

# Consolidated Income Statement

for the year ended 31 December 2012

|  | Note | 2012<br>HK\$ millions | 2011<br>HK\$ millions |
|--|------|-----------------------|-----------------------|
| Turnover   | 5    | 15,536                | 13,407                |
| Cost of inventories sold   |      | (6,508)               | (4,663)               |
| Staff costs  | 7    | (737)                 | (646)                 |
| Customer acquisition costs   |      | (708)                 | (1,155)               |
| Depreciation and amortisation  |      | (1,282)               | (1,179)               |
| Other operating expenses   | 8    | (4,563)               | (4,332)               |
|  |      | 1,738                 | 1,432                 |
| Interest income  | 9    | 12                    | 6                     |
| Interest and other finance costs   | 9    | (166)                 | (124)                 |
| Share of results of jointly controlled entities  | 18   | (3)                   | (4)                   |
| <b>Profit before taxation</b>  |      | <b>1,581</b>          | <b>1,310</b>          |
| Taxation   | 10   | (54)                  | (49)                  |
| <b>Profit for the year</b>   |      | <b>1,527</b>          | <b>1,261</b>          |
| <b>Attributable to:</b>  |      |                       |                       |
| Shareholders of the Company  |      | 1,227                 | 1,020                 |
| Non-controlling interests  |      | 300                   | 241                   |
|  |      | 1,527                 | 1,261                 |
| <b>Earnings per share attributable to shareholders<br/>of the Company (expressed in HK cents per share):</b> |      |                       |                       |
| – basic  | 11   | 25.46                 | 21.17                 |
| – diluted  | 11   | 25.46                 | 21.17                 |

Details of interim dividend paid and proposed final dividend payable to shareholders of the Company are set out in Note 12. The accompanying notes are an integral part of these financial statements.