

**BRIGHT INTERNATIONAL GROUP LTD :
THE RECIPE TO A LIGHT FUTURE**

One of the mysteries of the 20th Century has to be the reason behind Bright International Group Ltd going public on The Stock Exchange of Hongkong Ltd.

There appears to be no reason for this Company to give away about \$HK13.75 million to a bunch of stockbrokers, merchant bankers, one high-priced accounting firm, and a property valuator for the sake of seeking a public listing – when there appears to be no earthly glimmer of a reason so to do.

Bright International is issuing and placing a total of 75 million, 10-cent Par Value shares at a Premium of \$HK1.03 per share.

While the Company, which is just 8 years old, admits that it is debtless, as at August 31, 1999, and had about \$HK46.19 million in cash and bank balances, as at April 30, 1999, it is stated in this Company's Prospectus that the money, raised in this float, will be used as follows:

\$HK30 million for the construction of glass-manufacturing production facility;
\$HK15 million for the purchase of glass-manufacturing machinery and equipment
in order to integrate its production processes, vertically;
\$HK6 million for research and development;
\$HK4 million for market development in Europe and the People's Republic of China (PRC); and,
\$HK16 million to be applied to the General Working Capital Account.

All of the above could have been financed out of existing cash-flows, reserves, or senior Management to walk into any bank in order to ask for a little money to finance the Company's expansion plans.

In addition, in the last Financial Year, ended December 31, 1998, the Directors paid themselves a dividend of \$HK40 million, which was double the \$HK20-million dividend that they paid themselves in the 1997 Year.

Clearly, the Directors determined that, since the Company was so cash rich, why not have a little lolly.

For the past 3 Financial Years, this Company has done extraordinarily well as the following little table illustrates:

	Year Ended December 31			
	1996	1997	1998	Four months to April 10, 1999
	<i>(All Figures in \$HK'000)</i>			
Turnover	179,431	247,545	361,087	160,283
Profit Before Taxation	11,261	31,437	64,822	40,223
Net Profit Attributable to Shareholders	9,043	25,679	53,611	33,538

It should be only too apparent, at this point, that this Company is enjoying an amazingly high Profit Margin as the following TARGET table illustrates:

	1996	1997	1998	Four Months to April 30, 1999
Gross Profit Margin	6.28 percent	12.70 percent	17.95 percent	25.09 percent
Net Profit Margin	5.04 percent	10.37 percent	14.85 percent	20.92 percent

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