

◎ Five Years of Glorious Moments Witnessing Together

As implied from the five halo rings gleaming on the cover of 2011 annual report, we have witnessed such glorious moments together with all investors during the past five years of outstanding achievements since listing.

At the beginning of its second five-year period, the Company follows the strategy of “Leading through Innovation and Enhancing Efficiency through Intensive Management” and aims to achieve its vision of becoming the “Hundred-Billion Enterprise with Excellent Performance”.

“Leading through Innovation”

Through the renovation of markets, businesses and products, the Company will satisfy the demands from its customers and achieve a breakthrough in its scale.

“Enhancing Efficiency through Intensive Management”

Through operations such as collaboration, central allocation of resources and professional management, the Company will effectively control the risks and enhance its overall efficiency and competitiveness.

五年輝煌 共同見證

正如2011年年報封面上閃耀的五個光環所寓意，我們與所有的投資者共同見證了公司自上市以來光輝燦爛，成績斐然的五年。

在第二個五年的開局之際，公司堅持創新引領、集約提效的策略指導，以實現「千億級卓越績效企業」願景為目標。

創新引領

通過對公司市場、業務以及產品等的變革，滿足客戶需求，實現規模突破。

集約提效

通過相互協同、資源集中配置和專業管理等運作方式，有效控制風險，提高公司整體效益和競爭能力。

