



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

PRESS RELEASE

FINANCIAL RESULTS

- * Turnover for the six months ended 30th September, 2009 was HK\$1,778.3 million, a decrease of 4.4 per cent. compared with the same period last year.
- * At the beginning of the financial year, the Group faced unprecedented economic volatility and uncertainty in all its markets. As a result, the Group took an extremely prudent approach to all aspects of the Group's activities including cost and inventory controls as well as business investment.
- * By adopting such an approach, the Group's operating profit for the six months ended 30th September, 2009 was HK\$104.1 million, an increase of 20.2 per cent. compared with the corresponding period last year.
- * The Group's profit attributable to equity shareholders was HK\$81.2 million, an increase of 5.1 per cent. compared with the same period last year.
- * As at 30th September, 2009, the Group's net cash position stood at HK\$731.2 million, an increase of 37.7 per cent. compared with the figure at 31st March, 2009.

INTERIM DIVIDEND

- * In view of the results, the Board has resolved to declare an interim dividend of 13.0 cents (2008 : 11.0 cents) per ordinary share, an increase of 18.2 per cent. compared with the interim dividend paid per ordinary share last year. The interim dividend represents a dividend payout ratio of 59.6 per cent. and will absorb a total of about HK\$48.4 million (2008 : HK\$41.0 million). Shareholders whose names appear in the Register of Members of the Company on Friday, 8th January, 2010 will be entitled to the interim dividend which will be paid on Friday, 22nd January, 2010.



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BUSINESS REVIEW

- * The Group has opened 83 new shops so far this year with a further 15 new shops to be opened by the end of the current financial year. In addition to opening shops for its core brands such as Brooks Brothers, Tommy Hilfiger and S.T. Dupont, the Group is also opening shops for new brands which it has secured exclusive distribution rights for various markets such as Roger Vivier, Versus, 1^A Classe Alviero Martini, Arté and Henry Cotton's.
- * In Hong Kong, the Group opened the first exclusive global boutique for Bertolucci, the luxury Swiss watch brand owned by the Group, at Manning House, Central. The boutique showcases all of Bertolucci's fine timepiece collections to its discerning clientele in comfortable, contemporary surroundings. It also represents the future model and direction for any potential expansion of the Bertolucci brand in China and South East Asia.
- * In China, 61 new shops have been opened so far this year under brands such as Brooks Brothers, Tommy Hilfiger, S.T. Dupont, 1^A Classe Alviero Martini and Henry Cotton's. With the Chinese economy continuing to achieve significant year-on-year growth, the Group will continue to place a significant focus on the expansion of its China operations.
- * In Taiwan, trading conditions have stabilised after a prolonged period of economic weakness. The Group has opened 14 shops in Taiwan including the exclusive launch of Roger Vivier and Christofle at the new Bellavita mall, and Arté jewellery at BR4 Sogo department store.
- * Elsewhere, the Group has also opened 2 shops in Singapore and will closely monitor economic developments throughout South East Asia.
- * With the opening of these 83 new shops, the Group's retail network currently totals 531 shops. This comprises 70 in Hong Kong, 296 in China, 3 in Macau, 124 in Taiwan and 38 in Singapore, Malaysia and the Philippines.



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- * Geographically, Hong Kong represented 55 per cent. of sales, China was 21 per cent., Taiwan was 17 per cent. and the rest of Asia was 7 per cent..
- * The extended license agreement for the 'Polo' and 'Ralph Lauren' trademarks will expire on 31st December, 2009, and the Group will be paid US\$18.2 million on expiration as per the agreement. Excluding the Polo Ralph Lauren shops, the Group will continue to have a very meaningful retail network of in excess of 400 shops throughout the region.

FULL YEAR PROSPECTS

- * Global economic conditions seem to have stabilised, and should begin to show signs of improvement and a return to economic growth. The Group is therefore cautiously optimistic about its prospects for the second half of the year. Nevertheless, the Group will continue with its prudent approach until there is more certainty about the economic recovery.
- * With its comprehensive retail network of 531 shops throughout the region, and its net cash position of HK\$731.2 million and strong balance sheet, the Group is perfectly positioned to exploit any economic recovery and take advantage of any investment opportunities of exceptional value.

Hong Kong, 9th December, 2009