

Chairman's Statement

2003 was an eventful year for Global China Group. The economy of Hong Kong showed signs of recovery in the second half of the year following the announcement of Individual Visit Scheme and CEPA, which has positively impacted the performance of our core media business. Nevertheless, the outlook of the operating environment remains challenging.

In line with its vision to reach readers globally, the Group vigorously took part and co-hosted several world-class forums, notably the 2nd Boao Forum For Asia, the 7th CEO Forum and the 12th Asia Leadership Forum held in Hainan, Hong Kong and Shanghai respectively. The participation in these regional events have provided a unique platform upon which the Group could further enhance its corporate image and, by leveraging on such extensive business networking, to build a stronger foundation for the Group's future development across the region and beyond.

On brand product level, our flagship newspaper Sing Tao Daily registered a significant growth in circulation and readership during the year. The adoption of an effective marketing strategy coupled with ongoing efforts by Sing Tao editorial teams to improve content and layout design contributed to the respectable results.

It is this dedication that won Sing Tao Daily several international media awards. Its New York Edition was honored Excellence Awards - 2003 New York Ethnic and Community Press Awards, granted by the most authoritative Independent Press Association (IPA) in the U.S. Sing Tao Daily was among the first Chinese newsmakers to win these awards. The credit went to the combined effort of our staff journalists from Hong Kong headquarters and New York Bureau. Such recognition signifies our perseverance in high journalistic standard, which helps strengthen our foothold in the U.S. media market long dominated by Western media.

As part of the move to refine its existing products, the Group also invests additional resources into its English business newspaper The Standard. A new team of senior executives from renowned regional media has been appointed

2003年，香港特別行政區因受到「自由行」和「更緊密經貿關係的安排」的正向刺激，整體經濟自下半年起呈現復蘇跡象，泛華集團核心媒體業務因而受惠，但運營環境未來仍然充滿挑戰。

過去一年，集團為了實現其企業願景以服務全球讀者，一系列強化企業品牌活動在期內陸續展開，通過贊助和協辦多個國際論壇，積極建立國際化形象。集團先後協辦了在中國海南島舉行的「第二屆博鰲亞洲論壇」、在香港舉行的「第七屆CEO年會」以及在上海舉行的「第十二屆亞洲領袖論壇」。上述活動不僅有助於建立廣泛的商業脈絡，亦為集團今後的區域發展，以及拓展環球市場搭建有效的平台。

在產品拓展方面，集團的旗艦報章《星島日報》的報紙銷售量和讀者人數均大幅上升。這實應歸功於編採人員在期間內積極改革報章內容及版面設計，以及有效的市場推廣策略。

正是這種投入與熱誠使到《星島日報》在期間內獲得數項國際傳媒大獎，成績驕人。其中《星島日報》紐約版更是奪得美國權威的媒體組織——「美國獨立報刊協會」頒發的「2003年少數族裔及社區報刊新聞獎」最高榮譽大獎，成為第一家得此榮耀的海外中文報章，有關報道由紐約分社採訪部與香港總社記者聯合採訪。這項榮譽確認了集團堅守優質新聞報道的理念，同時也促使集團在美洲這個以西方媒體為資訊主流的地區，軋穩根基，進一步鞏固海外市場的地位。

秉承不斷優化產品的理念，集團也投入更多資源在其旗艦英文報章《英文虎報》，並聘請了一班資深區域傳媒精英加盟，負責編採及業務拓展；該報章正進行一系列改頭換面的工作，以期帶領《英

to achieve the objective. A major makeover is underway with a commitment to bringing The Standard to its new height, while offering a better choice for international readers who need to obtain the latest happenings of the Greater China region.

On the other hand, the newly-acquired magazine East Week took on a livelier image with an extensive coverage of current affairs and entertainment news after a major revamp during the year. The infotainment magazine opens up a new prospect for the Group in tapping into a market with large readership base, thus creating a synergistic effect to the Group's portfolio as a whole.

China continues to be a major focus for the Group. During the year, our media service arm in the PRC rolled out its print media distribution business and is progressing at a solid pace. The Group has started off its business in Beijing and Guangzhou through the acquisition of local print media distributors and will gradually expand its distribution network to the rest of the major cities in China.

Looking ahead, the Group will diligently carry out its development plans while strengthening the core competencies of its existing products to capture new business opportunities arising from the economic upturn. We will continue to adopt prudent financial management, and to adhere to its resource-sharing strategy to achieve greater operational efficiency and a promising return for shareholders.

On behalf of the Board, I wish to acknowledge and thank our Shareholders for their continuous support, our Management and staff members for their discipline and hard work during these challenging times.

Sincerely,
Ho Tsu Kwok, Charles
Chairman

Hong Kong, 20 April, 2004

文虎報》走向更高領域，同時為所有關心大中華區發展動向的國際讀者，提供更佳的資訊選擇。

另一方面，集團所收購的雜誌《東周刊》，經重新包裝推出後，成功開拓了綜合性時事雜誌的市場，令集團的讀者覆蓋面更廣，為旗下刊物的長遠發展帶來協同效益。

中國內地市場是集團的主力發展地區，其中，集團於國內的主打媒體服務——全國平面媒體發行業務已正式展開，通過收購現有的發行服務商，先後在北京及廣東省開拓期刊發行業務，並按照既定的發展策略在全國逐步建立分銷站點。

展望未來，雖然香港經濟逐漸復蘇，集團仍會繼續審慎推動各項發展計劃，並致力加強其產品核心競爭力，以便在營商環境理想的時候，以最佳條件抓緊各種商機。與此同時，我們也將採取謹慎的理財政策，在資源共享的原則下，為集團爭取最大的營運效益和理想的股東回報。

最後，本人僅代表泛華集團感謝所有股東的支持，管理層及全體同事過去一年的努力與貢獻。謝謝。

何柱國
集團主席
謹啟

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