



DICKSON CONCEPTS (INTERNATIONAL) LIMITED  
迪生創建(國際)有限公司  
(incorporated in Bermuda with limited liability)

## **PRESS RELEASE**

### **FINANCIAL RESULTS**

- \* For the six months ended 30th September, 2011, the Group's existing businesses performed satisfactorily. Turnover increased by 28 per cent. to HK\$1,857.0 million compared with the same period last year. Excluding discontinued businesses, comparable turnover increased by 22 per cent..
- \* Profit attributable to equity shareholders was HK\$62.5 million, compared with HK\$61.1 million in the previous year. This was achieved despite the expiration of our Tommy Hilfiger licensed business for China, the cessation of our Seibu store at Pacific Place Hong Kong in June 2011 in preparation for the opening of our Harvey Nichols Asian flagship store in October 2011, and our investments into new businesses including American Eagle Outfitters and our new fashion jewellery brand Dreams. This profit performance is a clear illustration of the underlying strength of the Group's core businesses.
- \* Following our substantial investments into the Group's new businesses during the period, the Group's net cash position amounted to HK\$760.8 million as at 30th September, 2011.

### **INTERIM DIVIDEND**

- \* In view of the results, the Board has resolved to declare an interim dividend of 13.0 cents (2010 : 13.0 cents) per ordinary share, the same as last year. The interim dividend represents a dividend payout ratio of 77.4 per cent. and will absorb a total of about HK\$48.4 million (2010 : HK\$48.4 million). Shareholders whose names appear in the Register of Members of the Company on Friday, 6th January, 2012 will be entitled to the interim dividend which will be paid on Friday, 20th January, 2012.



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## **BUSINESS REVIEW**

- \* The Group continues to demonstrate its commitment to and confidence in its markets with the opening of 60 new stores so far this financial year, with a further 21 new stores to be opened by 31st March, 2012. Our 60 new stores include 11 in Hong Kong and Macau, 40 in China, and 9 in Taiwan. Our plan is to open 2 new stores in Hong Kong, 7 in China, 10 in Taiwan, and 2 in Malaysia in the remainder of the current financial year.
- \* In addition to opening shops for its core brands like Brooks Brothers, Tommy Hilfiger, Dickson Watch & Jewellery, S.T. Dupont, Tod's, etc., the Group will continue its roll-out plan for American Eagle Outfitters in Hong Kong and China, and it has introduced new brands including Dreams, the Group's first fashion jewellery brand catering to sophisticated female consumers.
- \* Our new 83,000 sq. ft. Harvey Nichols Asian flagship store at Pacific Place in Hong Kong opened on 18th October, 2011. Our new store has been well received by our customers and the media alike, with sales performance above our expectations. Together with our Harvey Nichols store at The Landmark, these two stores will reinforce Harvey Nichols' leadership in the luxury retailing market in the region and provide the Group with a major growth engine in the years ahead.
- \* With the opening of our 60 new stores, the Group's retail network currently totals 338 stores as of 30th November, 2011. This comprises 54 stores in Hong Kong, 172 in China, 4 in Macau, 83 in Taiwan, 19 in Singapore, and 6 in Malaysia. Geographically, Hong Kong represented 50 per cent. of sales, China was 22 per cent., Taiwan was 16 per cent. and the rest of Asia was 12 per cent..
- \* The Group will continue to place a significant focus on the expansion of its Asian and China operations through the expansion of our existing brands as well as the introduction of new brands and new retail concepts.

## **FULL YEAR PROSPECTS**

- \* The global economy remains extremely volatile. While our businesses continue to benefit from a solid consumer following, the Group will continue to adopt a prudent approach to all aspects of its business activities. With its comprehensive retail network of 338 stores throughout the region, its strong net cash position of HK\$760.8 million and strong recurrent income base, the Group continues to be well positioned to take advantage of any economic recovery and any investment opportunities of exceptional value.

Hong Kong, 30th November, 2011



## Current Retail Network in China & South East Asia

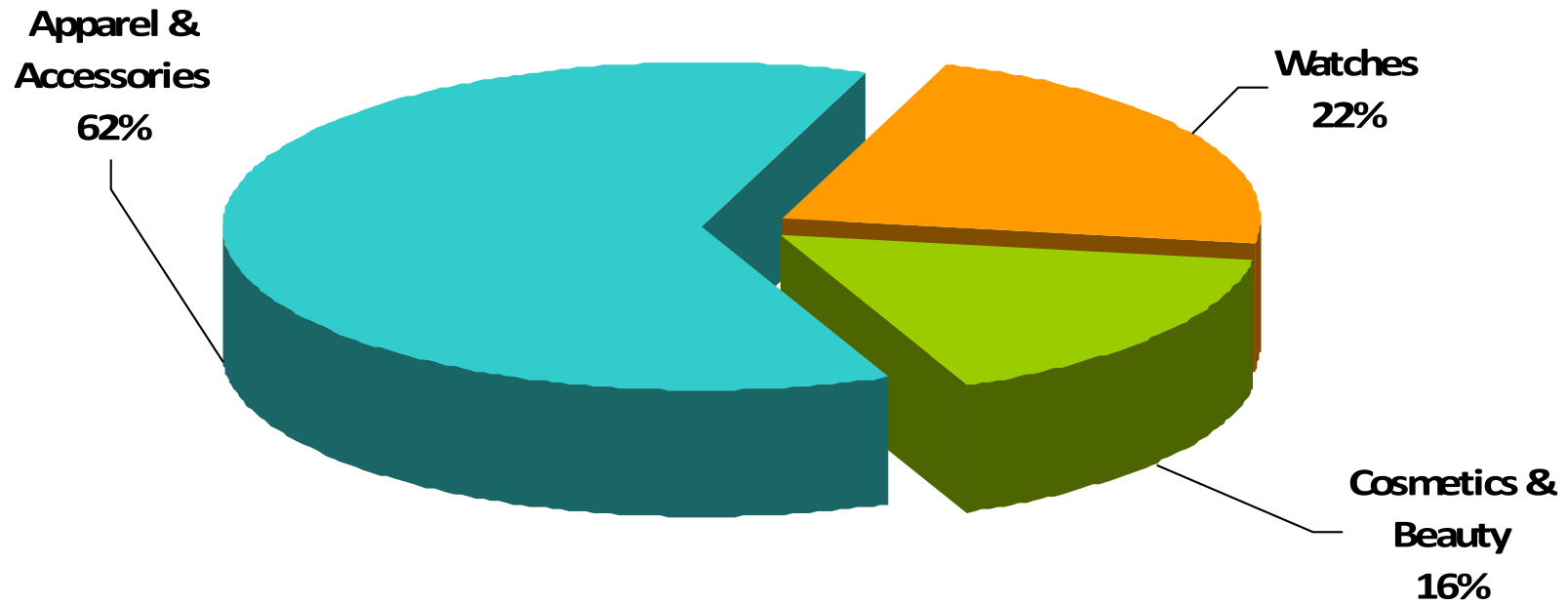
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	Number of Stores (30th November 2011)		
	Fashion & Cosmetics	Watch & Jewellery	Total
Hong Kong	49	5	54
China	164	8	172
Taiwan	75	8	83
Others	24	5	29
<b>Total</b>	<b>312</b>	<b>26</b>	<b>338</b>



# Turnover Composition by Product Categories

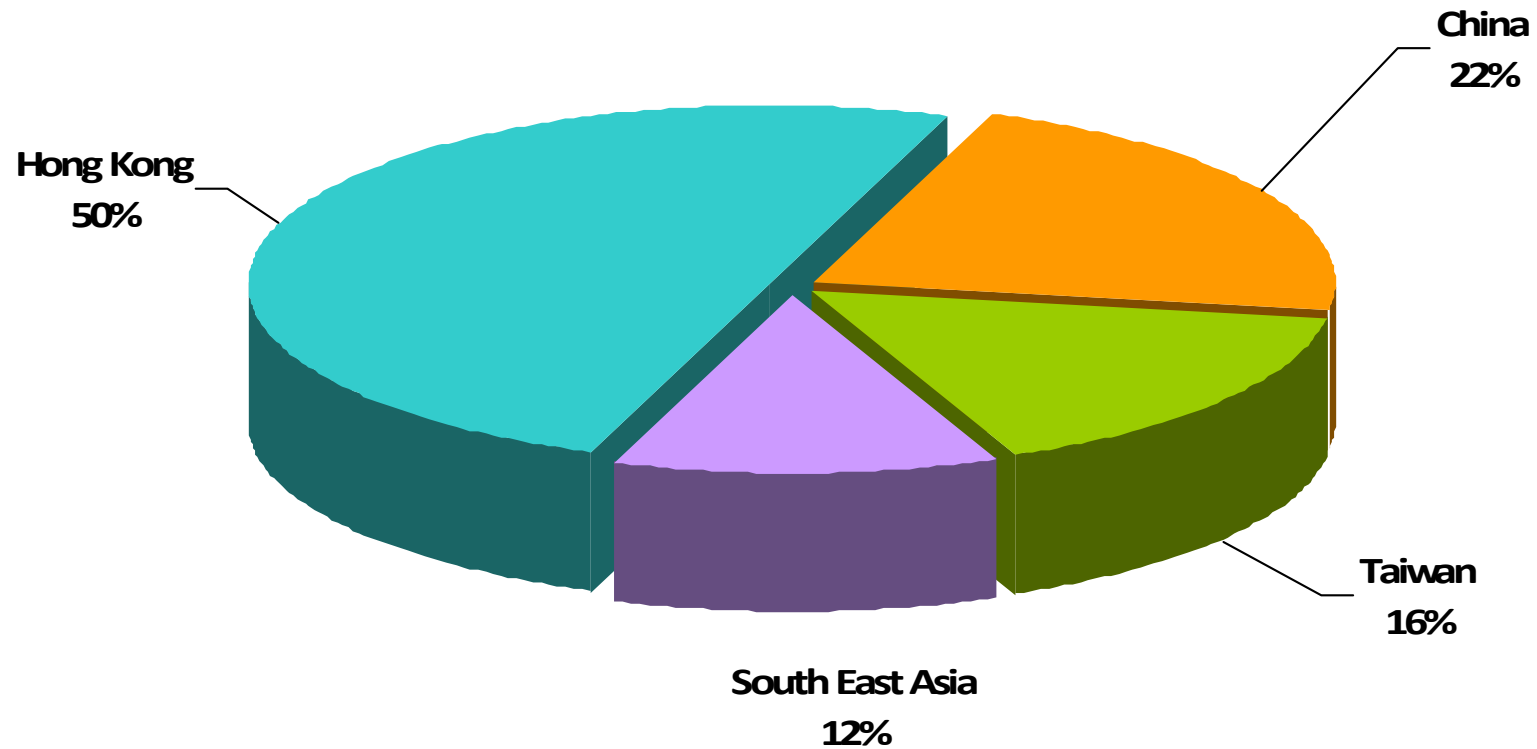
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# Turnover Composition by Market

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# Financial Results for the Period ended 30th September, 2011

