

# 现代好生活+

*life plus delicacy*



康師傅控股有限公司(「本公司」)及其附屬公司(「本集團」)主要在中國從事生產和銷售方便麵、飲品及方便食品。本集團於1992年開始生產方便麵，並自1996年起擴大業務至方便食品及飲品；2012年3月，本集團進一步拓展飲料業務範圍，完成與PepsiCo中國飲料業務之戰略聯盟，開始獨家負責製造、灌裝、包裝、銷售及分銷PepsiCo於中國的非酒精飲料。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 2013年12月零售市場研究報告的調查結果顯示，以銷售量為基準，在2013年1月-12月本集團於方便麵、即飲茶、包裝水、整體果汁及蛋卷的市場佔有率分別為44.1%、51.8%、23.6%、25.9%及19.8%，穩居市場領導地位；據Canadean 2013年12月數據顯示，百事碳酸飲料2013年銷售量市佔以31.8%居市場第二位。「康師傅」作為中國家喻戶曉的品牌，經過多年的耕耘與積累，深受中國消費者喜愛和支持。

本集團不斷完善遍佈全國各地的銷售網絡，令新產品更加快速、有效地登陸市場，使得集團產品處於行業領先地位。截至2013年12月底，本集團共擁有566個營業所及75個倉庫以服務33,504家經銷商及110,355家直營零售店。

本公司於1996年2月在香港聯合交易所有限公司上市。於2013年12月31日，本公司之市值為162億美元。現時本公司已被納入英國富時指數中亞太區(除日本外)的成分股、摩根士丹利資本國際(MSCI)香港成分股指數及恒生指數藍籌股行列。自2008年起，康師傅控股因其穩健的財務記錄及出色的管理和創業技能，已經連續6年被福布斯評為「亞洲50強」上市公司。

今後，本集團仍將發展焦點集中於食品製造、行銷及流通行業，並繼續強化通路與銷售系統網絡，以建立「全球最大中式方便食品及飲品集團」為奮鬥目標。

Tingyi (Cayman Islands) Holding Corp. (the "Company"), and its subsidiaries (the "Group") specialise in the production and distribution of instant noodles, beverages and instant food products in the People's Republic of China ("PRC"). The Group started its instant noodle business in 1992, and expanded into the instant food business and beverage business in 1996. In March 2012, the Group further expanded its beverage business, the strategic alliance between the Company and PepsiCo in the beverage business in the PRC was established. The Company is exclusively manufacture, bottle, package, distribute and sell PepsiCo non-alcoholic drinks in the PRC. The Group's three main business segments have established leading market shares in the PRC's food industry. According to ACNielsen SCAN TRACK EXPRESS, based on sales volume, year-to-date December 2013, the Group was the market leader in instant noodles, ready-to-drink teas, bottled water, overall juice and egg rolls, gained 44.1%, 51.8%, 23.6%, 25.9% and 19.8% market shares respectively. According to Canadean December 2013 data, based on sales volume, Pepsi carbonated drinks gained 31.8% market share and held a second position. After years of hard work and accumulation, "Master Kong" has become one of the best known brands among consumers in the PRC.

The Group distributed its products throughout the PRC through its extensive sales network consisting of 566 sales offices and 75 warehouses serving 33,504 wholesalers and 110,355 direct retailers as of 31 December 2013. This extensive sales network is a significant contributor to the Group's leading market position and it enables the Group to introduce new products rapidly and effectively.

The Company was listed on The Stock Exchange of Hong Kong Limited in February 1996. Market capitalisation as at 31 December 2013 was US\$16.2 billion. The Company is a constituent stock of British's FTSE All-World Asia Pacific Ex-Japan Index, Morgan Stanley Capital International (MSCI) Hong Kong Index and a component stock of Hong Kong's benchmark Hang Seng Index. For six consecutive years from 2008 to 2013, Tingyi was named one of the 50 best listed companies in Asia by Forbes for its solid financial track record and excellent management and entrepreneurial skills.

Focused on food manufacture, sales and circulation business, the Group will continue to strengthen its logistics and sales network in the PRC with target of becoming "The biggest Group for Chinese Instant Food & Beverage in the World".