

**TSUI WAH HOLDINGS LTD:
THIS IS NOT, EXACTLY, EVERYBODY'S CUP OF TEA**

The flotation on the Main Board of The Stock Exchange of Hongkong Ltd of Tsui Wah Holdings Ltd (, Stock Code: 1314), during the final week of last November, was very interesting for a number of reasons:

1. The business of this Company is as gripping as the smile of an oyster;
2. The share price was determined at the top of Offer Price Range – between \$HK1.89 and \$HK2.27;
3. The 333,334,000 Global Offer Shares were significantly over-subscribed, both the Hongkong Public Offer tranche (33,334,000 shares) and that of the International Placing tranche (300 million shares);
4. The flotation came when the powers-that-be at the European Union were at loggerheads in respect of trying to nut out the new, seven-year budget for the 17-nation bloc;
5. Egypt was in tsuris, following President Mohamed Morsi, anointing himself as the first 'pharaoh' since the overthrow of Muhammad Hosni El Sayed Mubarak on February 11, 2011, causing rioting, throughout the country; and,
6. On the first day of trading in the shares of this Hongkong, fast-food company, there were widespread riots over the enforced austerity measures in Spain, Portugal, Greece and Italy.

With all the uncertainties that were continuously erupting in the world, the political unrest in the Middle East and the financial chaos in Europe and the probability of much more to come, one would have thought that an investment in a company of the likes of Tsui Wah Holdings would have been the last thing on one's mind.

This just goes to demonstrate that there is, more often than not, no accounting for taste and little in the way of logic to ascribe to the movements of stocks and shares on equity markets.

On the first day of trading in the shares of this Company (Monday, November 26, 2012), the share price ended the trading day at \$HK2.56, up 12.78 percent on the Offer Price of \$HK2.27.

All kinds of suggested reasons were given by the brilliant minds of those who try to write stock-market stories in the Hongkong popular Press, that is the English and Chinese Press, with regard to the interest in this little restaurant company's shares. All of these stories, in this medium's opinion, were utter nonsense and, certainly, not worth repeating in this **TARGET** () report.

The Business of Tsui Wah Holdings Ltd

The business of Tsui Wah Holdings is operating a chain of Cha Chaan Teng (), fast-food eateries, mainly for the Chinese population of the neighborhood in which the Company hoists its banner in rented shop space.

This is a smart idea, no doubt, and if one drives down Conduit Road in the direction of The University of

Hongkong, one finds a number of very small, similar stand-alone food outlets, doing just about the same thing as Tsui Wah Holdings.

As at the date of the Global Offering Prospectus (November 14, 2012), the Company operated 26 restaurants, 21 restaurants in the Hongkong Special Administrative Region of the People's Republic of China (HKSAR), four restaurants in the Mainland China (PRC) and one restaurant in the Macau Special Administrative Region (MSAR) of the PRC.

Reading the Prospectus of this Company, one may be mistaken for ... [CLICK TO ORDER FULL ARTICLE](#)

***While TARGET makes every attempt to ensure accuracy of all data published,
TARGET cannot be held responsible for any errors and/or omissions.***

*If readers feel that they would like to voice their opinions about that which they have read in **TARGET**, please feel free to e-mail your views to editor@targetnewspapers.com. **TARGET** does not guarantee to publish readers' views, but reserves the right so to do subject to the laws of libel.*