



**Travel Expert (Asia) Enterprises Limited**  
**專業旅運（亞洲）企業有限公司**

**Travel Expert (Asia) Enterprises Limited announces the annual results  
for the year ended 31 March 2015**

**Revenue for the year increased 18.9%**

**FINANCIAL HIGHLIGHTS**

	For the year ended 31 March		Change
	2015 (HK\$ million)	2014 (HK\$ million)	
Gross sales proceeds excluding our own tour business	<b>1,987.3</b>	1,873.3	<b>+6.1%</b>
Revenue for the year	<b>375.6</b>	315.8	<b>+18.9%</b>
Profit for the year excluding the non-controlling interest	<b>45.4</b>	43.3	<b>+4.8%</b>
Earnings per share (HK cents)	<b>8.8</b>	8.5	<b>+3.5%</b>
Total dividends per share for the year (HK cents)	<b>4.6</b>	4.5	<b>+2.2%</b>

(24 June 2015, Hong Kong) **Travel Expert (Asia) Enterprises Limited** (the “Company”) (HKEx stock code: 1235) announced the annual results of the Company and its subsidiaries (the “Group”) for the year ended 31 March 2015 (the “Year”).

The Group continued to record a business growth for the year ended 31 March 2015. It is the third consecutive years of business growth in terms of revenue and profit attributable to owners of the Company. Total revenue, including rental income from the investment property of HK\$2.0 million (2014: HK\$1.9 million) increased to HK\$375.6 million (2014: HK\$315.8 million), representing an increase of 18.9% from the previous year. The increase was primarily contributed by the consistent revenue growth in the Group’s retail FIT (Free Independent Travellers) business and the new setup of tour business. Excluding the non-controlling interest, the profit for the year attributable to owners of the company had an increase of 4.8% to HK\$45.4 million (2014: HK\$43.3 million). The total Group’s profit for the year is HK\$43.9 million, representing an increase of 1.4% from HK\$43.3 million in the previous year. Basic earnings per share attributable to owners of the Company for the year ended 31 March 2015 was HK8.8 cents, representing an increase of 3.5% from HK8.5 cents

over the previous year. The Board recommend a final dividend of HK3.4 cents (2014: HK 3.0 cents) per share.

For the year ended 31 March 2015, sales performance from retail customers recorded a continuous growth that was especially significant in the second half of the year. It was mainly caused by the strong appreciation of US dollar against major currencies, and so did Hong Kong dollar due to its pledge to the US dollar. The favorable Hong Kong dollar exchange rate movement greatly stimulated the travel desire of customers that caused a remarkable business growth in the second half of the year. We adopted a proactive approach to contact our customers so as to maintain a good relationship with them as well as promote repeated patronage. Besides, the Group also put resources in enhancing product mix and sourcing new travel products to meet customers' needs and lifestyles.

The development of Premium Holidays (尊賞假期) will continue to be our business focus. With a view to strengthening business and improving product quality, continuous investments will be put into this business to boost its sales. We will recruit additional sales force and plan to open new shops for this brand to promote this business. Also, new marketing programs for enhancing its brand awareness will be implemented.

After completion of the acquisition transaction of 60% equity interest in I'm Yours Event Limited (唯您活動策劃有限公司), a new business line under a new brand name of Take My Hand (緣動) will be launched shortly. In the recent years, consumer demand in wedding and oversea wedding travel products are increasing significantly. We believe introducing this new brand and products with strong potential will further diversify our business scopes. We aim at building this brand as one-stop wedding services provider.

Also, the Group acknowledges the importance in advancement of IT applications for sustainable business growth. A number of IT projects will be launched in the coming years to revamp our company websites and enhance the online sales channel named "Pack2fly.com" in order to capture the immense business opportunities through internet as well as align ourselves with the increasing trend of online shopping.

Looking ahead, the Group will go towards a new direction of O2O (Online to Offline) business model. We believe that a solid foundation of our traditional travel business together with the newly setup businesses can provide us a good platform to pursue long term objectives.

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### **About Travel Expert (Asia) Enterprises Limited**

Travel Expert (Asia) Enterprises Limited has been listed on the Main Board of The Stock Exchange of Hong Kong Limited (stock code: 1235) since 2011. Principal activities of the Group are provision of travel and travel related products and services, property investment and investment in treasury activities. The Group has an extensive retail network of more than 60 shops in Hong Kong providing customers with one-stop travel solution and offering diversified travel products at easily accessible locations.

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