

**PROVIEW INTERNATIONAL HOLDINGS LTD :
RIDING THE WAVES OF THE HIGH-TECH WORLD**

Mr Rowell Yang Long San is earning between \$HK6.50 million per annum and \$HK7 million per annum as Chairman of publicly listed Proview International Holdings Ltd, even though he has little in the way of a formal education.

But he appears to be worth every penny of his monthly remuneration of about \$HK560,000 per month.

Because Proview is a Hongkong success story.

This Company is one of the few success stories of manufacturing entities, which went to the market just before the Government of the People's Republic of China (PRC) assumed sovereignty of these 416 square miles, changing the name from Hongkong to the Hongkong Special Administrative Region (HKSAR) of the PRC.

For the Financial Year, ended June 30, 1999, Proview turned in a record Net Profit Attributable to Shareholders of about \$HK120.12 million.

This was about \$HK46.76 million higher than the 1998 Net Profit, or, put another way, Proview spurted ahead with a 64-percent increase in the Bottom Line, Year-On-Year.

There are very few publicly listed manufacturing companies, quoted on The Stock Exchange of Hongkong Ltd, that can boast of such a performance.

And it was achieved in not the best of circumstances in the HKSAR.

One of the reasons for Proview's success appears to be its ability to have achieved an increase in Gross Profit Margin, during the last Year.

In the 1998 Year, the Gross Profit Margin was recorded as being 3.50 percent, but, in the 1999 Year, it improved to 4.35 percent, a gain of about 24 percentile points.

The 1998 Gross Profit Margin was the lowest rate of return in the past 5 Financial Years, as TARGET's table indicates:

	Year Ended June 30				
	1999	1998	1997	1996	1995
	<i>(All Figures Denominated in \$HK'000)</i>				
Turnover	2,958,672	2,217,895	1,765,092	1,147,883	799,916
Operating Profit Before Taxation and Exceptional Items	128,795	77,572	86,044	55,011	39,796
Gross Profit Margin	4.35 percent	3.50 percent	4.87 percent	4.79 percent	4.98 percent
Net Profit Attributable to Shareholders	120,117	73,360	92,067	49,886	35,547
Net Profit Margin	4.06 percent	3.31 percent	5.22 percent *	4.35 percent	4.44 percent

* The jump in the Net Profit Margin in this Year was due to a \$HK14.87-million Exceptional Item, brought about when the Company went public on The Stock Exchange of Hongkong Ltd.

Proview is, relative to the high-tech world of today, a fairly simple company: It produces, what must be considered as being, the simple visual display unit (VDU), also known as computer monitor.

Of the 1999 Turnover of nearly \$HK3 billion, \$HK2.80 billion was derived from the manufacture and trading in colour computer monitors, on which the Company obtained a Contribution to the Gross Profit of about

\$HK126.55 million.

In addition to this, the Company attained a turnover of about \$HK155.66 million in the manufacture and trading of computer monitor components and parts, on which it obtained a Contribution to the Gross Profit of about \$HK2 million.

It did not, it appears on reading the 1999 Annual Report, indulge in any other business of any materiality, sticking to its awl and reaping the rewards ... [CLICK TO ORDER FULL ARTICLE](#)

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