



公司簡介 Company Profile

康師傅控股有限公司，總部設於中華人民共和國（「中國」）天津市，其附屬公司主要在中國從事生產和銷售方便麵、飲品及糕餅。本公司及其附屬公司（「本集團」）於一九九二年開始生產方便麵，並從一九九六年擴大業務至糕餅及飲品；目前本集團的三大品項產品，皆已在中國食品市場佔有顯著的市場地位，據AC Nielsen二零零三年十二月／二零零四年一月這一期的零售市場研究報告，調查結果顯示在這期間本集團在方便麵、包裝茶飲品及夾心餅乾於銷售額的市場佔有率分別為43.5%、47.2%及24.4%，同時處於領導地位。本集團大部份產品均以家喻戶曉的「康師傅」品牌銷售，本集團相信「康師傅」是中國最為消費者熟悉的品牌之一。

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本集團透過自有遍佈全國的銷售網絡分銷旗下產品，截至二零零三年十二月底本集團擁有344個營業所及77個倉庫以服務4,860家經銷商及49,311家直營零售商。本集團相信此廣博的銷售網絡，是構成本集團產品處於市場領導地位的主要原因，亦促使本集團的新產品更成功而有效地登陸市場。

本集團的發展乃將資源專注於食品流通事業，除繼續強化物流與銷售系統，同時進行本集團於台灣及大陸食品事業的整合，以期建立「大中國食品集團」的構想。為進一步加強本集團於中國市場的競爭力，本集團積極引入策略夥伴，由日本朝日啤酒及伊藤忠合組的AI Beverage Holding Co. Ltd.購入本集團飲品事業的49.995%；於方便麵事業本集團與中國河北中旺集團合組聯營公司並各佔其50%股權；於物流事業本集團將49.99%的股權轉讓予伊藤忠。

本集團於一九九六年二月在香港聯合交易所上市。本公司的大股東頂新（開曼島）控股有限公司和日本三洋食品株式會社分別持有本公司33.1889%的股份。

Tingyi (Cayman Islands) Holding Corp., headquartered in Tianjin, the People's Republic of China (the "PRC"), and its subsidiaries specialise in the production and distribution of instant noodles, beverages and baked goods in the PRC. The Company and its subsidiaries (the "Group") started its instant noodle segment in 1992, and expanded into the baked goods segment and beverage segment in 1996. The Group's three main product segments have established leading market shares in certain segments of the PRC's food industry. According to AC Nielsen SCAN TRACK EXPRESS, based on sales, for the December 2003-January 2004 period, the Group was the market leader in instant noodles, ready-to-drink ("RTD") teas and sandwich, gained 43.5%, 47.2% and 24.4% market share respectively. The Group is best known in the PRC for its Master Kong brand name which appears on the packaging of most of its products. The Group believes that Master Kong is one of the most recognised consumer brand names in the PRC.

The Group distributes its products throughout the PRC through its extensive sales network consisting of 344 sales offices and 77 warehouses serving 4,860 wholesalers and 49,311 direct retailers as of 31 December 2003. The Group believes that this extensive sales network is a significant contributor to the Group's leading market shares and it will enable the Group to rapidly and successfully introduce new products.

Based on food circulation business, the Group will continue to strengthen its logistics and sales system in the PRC. At the same time, it has proceeded its integration of the Group's food resources in the Mainland and Taiwan, to realize its dream of setting up "Greater China Food Group". To further strengthen the Group's competitiveness in the PRC market, the Group has introduced strategic partners by (1) the transfer of 49.995% interest in beverage business to AI Beverage Holding Co. Ltd. a joint venture company of Japan Asahi Breweries and Itochu; (2) for noodle business, the establishment of a joint venture company in which the Group and China Hebei Zhongwang Group hold 50% equity interest respectively and (3) the transfer of 49.99% interest in logistics business to Itochu.

The Group was listed on the Stock Exchange of Hong Kong in February 1996. Each of the Company's major shareholders Ting Hsin (Cayman Islands) Holding Corp. and Sanyo Foods Co., Ltd. of Japan holds a 33.1889% equity interest in the Company.