

vitasoy

Vitasoy International Holdings Limited



一小步
一進步



Vitasoy International Holdings Limited

Annual Results

FY2007 - 2008

3rd July 2008

Disclaimer

In addition to historical information, this presentation contains forward-looking statements with respect to the results of the operations and business of Vitasoy. These forward-looking statements represent Vitasoy's expectations or beliefs concerning future events and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements.

Vitasoy International Holdings Limited

Financial Highlights

(Year ended 31st March)

	2008 HK\$'M	2007 HK\$'M	Change %
● Turnover	2,416	2,109	+15%
● Gross Profit	1,131	979	+16%
● EBITDA	391	344	+14%
● EBIT	283	234	+21%
● Net Profit	211	174	+21%

Financial Highlights

(Year ended 31st March)

	2008 HK Cents	2007 HK Cents
● Basic Earnings per share	20.9	17.3
● Final Dividend per share	8.7	6.7
● Full Year Dividend per share	11.5	9.5
● Special Dividend per share	10.0	10.0

Financial Highlights

(Year ended 31st March)

	2008 HK\$'M	2007 HK\$'M
● Capital Expenditure	88	135
● Depreciation	108	110

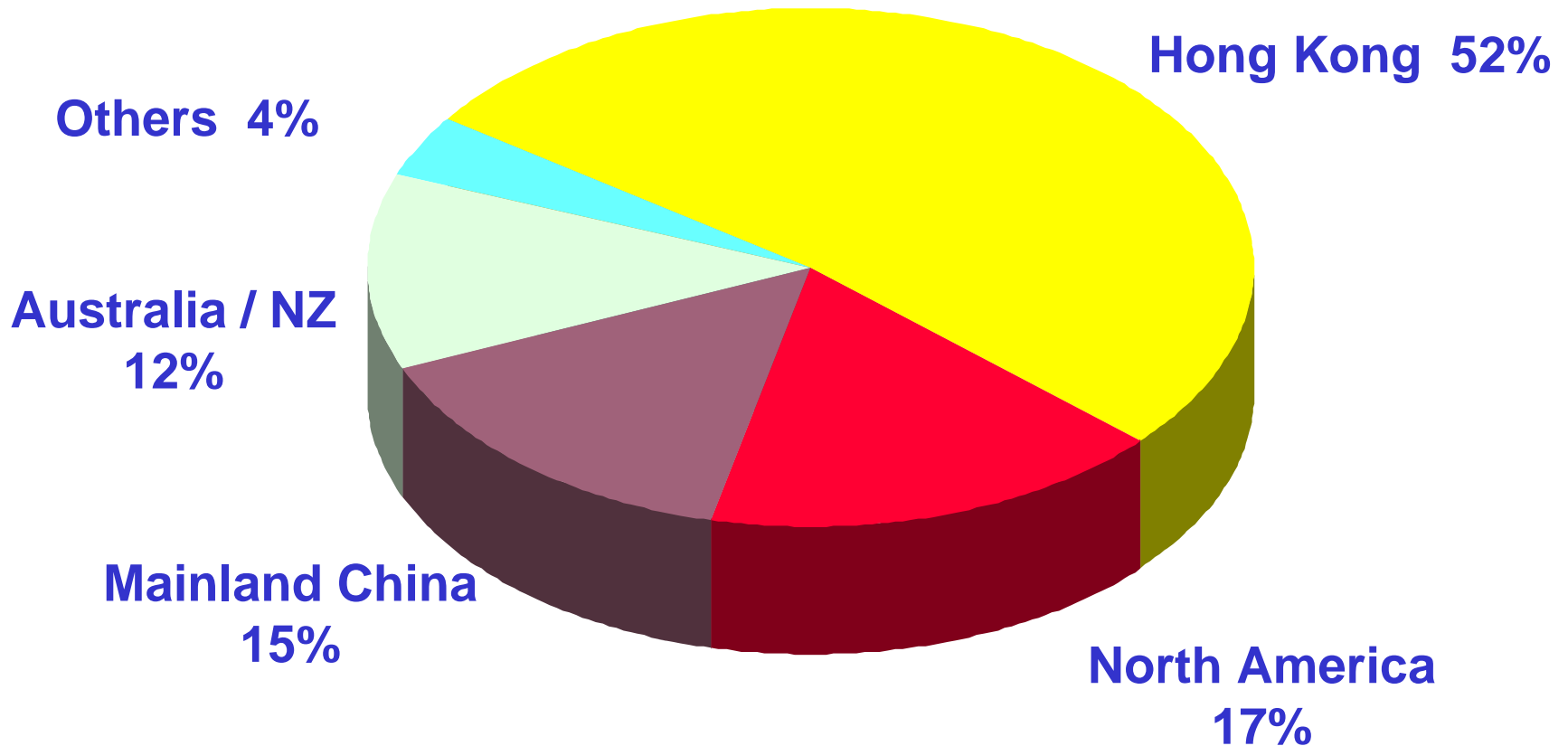
Financial Highlights

	Balance as at	
	31 Mar 2008	31 Mar 2007
	HK\$'M	HK\$'M
● Net Cash (Cash less borrowings)	444	368
● Shareholders' Funds	1,305	1,254
● Debt/Equity Ratio	8.0%	10.5%

Group Turnover by Market

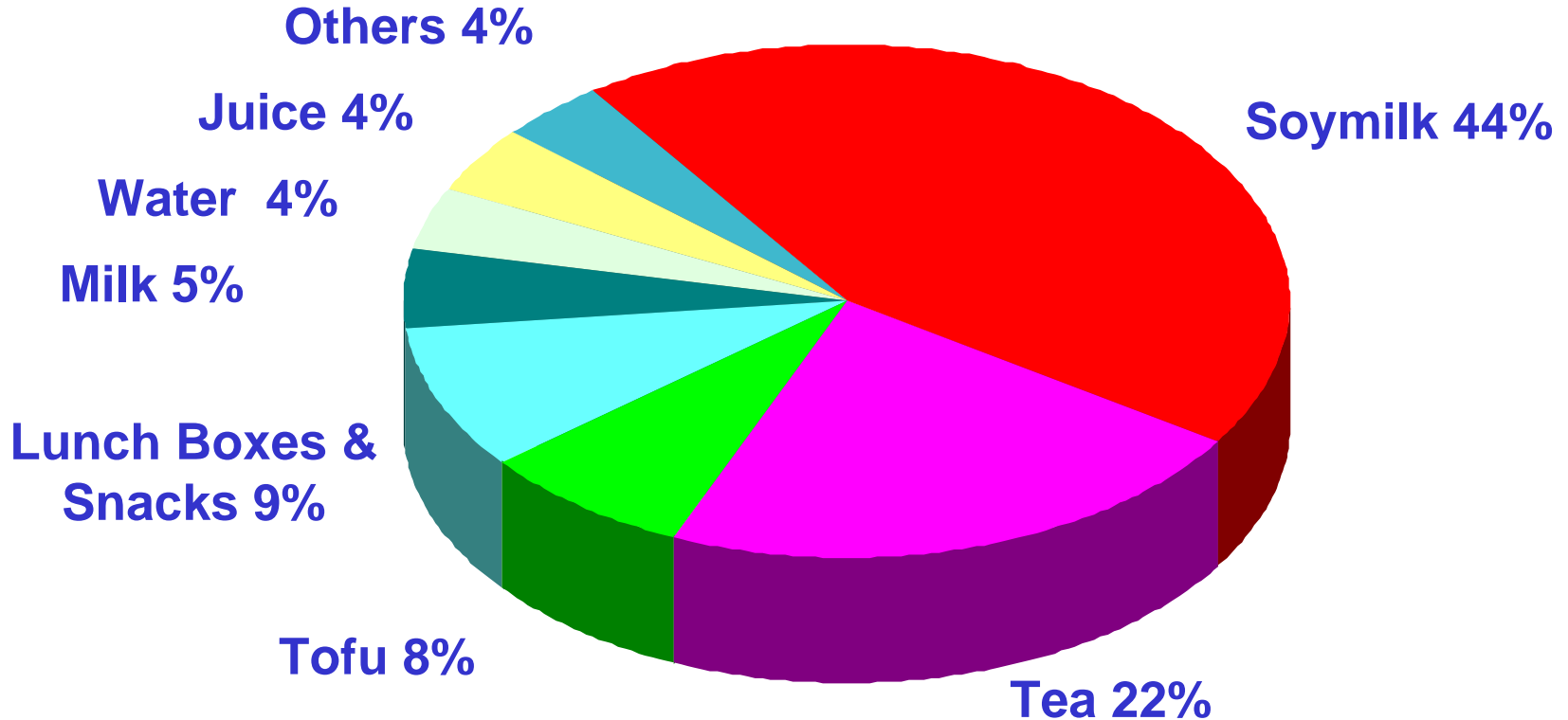
(Year ended 31st March 2008)

Sales by location of customers



Group Turnover by Category

(Year ended 31st March 2008)



MARKET REVIEW & OUTLOOK

Result Highlights

- **Group turnover grew 15% (YOY)**
- **Successful development and introduction of value added new products that appeal to a wider spectrum of consumers**
- **Aggressive marketing and brand building in markets worldwide**

Market Review – Hong Kong

- **Healthy sales growth of 5% (YOY)**
 - Aggressive product development programme to drive demand growth
 - Increased efforts in marketing and distribution
 - Improved export sales
 - Continued growth in tuck shop business
- **Segment profit of HK\$235 million**
- **Vitasoy Strategies:**
 - Engage in active production innovation and aggressive marketing to drive business growth
 - Revamp the VITASOY logo and product package
 - Take a more selective approach in tuck shop business development by focusing on quality

Market Review – Mainland China

- **Healthy sales growth of 59% (YOY)**
 - Continued execution of “core business, core brand and core city” strategy
 - CEPA products welcomed by the market
- **Segment Profit: HK\$ 76 million**
- **Vitasoy Strategies:**
 - Continue to invest in brand building and soy benefit education
 - Deepen the execution of our “core business, core brand and core city” strategy
 - Enhance utilization of production plants with co-pack business
 - Explore market opportunities under CEPA arrangement

Market Review – Australia and NZ

- Strong sales growth of 28% (YOY)
 - Effective marketing and promotion strategy
- Segment Result: HK\$ 57 million
- Vitasoy Strategies:
 - Continue to build our brand and gain market share in Australia and New Zealand
 - Launch new products and revamp product packaging
 - Maintain our premium retail shelf price
 - Fortify our market position by maintaining superior product and service quality

Market Review – North America

- Sales growth of 8%
- Segment loss of HK\$23 Million, substantially narrowed by 53%
 - Adjusted our business strategy to re-focus on core competencies
 - Extended our presence to alternate distribution channels
- Vitasoy Strategies:
 - Further narrow the operating loss
 - Launch single-serve Aseptic soymilk
 - Develop innovative seasonal and specialty soymilk products
 - Focus on cost management

Conclusion

- Pursue growth opportunities with our strong financial position
- Consolidate market leadership via brand strengthening with innovative marketing
- Drive volume growth with focus on product development and innovation
- Raw material cost increases make the current financial year challenging
- Build on our strengths and capitalize on the opportunities

vitasoy

Vitasoy International Holdings Limited



一小步
一進步

