

招股概略

優品 360 控股有限公司 (2360 HK)

發行數據

集資額:	250 –300 百萬港元
發售股份數目:	250 百萬股
價格:	1.00 –1.20 港元
每手股數:	2,000
入場費:	2,424.18 港元
歷史市盈率:	17.17 – 20.61 倍
每股有形資產淨值:	0.32- 0.37 港元
市值(招股後):	1,000 – 1,200 百萬港元
招股開始:	2018 年 12 月 28 日
招股截止:	2019 年 1 月 4 日中午 12 時
上市:	2019 年 1 月 11 日
保薦人:	力高企業融資有限公司

3 月 31 日止年度	港幣千元	按年變動
收入		
2017 年	689,994	45.9%
2018 年	1,075,930	55.9%
年度/期間溢利及全面收益總額 (不包括上市開支)		
2017 年	25,144	102.0%
2018 年	58,235	131.6%

背景

- 集團是一間休閒食品零售商，自二零一三年開展業務起以集團的品牌「Best Mart 360° (優品360°)」經營連鎖零售店舖。
- 集團提供多種主要來自海外的進口預先包裝休閒食品及其他雜貨產品，可大致分為：(i)朱古力及糖果；(ii)包裝烘焙產品及零食；(iii)堅果及乾果；(iv)穀物及其他雜項食品；(v)飲品及酒類；(vi)個人護理產品；及(vii)其他產品，例如嬰兒食品及產品、保健食品及補充劑以及雜項家居用品，例如清潔劑、餐具和雨具等。
- 根據弗若斯特沙利文報告，於截至二零一八年三月三十一日止年度在七大休閒食品零售商 (在香港經營超過20間零售店舖) 當中，本集團錄得最高的每間店舖零售收入 (每間店舖約15.4百萬港元)。
- 此外，按集團於截至二零一八年三月三十一日止年度的收入約1,075.9百萬港元計，集團在香港七大休閒食品零售商當中位列第二大休閒食品零售商，於二零一八年三月三十一日在香港休閒食品零售市場佔約21.6%的市場份額。
- 香港旅遊發展局認證集團符合優質旅遊服務計劃的評估標準，並已授權集團在「零售戶」類別使用集團的認證標誌「Best Mart 360° (優品360°)」，另集團自二零一五年七月起獲香港旅遊發展局認為「優質商店」。
- 自二零一四年起，集團便為香港政府知識產權署推出的「正版正貨承諾」計劃的會員。於最後實際可行日期，集團所有零售店舖已取得「正版正貨承諾」認證，集團認為這將大大提高消費者對集團的信任及信心。
- 於最後實際可行日期，集團向不同海外供應商 (主要來自歐洲、美國、日本、韓國及東南亞) 及香港的進口商採購產品，約有495個品牌及1,960個SKU，該等供應商包括品牌擁有人、生產商、分銷商和貿易公司。

業務策略及未來計劃

- 通過增設零售店舖擴大集團的業務
- 通過提高集團的採購能力及以具競爭力的價格不斷豐富集團的產品系列以擴充業務
- 通過營銷策略和活動進一步提升整體品牌知名度
- 擴大集團的會員基礎

- 增加倉儲和物流能力
- 進一步升級資訊科技系統，以不斷提高營運效率
- 繼續發展和建立企業文化，吸引、挽留及鼓勵熟練的優秀員工

競爭優勢

- 集團的品牌「Best Mart 360°（優品360°）」在香港休閒食品零售市場的品牌定位獲廣泛認可且品牌知名度高
- 集團自國際休閒食品市場採購優質、流行及廣具吸引力的產品組合
- 集團的定價政策和有效的成本控制措施能夠優化和提升集團的盈利水平，為集團的財務業績增長提供助力
- 集團能與現有供應商維持穩定的合作關係，並積極和持續物色新供應商
- 集團在擴大目標顧客結構方面的戰略規劃
- 集團位於戰略位置的零售店舖和集團零售店舖銷售業績的嚴格管理

主要風險

- 集團的財務業績視乎集團現有店舖及新店舖的表現，而其表現可能受諸多因素的影響，其中若干因素可能超出集團的控制範圍
- 集團面對集團的平行進口產品侵犯知識產權及涉及虛假商品說明而產生潛在責任或申索的風險
- 集團的成功在某程度上取決於集團為各零售店舖在理想的選址地點確保取得及重續租賃或許可協議的能力
- 集團有效應對顧客喜好及需求轉變的能力可能對集團的市場份額及經營業績造成影響
- 集團的成功有賴集團的品牌「Best Mart 360°（優品360°）」在香港休閒食品零售市場的強大認知度
- 集團面對外幣匯率波動的風險
- 本集團面對存貨報廢的風險
- 集團依賴香港零售銷售市場
- 本集團的業務及營運容易受到產品責任申索或產品回收的影響

股息政策

- 無固定股息政策

所得款項用途

	(百萬港元)	比重 (%)
將用於開設新增零售店舖	154.80	66.5%
將用於加強及擴大營銷活動	31.30	13.5%
將用於升級資訊科技系統	23.50	10.1%
將用於一般營運資金用途	23.10	9.9%
合計:	232.70	100.00%

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