets in Vancouver, New York, Las Vegas and the Southeast Asia, aiming to upgrade the Group to become an international brand.

### APPRECIATION

On behalf of the Board of Directors, I would like to express my appreciation to all the staff for their dedication and contribution during the year. I would also like to offer my sincerest gratitude to all our customers, suppliers, business associates and shareholders for their support and advice. With their continuous cooperation and support, the Group will make every endeavor to strive for the best in the coming year.

By Order of the Board

**Wong Wai Sheung**

*Chairman*

Hong Kong, 23rd July 2003

本集團目前以技術支援和顧問服務的形式，滲透國內市場，亦透過商標許可使用商積極宣傳，為未來的業務發展打好基礎。

#### 澳門市場

隨著內地旅客出外旅遊程序簡化，除振興了本港的旅遊業外，澳門亦成為遊客主要的遊覽目的地，故本集團將繼續積極經營澳門的兩家分店，以發展當地珠寶零售業務。

#### 海外市場

本集團已成功進軍外地市場，於多倫多開設了第一家分店，並考慮於將來在溫哥華、紐約、拉斯維加斯及東南亞增開分店，逐步令集團提升為國際品牌。

### 致謝

本人謹藉此機會代表董事會向本集團員工致以萬二分謝意，感激他們對本集團的忠心和熱誠。本人更感激各顧客、供應商、業務友好及股東的支持及意見。為報答各方多年來的通力合作和支持，本集團定必竭盡所能在未來一年做得更好。

承董事會命

主席

**黃偉常**

香港，2003年7月23日