

致列位股東：

隨著二零零三年嚴重急性呼吸系統綜合症（「非典型肺炎」）疫症後經濟之復蘇，加上本集團繼續致力推廣品牌，本集團營業額於二零零四年對比去年錄得百分之十八點一增長率，增至港幣四十億零三百萬元（二零零三年：港幣三十三億八千九百萬元）。股東應佔溢利為港幣三億九千三百萬元（二零零三年：港幣二億六千六百萬元），增幅達百分之四十七點七。按綜合基準計算之毛利率錄得二點六個百分點之升幅，增加至百分之五十點八（二零零三年：百分之四十八點二）。由於本集團增儲存貨，以致年底存貨之流轉比率為三十日（二零零三年：二十四日）。淨現金及銀行結餘為港幣六億八千九百萬元（二零零三年：港幣七億八千四百萬元）。在年終之現金及銀行結餘中，港幣二億元已預留作開設新店及店舖翻新之用，另約港幣二億五千四百萬元則用作派發二零零四年末期股息。

在本集團所有主要市場中，以台灣之銷售增長最佳。韓國持續已久之弱勢現已逐漸改善，在過去數月錄得正面增長。台灣及韓國兩地之業務亦終於展現復蘇跡象。有關各市場表現之詳細論述，請參閱本年報「管理層之論述及分析」一文。

董事會建議派發末期股息每股港幣四點五仙及特別股息每股港幣一角三仙，全年股息總額達每股港幣二角三仙（包括中期股息每股港幣四仙及特別中期股息每股港幣一點五仙）。

儘管各市場之競爭日益激烈，惟董事會及管理層相信，二零零五年將會是本集團銷售額及溢利持續上升之一年。為了進行有效之競爭，本集團將專注於本身之優勢，例如產品創新及質素、卓越客戶服務、資訊科技及成本與存貨之控制等。與此同時，本集團將加快推廣品牌之步伐，藉以在市場上為本集團品牌營造獨特形象。為此，本集團將投資港幣二億元於開設新店及店舖翻新。我們亦重新訂定廣告及宣傳費用之開支，以展開一個配合全球性之宣傳活動。透過這些投資，本集團致力提升其主要品牌 *Giordano* 之地位和保持在同業中之領導優勢。

Dear Shareholders:

On the back of the recovery from the 2003 Severe Acute Respiratory Syndrome (SARS) outbreak and the Group's continued branding efforts, the Group posted an 18.1 percent year-on-year increase in turnover to HK\$4,003 million in 2004 (2003: HK\$3,389 million). Profit attributable to shareholders was HK\$393 million (2003: HK\$266 million), an increase of 47.7 percent. Gross margin, on a consolidated basis, posting a 2.6 percentage point gain, rose to 50.8 percent (2003: 48.2 percent). At year end, inventory turnover was 30 days (2003: 24 days) as the Group rebuilt its stocks. Net cash and bank balances stood at HK\$689 million (2003: HK\$784 million). Of this amount, a minimum of HK\$200 million has been earmarked for 2005 store rollout and refurbishment programs and approximately HK\$254 million for 2004 final dividend payout.

Taiwan posted the best growth among all our major markets. Korea's prolonged downward trend began to abate and registered several monthly positive growths. The long awaited recovery in our Taiwan and Korea markets is taking shape. Please refer to the Management's Discussion and Analysis section in this annual report for a more detailed discussion of each market's performance.

The Board has recommended a regular final dividend of 4.5 HK cents per share and a special dividend of 13.0 HK cents per share. Total dividend, including the 4.0 HK cents regular interim dividend and 1.5 HK cents special interim dividend, amounts to 23.0 HK cents per share.

The Board and Management view 2005 as holding great promise of sustained sales and profits growth for the Group, despite increased competition in all markets. To compete effectively, we will focus on strengths in product innovation and quality, superior customer service, information technology and cost and inventory controls. At the same time, we will step up the pace on branding to clearly differentiate our brands in the marketplace. To this end, the Group plans to invest HK\$200 million in store rollout and refurbishment. We will also reprioritize our advertising and promotion spends to kick off a coordinated global advertising campaign. With this investment, the Group aims to elevate its main *Giordano* brand and maintain the lead over its competitors.

# 主席報告書

## CHAIRMAN'S STATEMENT

本人很高興向各股東匯報本集團之品牌 *Giordano Ladies*、*Giordano Junior* 及 *Bluestar Exchange*，於二零零四年均錄得顯著增長；同時我們亦加快將以上品牌推出新市場。倘若該等品牌之擴展或其他未預料之商機使所需之資金超出我們預算之資本開支，本公司仍具備充裕現金儲備支持該等額外資金所需。

我們一向為我們保持良好企業管治之決心深感自豪，而本集團亦因應近期企業管治規管之要求，致力貫徹所許下之承諾，將本集團之制度及常規更新。關於此方面之詳細論述，請參閱「企業管治報告書」一文。

去年十二月二十六日，南亞發生地震及海嘯，令二零零四年在一片哀傷中終結。災後當地滿目瘡痍，令人慘不忍睹。幸而本集團於當地之員工安然無恙；本集團之業務亦僅受輕微影響。更重要的是，本集團之員工再次伸出援手，踴躍組織各種賑災活動，積極援助當地災民。經過此事，本集團員工之質素再次表露無遺，令本集團堅信員工乃最重要之資產。

最後，我藉此感謝我們的股東、供應商和合作夥伴在過去一年裡對我們的支持。

劉國權  
主席

二零零五年三月二十二日

I am pleased to report that *Giordano Ladies*, *Giordano Junior* and *Bluestar Exchange* have registered significant growth during 2004 and efforts to bring these brands into new markets will intensify. Should the pace of expansion of these brands or other unanticipated business opportunities exceed our planned capital expenditure budget, the Company believes that its cash reserve would still be ample to support additional funding requirements.

We have long prided ourselves on our dedication to good corporate governance and view the recent regulatory requirements on corporate governance as an opportunity to renew our commitment and update our systems and practices. Please refer to the new Corporate Governance Report section for a more detailed discussion of this issue.

The year closed on a tragic note with the South Asia earthquake and tsunami on December 26. The scenes of destruction and desolation in the aftermath are truly terrible to see. Luckily, none of our staff were hurt and the Group's operations only suffered minimal damage. More importantly, our staff once again stepped up to the plate and sprang into action to organize various efforts in aid of the victims. The incident highlights again the quality of our people and reaffirms our belief that our employees are our most important asset.

Finally, I would like to thank our shareholders, suppliers and business partners for their support in the past year.

LAU Kwok Kuen, Peter  
Chairman

March 22, 2005