

Corporate Profile

Lifestyle International Holdings Limited (the “Company” or “Lifestyle International” together with its subsidiaries, collectively the “Group”) is a Hong Kong based premier retail operator. It focuses on high-end department store format and currently operates its retailing business through two brand names, SOGO and Jiuguang. The SOGO Department Stores comprises its flagship store in Causeway Bay, the largest and leading department store in Hong Kong and the newly-established Tsimshatsui store featuring in a slightly different format that targets younger group of customers. The Jiuguang Department Store was established with a similar business format as that of the flagship SOGO store in Hong Kong. In just over a year since its grand opening in September 2004, Jiuguang has started gaining popularity and building its brand as an up-market department store in Shanghai.

The success of the Group’s SOGO flagship store in Hong Kong over the years not only provided the Group with concrete expertise and seasoned management proficiency, but also grouped a good loyal customer base and helped establish a widespread business network that has built strong goodwill for the Group within the retailing industry. These predominant qualities have established a solid foundation, provided positive contributions and constituted unbeatable positioning for the Group to replicate its success through future expansion into the promising PRC retailing market. The Group is ready to realize the opportunities and overcome any challenges as it pursues future growth.

企業簡介

利福國際集團有限公司（「本公司」或「利福國際」，連同其附屬公司統稱「本集團」）是紮根於香港的優質零售營運商。目前本公司專注高檔次百貨店模式，透過崇光及久光兩大品牌經營其零售業務。本集團的兩家崇光百貨分別為全港最大型的位於銅鑼灣的旗艦店及經營模式稍有不同、目標客戶為年青一族的尖沙咀新店。久光百貨的業務模式則與香港崇光百貨旗艦店相似。久光自二零零四年九月開幕，在短短一年多已獲得顧客的廣泛認同並於上海建立起高檔次百貨店的聲譽。

本集團的崇光旗艦店多年來在香港取得卓越成就，經營崇光不單令本集團獲得具體的專業知識及熟練的管理技巧，更有助本集團吸納忠誠客戶，並建立覆蓋範圍廣闊的業務網絡，為本集團於零售業內確立昭著信譽。以上種種優越特質起着重要的作用，為本集團日後於發展迅速的中國零售市場拓展業務並取得同樣成就奠下穩固基石，建立無可比擬的超凡地位。本集團已準備就緒，抓緊機遇，面對未來發展所遇到的挑戰。

Sales Proceeds increased to (HK\$) 銷售所得款上升至 (港元)

4,579,212,000

Turnover increased to (HK\$) 營業額上升至 (港元)

2,094,299,000

Net Profit increased to (HK\$) 純利上升至 (港元)

539,378,000

Basic earnings per share (HK cents) 每股基本盈利 (港仙)

69.4

