

主席報告書 Chairman's Statement



主席兼行政總裁郭炳聯先生
Mr Kwok Ping Luen, Raymond
Chairman & Chief Executive Officer

本人很高興向各股東宣佈新意網第一份周年業績報告，匯報本公司於年內業務及收入的增長。

新意網銳意成為亞洲區內科技基礎設施及解決方案的首選商業夥伴，並已證明具有足夠實力，在亞洲互聯網市場開創整全的業務，迎接不斷湧現的互聯網商機。

於創業板上市

新意網於二零零零年三月在香港聯合交易所有限公司創業板上市取得佳績，國際配售及公開招股反應熱烈，分別錄得五十五倍及二百一十七倍之超額認購，集資淨額約達三十三億八千萬港元。公開發售接獲四十二萬份申請，申請表回收率約百分之三十五，凍結資金七百億港元。

財務摘要

本年度營業額增長逾百分之四十，約達六千七百一十萬港元，主要來自新的業務收入。截至本年六月三十日止年度內，共錄得四千六百五十萬港元淨虧損，主要為成立新業務及推出新服務的投資。截至二零零零年六月三十日止，公司現金儲備約為三十億八千萬港元。

董事會建議不派發截止二零零零年六月三十日止年度之末期股息。



新意網於二零零零年三月十七日在香港聯合交易所創業板市場上市，國際配售及公開招股反應非常熱烈。

SUNeVision was listed on the GEM of The Stock Exchange of Hong Kong on 17 March 2000 with an overwhelming response to the international placing and public offer.

I am pleased to present SUNeVision's first annual report to shareholders, covering a year of strong business momentum and top-line growth for the Group.

SUNeVision aspires to be the partner of choice in Asia for technology infrastructure and for enabling solutions. It has already demonstrated an ability to create a well-integrated business that spans the full range of existing and evolving Internet opportunities reaching out into the region.

Listing on the Growth Enterprise Market

SUNeVision's initial public offering on the Growth Enterprise Market (GEM) of The Stock Exchange of Hong Kong Limited in March 2000 was extremely successful with 55 and 217 times oversubscribed for its international placing and public offer respectively. Over 420,000 applications were received in the public offer, a return ratio of approximately 35%, and a total of HK\$70 billion was locked up in applications. Total net proceeds of approximately HK\$3.38 billion were raised.

Financial Highlights

Turnover for the year grew by over 40% to approximately HK\$67.1 million, and revenue from new businesses accounted for most of that growth. Net losses for the year ended 30 June 2000 were approximately HK\$46.5 million, largely due to initial costs incurred in setting up new businesses and rolling out new services. As of 30 June 2000, the Company had cash reserves of about HK\$3.08 billion.

The Directors do not recommend the payment of a final dividend for the year ended 30 June 2000.

業務運作

新意網迅速完成其首要目標，將母公司新鴻基地產發展有限公司（新鴻基地產）的核心科技資產，結集成一個擁有完整企業策略的強勢科技陣營。

在過去一年，新意網持續達成既訂的業務拓展目標，並得以成功地實行有關方案，顯示出我們的管理實力，以及配合科技快速發展的靈活性，我們的核心管理隊伍由商業精英和富有創意及科技經驗的專才組成。

集團每一個業務已開始獲得收入，並力求為集團賺取利潤。

互聯優勢

以互聯優勢為中心的互聯網基礎設施業務，旨在成為世界級的互聯網供應商，於亞洲區內提供全面服務及網絡連接。互聯優勢早着先機，設於香港、北京、上海的互聯網服務中心已取得收入，並在新加坡與Wing Tai Holdings Limited合夥開設新服務中心，奠定穩固基礎。於年內，互聯優勢首間位於本港創紀之城的互聯網服務中心ONE-iAdvantage，在開業後五個月內全部租出。本年五月，互聯優勢首間多層互聯網服務中心，位於荃灣之JUMBO-iAdvantage，亦告開業，並已租出逾百分之四十樓面面積。互聯優勢已準備就緒，推展服務跨過邊界，進駐廣州及深圳，並計劃在亞洲、北美及歐洲建立新的業務據點。為推動在上述區域的高速寬頻接駁，新意網已成功與北美的國際寬頻網絡服務供應商360networks取得策略性結盟協定，以及投資於亞太區的電纜建造商C2C Pte Ltd。



互聯優勢銳意發展為亞洲首屈一指的互聯網基礎設施供應商。

iAdvantage is dedicated to becoming a leading Internet services provider in Asia.

Business Operations

SUNeVision swiftly achieved its primary objective of harnessing the existing core technology strengths of its parent, Sun Hung Kai Properties Limited (SHKP). These capabilities are now being purposefully integrated into a powerful single enterprise driven by a synergistic strategy.

During the year under review, SUNeVision Internet services centre consistently achieved its original targets for business expansion, demonstrating its management capability and an ability to move quickly in an environment of fast moving technology while executing solutions with excellence. It assembled core teams of top talent that combine business acumen and experience with a flair for technology and innovation.

Each of our business divisions are already generating revenue and are aiming at profitability.

iAdvantage

Our Internet infrastructure business, centred on iAdvantage, is set to become a world-class, full-service provider of Internet services and network connectivity in Asia. It moved early to gain immediate revenues from its new Internet services centres in Hong Kong, Beijing, and Shanghai, as well as gaining a strong foothold in Singapore by partnering with Wing Tai Holdings Limited in yet another new centre. iAdvantage has achieved encouraging results with its first Internet services centre in Hong Kong at ONE-iAdvantage, Millennium City which was fully leased within five months of its rollout. iAdvantage opened its first multi-storey Internet services centre, JUMBO-iAdvantage, Tsuen Wan in May 2000 and has leased out more than 40% of its space. It is now well prepared to extend its cross-boundary market reach to Guangzhou and Shenzhen and to create key points of presence in Asia, North America and Europe. To facilitate high-bandwidth connectivity at these locations, SUNeVision has secured strategic alliances such as the partnership with international broadband network provider, 360networks of North America and investment in cable builder, C2C Pte Ltd.

Super-office

新意網的互聯網業務包括提供應用軟件服務的Super-office，Super-office為中小型企業提供一系列前線與後勤的應用軟件服務。Super-office成功完成在數個新鴻基地產旗下商廈的測試計劃。Super-office早在二零零零年八月，全面推廣業務之前，已招聘一批專業人才，賺取收入。

Super-office的業務範圍及內容正穩步增加，現已有超過三百個商業用戶。在開創電子市場方案的其中一例為與香港塑膠科技中心結成夥伴，共同發展塑膠工業的電子市場，獲得業內二十四家著名公司支持。



位於觀塘創紀之城之Super-office客戶中心，為客戶提供應用軟件示範、技術培訓、顧問服務及技術支援等多元化服務。

The Super-office Customer Centre, located at Millennium City, Kwun Tong, offers services including demonstrations of different software applications, training courses, consultancy and technical support.

SuperHome

SuperHome是一個為用戶提供廣泛電子資訊服務的平台，包括有關屋苑及指定地點的訊息與一般資訊，對其他廣大用戶而言，亦具有一定的吸引力。SuperHome其中一項優勢是與新鴻基地產旗下屋苑住戶及管理處的良好關係。初期計劃目的為新鴻基地產旗下管理之十五萬個住戶提供服務，未來目標將推展服務至其他非新鴻基地產管理的住戶。

SuperHome自推出以來，成績理想。截至二零零零年八月止，已有四萬個登記用戶，SuperHome現正積極拓展家居的覆蓋網。SuperHome剛與地鐵公司簽訂合約，為地鐵旗下多達五萬七千個住戶提供服務。SuperHome全力擴展業務範圍，物色合作夥伴，以提供更多實用的產品及服務。SuperHome的平台正好配合本集團進攻亞洲的計劃。

Super-office

SUNeVision's growing Internet presence includes the application service provider Super-office, which offers a full range of front- and back-end application services to business customers. Super-office's pilot programme was satisfactorily completed in a number of SHKP's commercial developments. A professional team was built up, and revenue was generated before the full-scale launch of the service in August 2000.

The scope and content of Super-office is steadily growing, and it currently has more than 300 business users. An example of its e-market solution initiatives is a partnership with the Hong Kong Plastics Technology Centre to develop a plastics industry e-marketplace with the backing of 24 plastics industry leaders.

SuperHome

SuperHome provides an extensive service platform that delivers estate and neighbourhood specific information as well as general content with a persuasive appeal for an even broader audience. Part of SuperHome's competitive edge is derived from its excellent relationships with residents and management offices in SHKP estates. The services were initially designed for delivery to the 150,000 families living in developments managed by SHKP. Future plans call for extending its reach to non-SHKP managed households.

SuperHome has enjoyed considerable success, attracting 40,000 registered users by the end of August 2000, and it is expanding aggressively in its coverage of homes. SuperHome has recently signed an agreement with the Mass Transit Railway Corporation to service up to 57,000 homes. It is vigorously recruiting new partners to provide more useful products and services. In line with SUNeVision's mission to move into Asia, the platform that SuperHome has developed is also well suited to promote SUNeVision's regional growth.



SuperHome與地鐵公司簽訂合約，為地鐵旗下多達五萬七千個住戶提供網上資訊服務。

SuperHome signed an agreement with the Mass Transit Railway Corporation to provide online regional information for up to 57,000 homes.

SuperStreets

藉着SuperStreets的連網陣容，「地產街」已建立一個強勁的品牌形象，為用戶提供珍貴的地產市場資訊及樓盤資料。這些服務正好將新鴻基地產在物業市場的優勢延伸至電子領域，並造就了與香港首五家物業代理率先結盟，及吸引其他三十家物業代理參與提供樓盤資料。「地產街」彰顯了新意網業務連結關係的優勢，藉轉介按揭及其他業務至SuperStreets而取得額外收入。「銀行街」與「保險街」亦藉着新鴻基地產多年來建立的信譽及業務關係，與業內著名公司組成聯盟。



SuperStreets提供一站式綜合入門網站服務，目前範圍包括地產、保險及銀行。

SuperStreets specialises in vertical portals offering one-stop services including property, insurance and banking.

點點紅

新意網的網上拍賣站點點紅迅速崛起，以交易數量而言，已取得香港市場的領導地位，擁有逾七萬五千個登記用戶。點點紅亦吸引了可口可樂等國際品牌，共同開發網上拍賣程式，以開闢額外收入來源，進一步開拓點點紅之市場覆蓋面。市場廣泛預期網上拍賣及電子零售業將出現整頓，而點點紅憑藉擁有龐大而忠誠的用戶基礎及卓越服務水平，料可從中獲益。點點紅現已蓄勢待發，準備擴展業務至中國，並且開拓國際商貿業務。

SuperStreets

Within the linked portfolio that makes up SuperStreets, PropertyStreet has built a strong brand presence based on valuable content and relevant information about the property market in general and individual property offerings in particular. This has effectively translated SHKP's command of the high ground in the property arena into Internet terms, and 30 other property agents have joined the five leading property agents that were original members of the site. PropertyStreet shows SUNeVision's ability to benefit from synergistic relationships by quickly generating additional revenue streams from mortgage and other referrals to its partners in SuperStreets. BankingStreet and InsuranceStreet have created similar strong partnerships with key players in their respective business areas, building on SHKP's evident reputation and long-term relationships.

Red-Dots

SUNeVision's online auction site, Red-Dots, has rapidly emerged as the market leader in Hong Kong in terms of items traded. It already has more than 75,000 registered users. Red-Dots has also attracted international brands such as Coca-Cola to co-develop special online auction programmes to generate additional revenue streams from enabler services and to further expand Red-Dots' market reach. Leveraging a large and loyal user base and high levels of service, it is well poised to benefit from the market consolidation widely expected throughout the e-auction and e-tailing sectors. Red-Dots is now well prepared to expand geographically into China and to develop international trading activities.



點點紅已成為本港最受歡迎的拍賣網站之一，提供商業對消費者的電子交易服務。

One of Hong Kong's most popular online auction sites, Red-Dots facilitates B2C e-commerce transactions.

新科技服務

新科技服務銳意在香港建立網絡接駁的領導地位，為家居及小型商業用戶安裝高速及穩定的電纜，接駁光纖通訊網絡。在本年度內，已有超過五萬三千個用戶完成接駁工程，新科技服務現正密鑼緊鼓將寬頻及衛星電視 (SMATV) 推廣至多個物業，這一連串工程將鞏固新科技服務與本地多點系統分銷商的關係，從而為客戶提供新的服務。



具有專業資格的新科技服務工程人員正為高速寬頻系統及衛星電視系統提供安裝及測試。

Super e-Technology's qualified technical staff is calibrating the high speed broadband equipment and SMATV system.

互聯網交易平台

在商業結盟方面，新意網參與全面性互聯網交易平台業務，透過與美資跨國電子商貿翹楚Commerce One投資於Asia2B.com，提供創新電子貿易方案，以參與發展中國及香港地區的環球商貿。新意網並投資建立一個電子業的電子商貿平台AsianE2E.com。

投資

新意網繼續尋求合作夥伴投資於亞洲及北美的優質科技項目。本公司聯同數碼通電訊控股有限公司（數碼通）投資於中國C-Tech Fund，以提升本公司在中國大陸的策略性投資。這項投資將有助本公司掌握在中國大陸結盟及發展的機會。此外，新意網將與數碼通合作，全力開拓客戶基礎及無線網絡業務。

Super e-Technology

Super e-Technology seeks to become Hong Kong's leading "last mile" owner, installing the cabling needed for fast and robust interconnections between fibre optic telecommunications networks and homes as well as small business users. More than 53,000 users were connected by the end of the period under review. Super e-Technology is pushing forward to bring broadband access and Satellite Master Antennae Television (SMATV) to yet more developments, and it has cemented relationships with local multi-point system distribution operators in order to offer new applications to its customers.

Internet Exchanges

On the partnership level, SUNeVision is involved in full-service Internet exchanges. It has invested in innovative e-trading solutions through Asia2B.com, the Hong Kong and Mainland China hub of the "Global Trading Web" of leading US-based global e-commerce player Commerce One. The Company has also invested in an exchange for the thriving electronics industry, AsianE2E.com.



新意網與多家電子業界領袖成立聯營公司，設立亞洲首個商業對商業電子業交易網站 AsianE2E.com。

SUNeVision established a joint venture with leading companies in the electronics industry to set up AsianE2E.com, the first Internet exchange of its kind in Asia for B2B e-commerce.

Investments

SUNeVision continues to pursue high-quality technology investments with interested partners across Asia and in North America. To drive forward its tactical equity investments in Mainland China, it has co-invested with SmarTone Telecommunications Holdings Limited (SmarTone) in the China C-Tech Fund. This will enable it to access a host of partnership and development opportunities in Mainland China. SUNeVision will also fully explore the customer base and the wireless network synergies with SmarTone.

展望

新科技為我們的生活掀起革命，亦帶來無限商機。新的經濟模式需從傳統的營商手法吸取經驗，特別是傳統商業策略的成功因素。

新意網在全球不斷演變的營商環境中，已建立優越的地位。預期當市場經過全面調整後，具備管理專才、卓越往績、雄厚財力，與及追求優質服務及審慎理財的新意網將成為領導新經濟的表表者之一。透過鞏固及加強本公司的各樣優勢，為客戶提供互聯網基礎設施及高增值互聯網服務，本公司將按照實質發展計劃及清晰策略，執行各項工作，達至卓越成績，並繼續力求賺取盈利。

為迎合市場的需要，我們為以互聯網業務為本的客戶，提供切合所需的基礎設施、服務和產品，對象涵蓋住宅用戶及商廈租戶，為他們提供快捷的服務。同時，我們對品質的要求一絲不苟，因為我們深信優質的產品和服務是品牌聲譽的關鍵。

新意網整合商業模式的主要特點是領先其他競爭對手，利用集團中現有的客戶基礎，成功進行推介和交互銷售，以創造更多的商機。

新意網的另一策略是與香港及亞洲區業界翹楚作選擇性聯盟。通過上述合作，鞏固公司實力及建立互聯網價值鏈，創造更高的業務增長。本公司正積極在亞洲區內尋求策略性夥伴，與及區內的投資機會，我們期望可於短期內達成數項聯盟。

憑藉本公司對香港的一貫信念，我們決心把新意網的品牌帶到中國內地、新加坡及其他亞洲地區為尊貴客戶建立社群及區域網絡，強化區內貿易及經濟。

為進一步鞏固我們日後的領導地位，在控制開支之餘，並預留空間予拓展科技及有關業務的新機遇及繼續招攬優秀人才。

Prospects

While new technology is indeed set to revolutionise our lives and to present limitless business possibilities, the new economy must still learn from the old. In particular it must energetically seek to adopt elements of successful traditional business strategies.

SUNeVision is well positioned to thrive in the emerging global business environment. With its capable and experienced management, proven track record, powerful financial backing, commitment to quality services, and a rigorous approach to investment, SUNeVision will emerge even stronger after the period of overall industry adjustment and volatility that is anticipated. The Company is poised to become one of the benchmark companies for the new economy sector. It continues to build out its Internet infrastructure and provide high value Internet enabling services, reinforcing and adding to existing synergies. SUNeVision will execute its tasks with excellence in accordance with a solid growth plan and a well defined strategy. There will be a consistent focus on profitability.

We have set about creating the exact infrastructure elements, services and products most in demand by today's Internet-oriented customers, ranging from residents to commercial tenants. SUNeVision is delivering these Internet related benefits rapidly. At the same time, the utmost attention is being paid to quality, since it is fully recognised that assured products and reliable services hold the key to a high brand reputation.

An essential feature of SUNeVision's integrated business is the leveraging of an extensive customer base to generate successful referrals and the utilisation of cross-selling opportunities from one business unit to another.

SUNeVision's strategy is to seek selective partnerships with high-calibre business entities throughout Hong Kong and the region. Such partnerships enrich core capabilities and create a solid Internet value chain which contributes to business growth. The Group is actively exploring such strategic partnerships and investment opportunities in Asia, working towards securing a number of such relationships in the near future.

The Company's continuing faith in Hong Kong is matched by a determination to carry the SUNeVision brand aggressively into Mainland China, Singapore and the rest of Asia, creating communities of valued clients as well as building the networks and the connectivity that will power the region's trade and economy.

To further strengthen its leading position in the race to the future, overheads will be kept under control while leaving room for promising new investment opportunities in technology and related businesses, and for the recruitment of the quality personnel essential to success.

新意網既利用母公司現有的客戶基礎及關係，亦顯示有足夠能力贏取新客戶及成為香港市場領導者，以及與區內及全球科技公司建立穩固關係，並領先其他競爭對手，將聯盟擴展至其他市場，以使提供的產品和服務真正切合客戶所需。

我們承諾實踐在香港、中國大陸及亞洲的互聯網基礎設施拓展計劃，以維持本公司於區內的電子商貿業務增長步伐，鞏固現有基礎。

新意網成立的時候，我們選擇了一個能夠清晰傳遞三個重要訊息的名字：

- 我們擁有具實力的母公司；
- 我們業務的核心源自新的電子經濟；
- 我們具有清晰可信的遠見。

鑑於科技工業競爭劇烈，瞬息萬變，本公司並無忽略人才是邁向未來的重要元素。新意網從香港及海外聘請業內專才，並提供工作環境，讓各精英盡展所長。

我很高興能為大家報告集團過去一年的成果。本人深信，新意網在今年所建立的動力、強勢及品牌聲譽將在未來帶給我們更傑出的成績，以及持續的增長，並給各位股東、合作夥伴及客戶實質的價值。

我感謝各位在過去一年對我們的支持，特別感謝各董事、管理層及全體同事，大家努力不懈的工作，正好是本公司實現承諾的見證。

郭炳聯

主席兼行政總裁

香港，二零零零年九月二十二日

As well as initially leveraging SHKP's customer base and relationships, SUNeVision has also demonstrated its own ability to win new customers and achieve market leadership in Hong Kong. The Company has demonstrated an ability in establishing strong relationships with technology partners in the region and globally. These alliances will be expanded into other markets ahead of the competition. The reach of the Company's network of global partnerships will be expanded to provide the products and services that are truly needed by customers.

The Company is committed to implementing plans for Internet infrastructure expansion in Hong Kong, Mainland China and Asia, keeping pace with the growth of e-commerce in the region and building on the momentum that has so far been established.

When SUNeVision was created, a name was chosen to convey three clear messages:

- SUNeVision has strong parentage;
- The "new e-economy" forms the heart of the Group's business;
- SUNeVision is inspired by a clear and credible vision.

In light of this competitive, ever-changing technology industry, the Company has not forgotten the human element that is the key to our future. SUNeVision has recruited some of the best talent in the industry, both in Hong Kong and from abroad. The Company aims to provide a working environment for a strong, talented team of professionals, allowing each individual to reach their full potential.

I am delighted that the results of our first year so fully vindicate these messages. I am confident that the momentum, advantage and brand recognition that SUNeVision has gained in this first year will carry us forward to outstanding achievements, to many years of growth, and to real value for our shareholders, partners and customers.

My thanks go to all who have supported us so ably during the year, in particular to my fellow directors, the management and the staff. All have worked tirelessly to prove that SUNeVision delivers on its promises.

Kwok Ping Luen, Raymond

Chairman and Chief Executive Officer

Hong Kong, 22 September 2000