



Investment Merits of Paradise

Investment Highlights

PARADISE
Paradise Group

Excellence of the Industry

- Superior industry combined with growth, stability and high profitability

Well-Equipped Key Success Factors

- Favorable Geographical Condition
- Excellent Human Resources
- Refined Marketing
- Efficient Floor Operation

Shareholder Focused Management Policy

- High Dividend Policy.
- Acquisition of treasury stock to keep fair stock price.
- Consideration of minor shareholders and market.

Excellent Business Results

- Ordinary Profit Margin : 34.5% (2003 1H)
- Debt Ratio : 32.1% (2003 1H)

Driving Forces of Future Growth

- Reinforcing the Existing Market
- Open Up the Large Potential Chinese Market