



# 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AC Nielsen 2011年12月零售市場研究報告的調查結果顯示，在2011年1-12月本集團於方便面、即飲茶及包裝水銷售額的市場佔有率分別為56.7%、50.1%和19.6%，穩居市場領導地位；稀釋果汁以18.4%、夾心餅乾以22.1%同居於市場第二位。「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。



# 公司簡介

## Company Profile

**T**ingyi (Cayman Islands) Holding Corp. (the “Company”), and its subsidiaries (the “Group”) specialise in the production and distribution of instant noodles, beverages and bakery products in the People’s Republic of China (“PRC”). The Group started its instant noodle business in 1992, and expanded into the bakery business and beverage business in 1996. 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 value, year-to-date (YTD) December 2011, the Group was the market leader in instant noodles, ready-to-drink (“RTD”) teas and bottled water, gained 56.7%, 50.1% and 19.6% market shares respectively. The Group’s diluted fruit juice and sandwich crackers gained 18.4% and 22.1% market shares 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 the PRC.

The Group distributes its products throughout the PRC through its extensive sales network consisting of 555 sales offices and 91 warehouses serving 6,188 wholesalers and 86,755 direct retailers as of 31 December 2011. This extensive sales network is a significant contributor to the Group’s leading market shares and it enables the Group to introduce new products rapidly and successfully.

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 33.27% and 33.18% equity interest respectively in the Company. Market capitalisation as at 31 December 2011 was US\$16.9 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. Tingyi has become one of the 48 component stocks of Hong Kong’s benchmark Hang Seng Index since December 2011.

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 network in the PRC with target of becoming “The biggest Group for Chinese Instant Food & Beverage in the World”.

長久以來，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，使得集團產品始終處於行業領先地位。截至2011年12月底，本集團共擁有555個營業所及91個倉庫以服務6,188家經銷商及86,755家直營零售商。

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33.27%及33.18%的股份。於2011年12月31日，本公司之市值為169億美元。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。2011年12月起，恒生指數將本集團納入藍籌股，成為港股風向標的48只恒指成分股之一。

今後，本集團仍將重點發展，且將資源集中於食品流通行業，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。

