

Financial Highlights 財務摘要

Shares listed on the Main Board of the Stock Exchange on **15/4/2004**
股份於 **15/4/2004** 在聯交所主板上市

Market share in Hong Kong department stores' total sales reached **18.3%**
在香港百貨公司總銷售額中所佔比率佔有率達 **18.3%**

Sales proceeds rose to HK\$ **3,558,254,000**, an **21.5%** increase
銷售所得款上升至 **3,558,254,000** 港元，增加 **21.5%**

Turnover increased **23.4%** to HK\$ **1,608,728,000**
營業額上升 **23.4%** 至 **1,608,728,000** 港元

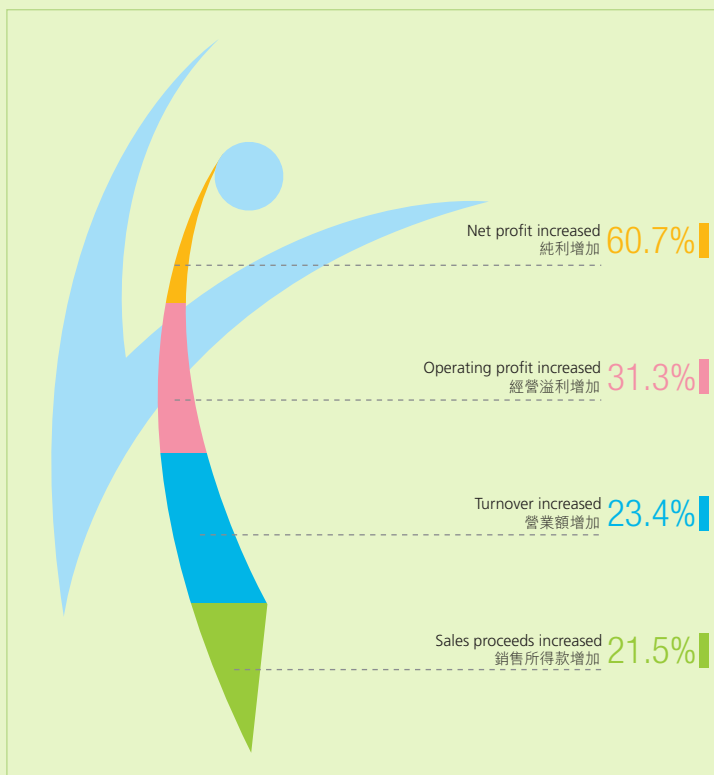
Net profit increased **60.7%** to HK\$ **441,298,000**
純利上升 **60.7%** 至 **441,298,000** 港元

Earnings per share was HK cents **66.2**
每股盈利 **66.2** 港仙

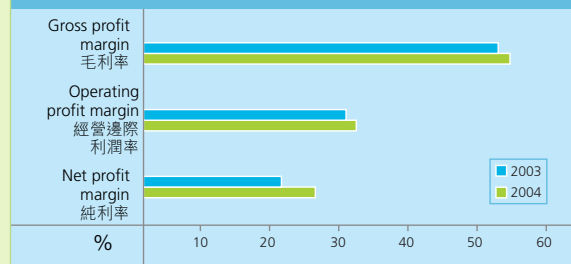
Final dividend was HK cents **12.1** and special dividend was HK cents **8.6**
末期股息為 **12.1** 港仙及特別股息為 **8.6** 港仙

For the year ended 31st December 截至十二月三十一日止年度
in HK\$'000 千港元

	2004 二零零四年	2003 二零零三年	Change (%) 變動 (%)
Operating results 經營業績			
Sales proceeds 銷售所得款	3,558,254	2,929,513	21.5
Turnover 營業額	1,608,728	1,303,847	23.4
Operating profit 經營溢利	525,364	400,194	31.3
Net profit 純利	441,298	274,647	60.7
Basic earnings per share (HK cents) 每股基本盈利 (港仙)	66.2	61.0	8.2



PROFIT MARGINS BASED ON TURNOVER 按營業額計算之邊際利潤率



PROFIT MARGINS BASED ON SALES PROCEEDS 按銷售所得款計算之邊際利潤率

