

公司簡介

Company Profile

本集團共擁有571個營業所及95個倉庫以服務
32,424家經銷商及107,131家直營零售商

The Group's extensive sales network consisting of **571** sales offices and 95 warehouses serving **32,424** wholesalers and **107,131** direct retailers

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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 2012年12月零售市場研究報告的調查結果顯示，以銷售額為基準，在2012年1月-12月本集團於方便麵及即飲茶的市場佔有率分別為56.4%及44.2%，穩居市場領導地位；包裝水以17.5%、稀釋果汁以28.0%、碳酸飲料銷售量市佔以

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 China. 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 December 2012, the Group was the market leader in instant noodles and ready-to-drink teas, gained 56.4% and 44.2% market shares respectively. The Group's bottled water, diluted juice, carbonated drinks and sandwich crackers gained 17.5%, 28.0%, 33.4%(based on sales volume) and 21.6% market



33.4%、夾心餅乾以21.6%同居市場第二位。「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。

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2012年12月底，本集團共擁有571個營業所及95個倉庫以服務32,424家經銷商及107,131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。兩大控股股東為頂新(開曼島)控股有限公司和三洋食品株式會社。於2012年12月31日，本公司之市值為155億美元。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。

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。

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 571 sales offices and 95 warehouses serving 32,424 wholesalers and 107,131 direct retailers as of 31 December 2012. 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 are Ting Hsin (Cayman Islands) Holding Corp. and Sanyo Foods Co., Ltd. Market capitalisation as at 31 December 2012 was US\$15.5 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 component stocks of Hong Kong’s benchmark Hang Seng Index.

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”.

