



SANTABARBARA
POLO & RACQUET
CLUB
Since 1910



EVENT HIGHLIGHTS

The financial year ended 30 June 2000 saw a number of memorable and significant corporate and charitable community events being undertaken.

FASHION TRENDS 2000

The Group has been playing a very aggressive role to further improve our market leader position and become a leading fashion trend-setter with new styles, designs and usage of material in the leatherwear, footwear and menswear fashion industry. We are set to become recognised as world class brands, yet very much Asian, or better still Malaysian in management, research and design, marketing and distribution organisation. We are committed in our quest to provide innovative design and latest fashion wear to our faithful valued customers through continued research and development.

On 8 December 1999, the Group launched a successful fashion show cum product preview, entitled **BONIA 2000 – The Italian Inspiration**. This special event was organised to strategically coincide with the start of the New Year and the advent of a new millennium. It is a known fact that people are more willing at such times to accept new concepts and implement changes within their personal, business or social environments, including their lifestyle. This launch witnessed the transformation of two of our signature brands, namely **BONIA** and **BONIA UOMO**. It was well received and accepted by our business partners, dealers and department store operators. On 11 December 1999, the Group conducted the successful fashion show cum product preview in conjunction with the opening of the latest and unique shopping mall at the City Square Complex in Johore Bahru.

Before the end of the financial year 2000, in June 2000, the Group launched a grand fashion show cum product exhibition, entitled **BONIA & SEMBONIA 2000/2001 Collections** for valued partners from the retail industry, business partners and associates, and members of the media. This launch reaffirmed the Group's role as a fashion leader and trend-setter for the leatherwear, footwear and menswear in Malaysia. The success of this launch was a result of our vast experience, skilled and creative designers who travel to the world's fashion cities like Paris and Milan, where they are updated on future fashion trends, thereafter introducing it to the Malaysian market. Over the years, our creative R & D team has revealed some very exciting and interesting trends and designs for our valued customers. This launch successfully introduced a wide variety of the latest European designs and quality fashion products to the fashion-savvy Malaysian consumer at value-for-money ranges.



EVENT HIGHLIGHTS





Roberta di Camerino.

ITALY

The latest fashion collection introduced by the Group was **BONIA's 'Skin' Collection**, featuring animal prints, which is very popular internationally. It is set to have a great impact within the Asian markets. There were 12 different animal prints and textures offered and we have recreated the appearance of different



animal skins, ranging from the ostrich to members of the reptile family. We ensure that only quality Italian calf and split leather are used for the handbags and shoes, making the products very smooth, soft and elegant to use. The select choice of colours is for gentle and sweet colours like pink, purple, light blue and green. The handbags come in more than 30 shades of these four main colours, from the lightest to the darkest shades, to suit individual needs and preferences. In line with the new colour combinations available, our handbags exhibit new shapes to reflect the changes of taste and there are four designs to choose from. The shoe division uses this golden opportunity to introduce the slip-ons and slingbacks besides the ever-popular court shoes. The latest trend feature heels will be chromed, matching the colour of the shoe to create a more attractive, harmonious effect.



The **SEMBONIA** label introduced the newest collection and advertising campaign. This advertising campaign portrays *Sembonia* as a very young and trendy brand, specially targeted at up and coming young executives. *Sembonia's* new collection is very much for the vibrant young women and men. The designs are very clean-cut and simple, portraying a fresh, uncluttered look. We introduced six new ranges of bags with five designs in each of the collections. More slingbags, carrybags, haversacks and document bags were introduced. Colours were muted, like silver, purple brown, dark green, light brown and dark grey. An additional 16 shoe collection was introduced in this season, with over 50 court, slingback and sandal designs to choose from. Only quality leather, vinyl and fabric were used to make the shoes delightfully soft and comfortable.

The response from consumers in general has been very encouraging, thus spurring the Group to consider hosting more of such events. BONIA's Millennium fashion show featured a "**Silver**" girl, in keeping with the futuristic theme. We now extending the theme and developing it a step further with the introduction of the "**Purple**" and "**Golden**" girls, creating an even more exciting and creative image for the BONIA brand. All these events have underlined our determination to make the BONIA label a strong fashion statement to be reckoned with and we are here to set quality standards!. As a result of the above said activities, our retail division's turnover/revenue had recorded an increase of more than 30% in the financial year 2000 as compared to the same corresponding period in 1999.





OPENING OF NEW BOUTIQUES

On 22 January 2000, the Group marked its entry into one of the most talk-about, newest and biggest shopping malls in Malaysia, Mid Valley Megamall, through the official opening of the BONIA boutique, which was followed by a gala fashion show for the 21st century collections. This new boutique features a unique layout and display concept, which creates an exquisite store ambience that encourages shoppers to check out every item on display. With a total floor space of about 900 square feet, we are able to showcase a fine selection of leatherwear, footwear, menswear and accessories' collections from the *Bonia*, *Bonia Uomo* and *Sembonia* labels. From day one of Mid Valley's opening, it has been attracting huge crowds from both within and outside the Klang Valley as well as

tourists. In view of the high customer traffic at this shopping mall, we are confident that our boutique will perform well. During the financial year under review, the Group also opened new boutiques at Starhill Kuala Lumpur and Alor Setar.

The opening of the above boutiques places on record our nationwide network of 29 boutiques and over 200 counters located at department stores to-date. The Group is planning to open ten more franchised boutiques by the next financial year and looks forward to presenting more Malaysians with the lucrative opportunity of running a successful franchised boutique business in Malaysia.



BONIA FRANCHISE PROGRAMME

The Group launched the BONIA Franchise Programme in the financial year 1996 through its wholly-owned subsidiary, CB Franchising Sdn Bhd and recorded a growth in turnover/revenue of 28.7% for the financial year 2000 compared with 1999. This programme incorporates the essential components necessary to run a successful fashion retail outlets. The well-designed BONIA Boutique layout coupled with strong advertising know-how and a wide range of high quality leatherwear, footwear, menswear and accessories, comprehensive training module together with provision of management services and support will enhance the success of this programme further.

On 15 October 1999, the Group participated in the **Franchise Asia 1999** held at Putra World Trade Centre (PWTC), Kuala Lumpur and hosted a workshop entitled "Opportunity Workshop". This event successfully introduced the BONIA Franchise Programme to the entrepreneur-savvy Malaysian audience.

In view of the potential growth in this programme coupled with the growing demand from the Malaysian entrepreneurs and the need to create an equal opportunity for all Malaysian, the Group has decided to convert the existing counters to the BONIA Franchise Programme starting this financial year and will be implemented gradually.



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COMMUNITY EVENT

The Group believes it has a social responsibility to reach out to the Malaysian community and in particular to those who are less fortunate. With this in mind, the Group remains committed to carrying out various projects to promote unity and goodwill among Malaysians and to improve the well being of the less fortunate and to promote their cause.



On 6 October 1999, the Company together with the Association of Wives of Civil Servants and Woman of Civil Servants ("PUSPANITA") jointly organised a Family Day Sales ("FDS") themed "*Khidmat Bakti Usahasama PUSPANITA Bersama Bonia Corporation Berhad*" which was opened to Puspanita members, friends and the general public. Our Company generously donated RM150,000 to the Puspanita Training Fund for charitable purposes. The cheque was ceremonially handed to the distinguished guest of honour, Datin Seri Endon bte Dato Mahmood.

STAFF INCENTIVE TRIP 2000

The Group believes that the good performance for the financial year 2000 is the result from the conscientious efforts and commitment of the staff. With the teamwork of the staff and franchisees, our Group's sales performance surpassed the forecasted sales target for the financial year 2000.

In view of this, the management decided to reward the staff and franchisees with incentive trips to the destination of their choice. It was as near as a relaxing trip to Bangkok/Pattaya; a shopping spree to Hong Kong/Shenzen; enjoying the beautiful sceneries and historical places in Beijing/Tianjin; even as far as koala hugging in Brisbane/Gold Coast and Central Japan to experience the magnificent Mount Fuji and bullet train.

Once again, a big Thank You to all dedicated staff and franchisees and the Group looks forward to another successful year ahead.

