

**FULUM GROUP HOLDINGS LTD:
THE SUCCESS STORY OF THE BROTHERS YEUNG**

The number of restaurants, serving both Asian and non-Asian cuisine, that fail to make the grade in the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC) is legend.

In the HKSAR, with a human population of about 7.30 million, men, women and children, eating out for most people has become, not a luxury, but a daily necessity. On weekends, under normal conditions, the most-popular restaurants are chock-a-block with guests.

About 48 percent of the HKSAR labour force comprises women (about 1,825,000 women); this demographic has an important influence on the territory's Food and Beverage Industry.

Approximately 30 percent of the average, monthly household income is spent on purchases of food, either to be consumed in restaurants or to be consumed at home, with emphasis on eating out.

However, for every new restaurant that opens in the HKSAR, two close their doors, forever, according to usually reliable sources, close to The Food and Beverage Industry.

According to unimpeachable intelligence sources, in 2013, the Hongkong Food Service Industry reported only a modest, Year-On-Year, growth.

Restaurant receipts in 2013 rose to about \$HK96 billion, an increase of about 3.50 percent, compared with the 2012 year.

Restaurants in the HKSAR, today, number about 14,000 establishments. There are, also, about 1,000 bars, pubs and other eating and drinking entities in the territory.

A breakdown of these figures, in terms of the types of food that are served, is:

Chinese cuisine	37 percent
Non-Chinese cuisine	56 percent
Fast-Food outlets	7 percent

When Fulum Group Holdings Ltd () (Code: 1443, Main Board, The Stock Exchange of Hongkong Ltd) brought out its Global Offering Prospectus on Tuesday, November 4, 2014, it was rewarding to note that this group of restaurants has a history of about 22 years and that its Senior Management has remained virtually unchanged, throughout those 22 years.

This restaurant chain boasts of operating, today, some 55 restaurants, throughout the 416 square miles that constitute the territory of the HKSAR.

The Initial Public Offering (IPO)

The Global Offering of Fulum Group is 325 million, \$HK0.001 Shares at the Indicative Offer Price Per Share, ranging between \$HK1.26 and \$HK1.66.

Of the total number of shares on Offer, HKSAR Investors are being Offered 32.50 million Shares, with the remaining 292.50 million Shares, being reserved for International Investors via Share Placements.

At the midpoint of the Indicative Offer Price Per Share, being \$HK1.46, Management estimates that it will net about \$HK401.70 million.

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