

# Corporate Profile

## 企業簡介

Lifestyle International Holdings Limited (the “Company” or “Lifestyle International” together with its subsidiaries, collectively the “Group”) is a Hong Kong-based retail operator that specializes in the operation of high-end department stores through its two retailer brand names, SOGO and Jiuguang. The SOGO stores comprise its flagship store in Causeway Bay (“SOGO CWB”), the largest and leading department store in Hong Kong, and the Tsimshatsui store (“SOGO TST”) featuring a slightly different format that targets on a younger group of customers. Shanghai Jiuguang Department Store (“Jiuguang Store”) was established with a similar business format to that of the SOGO CWB in Hong Kong, and has gained considerable popularity while building its brand as an upmarket department store in Shanghai since its grand opening in September 2004.

The success of the Group’s SOGO stores in Hong Kong over the years has provided the Group and its management team with concrete retail brand building and management expertise that is leveraged on to build a loyal customer base and strong business network. In December 2006, the Group announced the acquisition of two new sites for the development of a multi-purpose retail complex featuring a Jiuguang store in Suzhou and Shenyang respectively. These predominant qualities have established a solid foundation for the Group to replicate its success through expansion into the promising PRC retailing market.

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」）是紮根於香港的零售營運商，透過崇光及久光兩大零售品牌，專門經營高檔次百貨店。本集團的兩家崇光百貨分別為全港最大型位於銅鑼灣的旗艦店（「銅鑼灣店」）以及經營模式稍有不同、目標客戶為年青一族的尖沙咀店（「尖沙咀店」）。上海久光百貨（「久光百貨」）的業務模式與香港銅鑼灣店相似，自二零零四年九月開幕以來，久光百貨已獲得顧客的廣泛認同，並於上海建立起高檔次百貨店的品牌地位。

本集團的崇光百貨多年來在香港取得卓越成就，使本集團及其管理人員在建立零售品牌方面獲得具體的知識及管理專才，令本集團能夠建立忠誠的客戶，並建立廣闊的業務網絡。二零零六年十二月，本集團宣佈購入蘇州及瀋陽兩幅土地，分別發展包括久光百貨的多用途零售綜合大樓。以上種種優勢均為本集團日後在蓬勃的中國零售市場擴展業務奠下穩固基石。