

TARGET

Intelligence Report

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HONGKONG FOOD INVESTMENT HOLDINGS LTD: SHOULD ONE FALL IN LOVE WITH THIS COMPANY'S MANAGEMENT ?

Hongkong Food Investment Holdings Ltd (香港食品投資控股有限公司) (Code: 60, Main Board, The Stock Exchange of Hongkong Ltd) has been engaged in '*food businesses*' in The Hongkong Special Administrative Region (HKSAR) of The People's Republic of China (PRC) since December 16, 1992 – 32 years!

The principal activities of this Company are trading in frozen meats, seafood, and vegetables in the HKSAR.

It, also, is engaged in retailing of consumer goods in the PRC, proper, being separate and definitive from the HKSAR.

The Company, also, is engaged in the manufacture and packaging of ham and ham-related products, the trading in food materials, and restaurant operations.

However, the medium, having defined, in brief, and explained the many and varied businesses of Hongkong Food Investment Holdings Ltd in respect of the five Financial Years, ended March 31, 2024, Management is, clearly, continuing to have a rather difficult time.

But should one point a finger at Senior Management, suggesting that there might be a clear lack of characterised ambition as well as proficient leadership.

Without these two important attributes in Senior Management, a better lot for minority shareholders are unlikely, ever, to come to pass.

At Page 17 of the 2024 Annual Report of the Company, a '*SUMMARY FINANCIAL INFORMATION*' was given:

	<i>'Year ended 31 March</i>				
	<i>2024</i>	<i>2023</i>	<i>2022</i>	<i>2021</i>	<i>2020</i>
	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>
RESULTS					
REVENUE	<u><i>211,845</i></u>	<u><i>231,557</i></u>	<u><i>183,133</i></u>	<u><i>131,120</i></u>	<u><i>140,048</i></u>
PROFIT/(LOSS) FOR THE YEAR	<u><i>(19,084)</i></u>	<u><i>2,341</i></u>	<u><i>(15,760)</i></u>	<u><i>(3,739)</i></u>	<u><i>(24,056)</i></u>

<i>Attributable to:</i>					
<i>Equity holders of the Company</i>	(19,352)	1,050	(17,337)	(4,162)	(24,111)
<i>Non-controlling interests</i>	268	1,291	1,577	423	55
	<u>(19,084)</u>	<u>2,341</u>	<u>(15,760)</u>	<u>(3,739)</u>	<u>(24,056)</u>
	<i>As at 31 March</i>				
	2024	2023	2022	2021	2020
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000
ASSETS AND LIABILITIES					
<i>TOTAL ASSETS</i>	611,440	653,561	685,246	684,036	657,163
<i>TOTAL LIABILITIES</i>	<u>(66,873)</u>	<u>(69,393)</u>	<u>(80,277)</u>	<u>(59,164)</u>	<u>(52,433)</u>
	<u>544,567</u>	<u>584,168</u>	<u>604,969</u>	<u>624,872</u>	<u>604,730</u>

THE CHAIRMAN'S STATEMENT

The current Chairman of the Board of Directors of Hongkong Food Investment Holdings Ltd is Mr Tai Chun Kit (戴進傑), aged 41 years.

At Pages Four through to Nine of this gentleman's public Statement, one was informed of the following suggested insights into his present thinking:

'RESULTS

'For the financial year ended 31 March 2024, the Group's consolidated revenue was approximately HK\$211,845,000 (2023: approximately HK\$231,557,000). The loss attributable to equity holders of the Company was approximately HK\$19,352,000 (2023: profit of approximately HK\$1,050,000) while loss per share was HK7.45 cents (2023: earnings per share of HK0.40 cents).

'BUSINESS REVIEW

'The global market environment was filled with challenges in the year under review. Despite the Covid-19 pandemic was gradually faded away, as affected by the macroeconomic environment, the global economic recovery remained at a slow pace and all sectors of society are striving to move forward.

'The global economic environment is impacted by uncertain factors of inflation, geopolitical tensions, tightening of financial conditions. The persistent decline in consumers' confidence is hindering the global recovery, further stimulated the turn to weakening trade. Follow by the rise in costs across various areas such as logistics, finance, trade and promotion coupled with labor shortages, business competitions are becoming more intensified, posting severe challenges to businesses across industries.

'For the domestic market, affected by the macro-environment, the market did not experience strong rebound as looking forwarded, further new

challenges were faced in the year under review. Upon the lifting of Hong Kong travel restrictions after the pandemic, citizens were indulged in revenge outbound travel and drive the popularity of cross-border spending, leading to the significant and unexpected decline in local consumption. On the other hand, the numbers of inbound visitors, their consumption patterns, and the proportion of overnight visitors were deviated from the past experience. All these changes have a great impact to the market, requiring considerable time to explore on the new directions...

'Frozen Meats Trading

'The catering ... [CLICK TO ORDER FULL ARTICLE](#)

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