

MANDARIN ENTERTAINMENT (HOLDING) LTD :
MOVIES WILL BE WITH US, FOREVER

Since the first major film, completed with synchronised sound, crashed into the entertainment scene in the US in 1927, movies have become part of the culture of the world.

The 1927 film, *'The Jazz Singer'*, featuring the late US singer Al Jolson, changed the lives of everybody in the world from then on, and its emergence has given employment to hundreds of thousand of people, the world over.

Billions of dollars are spent by moviegoers, annually, and, in the People's Republic of China (PRC) and the Hongkong Special Administrative Region (HKSAR), regardless of the state of their respective economies, residents, in close proximity to cinemas, will consider a night out at the movies.

Mandarin Entertainment (Holdings) Ltd, the latest Main Board listing of The Stock Exchange of Hongkong Ltd, to be designated Stock Code Number 9, is in the business of producing and distributing films and television series, especially for the Chinese-speaking market in Asia.

The company has been in existence since 1991, but it appears to have made its mark on the film industry in this part of the world.

Clearly, the success of Mandarin Entertainment has been made possible by the work of just one man, the 55-year-old, Mr Wong Pak Ming, the Chairman and Founder.

Along with his 2 sisters, Ms Jenny Wong Kit Chun, aged 44 years, and Ms Wong Kit Fong, aged 53 years, both of whom joined their brother within 2 years of his founding Mandarin Entertainment, a tight rein is kept on this production and distribution company, whose record of successes over the past 39 months is more than reasonable.

And the Current Financial Year, ending December 31, 2001, is forecast to be a record Year, in terms of the Bottom Line, according to the Listing Prospectus.

The following is the track record of Mandarin Entertainment for the past 39 months:

	Financial Year ended December 31			Three Months to March 31
	1998	1999	2000	2001
	All Figures are Denominated in \$HK'000			
Turnover	42,577	67,276	87,939	26,403
Cost of Sales	(25,229)	(40,219)	(50,462)	(13,822)
Gross Profit	17,348	27,057	37,477	12,581
Other Revenue	1,944	6,006	5,564	327
Administrative Expenses	(4,800)	(9,207)	(13,375)	(3,226)
Profit from Operations	14,492	23,856	29,666	9,682
Financing Costs	(85)	(411)	(587)	(116)
Share of Results of Jointly Controlled Entities	(93)	751	Nil	Nil
Profit before Taxation	14,314	24,196	29,079	9,566
Taxation	(125)	(3,249)	(3,124)	(1,436)
Net Profit Attributable to Shareholders	14,189	20,947	25,955	8,130
Dividends Paid	Nil	(3,999)	(2,600)	Nil

For the Current Financial Year, the Directors are forecasting a Net Profit Attributable to Shareholders of not less than \$HK40.80 million, an increase of about ... [CLICK TO ORDER FULL ARTICLE](#)

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