

**ROADSHOW HOLDINGS LTD :
IT SEEMS THAT IT HAS TO BE A WINNER**

It would appear that the near-term prospects, of the latest company to seek a listing on The Stock Exchange of Hongkong Ltd, are especially bright – because the parent company will, no doubt, look after its offspring in glorious fashion.

The company, which, on Wednesday, released its *'tome'* of a Placing and New Issue Prospectus, is RoadShow Holdings Ltd, an offshoot of The Kowloon Motor Bus Holdings Ltd (Code: 62, Main Board, The Stock Exchange of Hongkong Ltd).

RoadShow is to have one of the luckiest numbers as its Stock Code, Number 888 – which means, in Chinese: Great prosperity.

The Company is in the business of providing, what it describes as being *'out-of-home media sales ... to captive vehicle audiences in Hong Kong by providing audio-video programming through a multi-media on-board system of transit vehicles in Hong Kong ...'* (Page One of the Prospectus)

In addition, RoadShow markets advertising space on the exteriors of buses and the like, as well as at vehicle shelters in the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

This company claims to be the pathfinder in this business, but its history is limited to only a few years.

While the following table may not be considered, particularly impressive, in terms of profits' growth, it is noted that this Company has been, after all, profitable; and, it is forecasting, by innuendo, to be especially profitable in the years to come:

	Financial Year ended December 31		
	1998	1999	2000
	All Figures are Denominated in \$HK'000		
Turnover	51,297	31,583	49,971
Other Revenue	2,997	1,786	1,445
Licence and Royalty Fee	(19,786)	(5,859)	(1,559)
Cost of Inventories	(5,039)	(4,831)	(4,073)
Staff Costs	(3,480)	(4,131)	(6,609)
Other Operating Expenses	(1,257)	(1,632)	(2,678)
Profit from Ordinary Activities Before Taxation	24,732	16,916	34,497
Taxation	(3,970)	(2,690)	(5,463)
Profit from Ordinary Activities after Taxation	20,762	14,226	31,034
Minority Interests	Nil	Nil	(339)
Profit Attributable to Shareholders	20,762	14,226	30,695
Dividends	Nil	Nil	(10,000)

For the Current Financial Year, ending December 31, 2001, the estimate is for a Net Profit Attributable to Shareholders, before any Extraordinary Items, of not less than \$HK180 million.

This is a huge improvement and is, clearly, ... [CLICK TO ORDER FULL ARTICLE](#)

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