

# 公司簡介

## Company Profile



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面、飲品及糕餅。本集團於1992年開始生產方便面，並自1996年起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ACNielsen 2010年12月零售市場研究報告的調查結果顯示，本集團於方便面、即飲茶及包裝水銷售額的市場佔有率分別為55.8%、51.9%和20.8%，穩居市場領導地位；稀釋果汁以17.5%、夾心餅乾以22.7%同居於市場第二位。經過多年的耕耘與積累，「康師傅」已成為中國最為消費者熟悉的品牌之一。

本集團透過自有遍佈全國的銷售網路分銷旗下產品，截至2010年12月底已擁有548個營業所及89個倉庫以服務6,155家經銷商及73,282家直營零售商。本集團相信如此廣博的銷售網路，是構成本集團產品處於市場領導地位的重要原因之一，亦促使本集團的新產品更成功而有效地登陸市場。

今後本集團仍會將資源專注於食品製造與流通事業，並繼續強化物流與銷售系統，以期建立「全球最大中式方便食品及飲品集團」。

本集團於1996年2月在香港聯合交易所有限公司上市。兩大股東頂新(開曼島)控股有限公司和三洋食品株式會社分別持有本公司33.21%及33.20%的股份。於2010年12月31日，本公司之市值為143億美元。現時本公司已被納入英國富時指數中亞太區(除日本外)的成分股及摩根士丹利資本國際(MSCI)香港成分股指數。

Tingyi (Cayman Islands) Holding Corp. (the “Company”), and its subsidiaries (the “Group”) specialise in the production and distribution of instant noodles, beverages and baked goods in the PRC. The Group started its instant noodle segment in 1992, and expanded into the bakery segment and beverage segment in 1996. The Group’s three main product segments have established leading market shares in certain segments of the People’s Republic of China’s (“PRC’s”) food industry. According to ACNielsen SCAN TRACK EXPRESS, based on sales, in December 2010, the Group was the market leader in instant noodles, ready-to-drink (“RTD”) teas and bottled water, gained 55.8%, 51.9% and 20.8% market share respectively. The Group’s diluted juice and sandwich crackers gained 17.5% and 22.7% market share and held a second position respectively. After years of hard work and accumulation, “Master Kong” has become one of the best known brands among consumers in China.

The Group distributes its products throughout the PRC through its extensive sales network consisting of 548 sales offices and 89 warehouses serving 6,155 wholesalers and 73,282 direct retailers as of 31 December 2010. The Group believes that this extensive sales network is a significant contributor to the Group’s leading market shares and it enables the Group to rapidly and successfully introduce new products.

Focused on the development of the Group by concentrating its resources in food circulation business, the Group will continue to strengthen its logistics and sales system in the PRC with target of becoming “The biggest Group for Chinese Instant Food & Beverage in the World”.

The Group was listed on The Stock Exchange of Hong Kong Limited in February 1996. The Company’s major shareholders, Ting Hsin (Cayman Islands) Holding Corp. and Sanyo Foods Co., Ltd., holds 33.21% and 33.20% equity interest respectively in the Company. Market capitalisation as at 31 December 2010 was US\$14.3 billion. The Company is a constituent stock of British’s FTSE All-World Asia Pacific Ex-Japan Index and Morgan Stanley Capital International (MSCI) Hong Kong Index.