



Annual Report
2010

Hup Seng Industries Berhad
(Company No: 226098-P)

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Corporate Information

Directors

Dato' Keh (Kerk) Chu Koh
(Chairman)

Kerk Chiew Siong
(Vice Chairman)

Kuo Choo Song
(Managing Director)

Kerk Chian Tung
(Executive Director)

Teo Lee Teck
(Non-Executive Director)

Kerk Kar Han
(Non-Executive Director)

Woon Chin Chan
(Independent Non-Executive Director)

Norita Binti Ja'afar
(Independent Non-Executive Director)

Mazrina Binti Arifin
(Independent Non-Executive Director)

Raja Khairul Anuar Bin Raja Mokhtar
(Non-Executive Director)

Wee Hoe Soon
@ Gooi Hoe Soon
(Alternate Director to Woon Chin Chan)

Secretary

Leong Siew Foong

Registered office

Suite 6.1A, Level 6
Menara Pelangi
Jalan Kuning, Taman Pelangi
80400 Johor Bahru
Johor Darul Ta'zim
Tel : (07) - 332 3536
Fax : (07) - 332 4536

Principal place of business

14, Jalan Kilang
Kawasan Perindustrian
Tongkang Pecah
83010 Batu Pahat
Johor Darul Ta'zim

Share registrar

Symphony Share Registrars Sdn. Bhd. (378993-D)
Level 6, Symphony House
Pusat Dagangan Dana 1
Jalan PJU 1A/46
47301 Petaling Jaya
Selangor Darul Ehsan
Tel : (03) - 7841 8000
Fax : (03) - 7841 8151

Principal bankers

RHB Bank Berhad
Malayan Banking Berhad
Public Bank Berhad
United Overseas Bank (Malaysia) Berhad
HSBC Bank Malaysia Berhad

Auditors

Ernst & Young
Chartered Accountants

Stock exchange listing

Main Market of Bursa Malaysia Securities Berhad
Stock Code : 5024

Corporate Structure

100%



HUP SENG PERUSAHAAN
MAKANAN (M) SDN BHD
(Company No. 19770-K)



100%



合成工業有限公司
HUP SENG INDUSTRIES BERHAD
(Company No. 226098-P)

HUP SENG HOON YONG
BROTHERS SDN BHD
(Company No. 31372-V)

100%



IN-COMIX FOOD
INDUSTRIES SDN BHD
(Company No. 180753-V)

Chairman's Statement

“ On behalf of the Board of Directors of Hup Seng Industries Bhd. (“HSIB” or “the Company”), I have pleasure in presenting the Annual Reports and Audited Financial Statements of the Company and its subsidiaries (the “Group”) for the financial year ended 31 December, 2010. ”

Chairman's Statement (cont'd)

REVIEW OF THE FINANCIAL PERFORMANCE

I am pleased to report that the Group recorded higher revenue of RM 219 million in financial year ended 31 December, 2010 as compared to the preceding year of RM 213 million driven mainly by growing demand of cream crackers.

Profit before tax, however, decreased to RM32.7 million from RM35.8 million a year ago. The slight hit in profit performance is due to the lower value of our investment in beverage business. Weakening of US Dollar and the periodic adjustment in selling prices brought on by the hike in key material prices have hampered the expansion initiatives of export division of this business unit during the financial year under review.

Nevertheless, the Group still has a good year. Without this impairment of goodwill with any cash impact of about RM 4.3 million, profit would have grown 3.5% for the year. This is good time to clean up our statement of financial position to reflect the conservative nature of our accounting principle.

Cash balance of the Group expanded further from RM 42.2 million to RM53.7 million as at the end of the financial year. Net asset per share stood at RM1.22. Earnings per share (EPS) decreased from 22.4 sen in 2009 to 19.45 sen based on 120,000,000 shares.

DIVIDEND

The Board of Directors has declared a first interim dividend of 5 sen single tier and a second interim of 7 sen single tier on 120,000,000 shares for the financial year ended 31 December, 2010. These dividends were paid on 28 September, 2010 and 30 December, 2010 respectively. The Board of Directors does not recommend any payment of final dividend for the financial year under review. Total dividend payment for the year of RM 14.4 million represents a 62% payout.

CORPORATE SOCIAL RESPONSIBILITY

The Group recognizes the importance of a corporate culture that emphasizes good corporate social responsibility. The Group has made contributions and donations towards the local communities and various schools and associations. Committees were set up to promote awareness of safety in workplace, organizing sports activities for healthy and balanced working lifestyle for employees, encouraging networking to promote a caring culture and a sense of social responsibility among its employees.

OUTLOOK and PROSPECTS

Many countries in this region, in which the Group mainly operates, are anticipated to contend with slower growth, higher inflationary pressures and rising interest rates for 2011. A prolonged geopolitical crisis that has since caused crude oil prices to spike up could adversely impact economic activities. Escalating oil prices together with high commodity prices as a result of climatic changes and natural disasters in various parts of the world will inevitably stoke inflation fears. This could raise the prospect of monetary tightening ahead, possibly derailing the global economic recovery.

After registering a commendable 7.2% gross domestic product growth in 2010, Malaysian economy is still set to grow this year, albeit at a slower pace of 5% to 6%, leveraging on the Economic Transformation Plan presented by the Government towards the end of last year. The sharp increase in the global commodity prices and the government's gradual withdrawal of food and fuel subsidies which put pressure on the Group's input costs remains a concern. The Group will monitor closely the development of commodity prices, evaluate and adjust its pricing strategies accordingly. The Group will leverage operational efficiencies and cost savings initiatives so as to keep the current margin as sustainable as possible.

The Group will build upon its strengths to tackle challenges in the journey ahead while getting ready to pursue all opportunities surfacing along the way.

ACKNOWLEDGEMENT

On behalf of the Board of Directors, I would like to express my gratitude to the management and employees for their commitment, dedication and contribution in ensuring the growth of the Group.

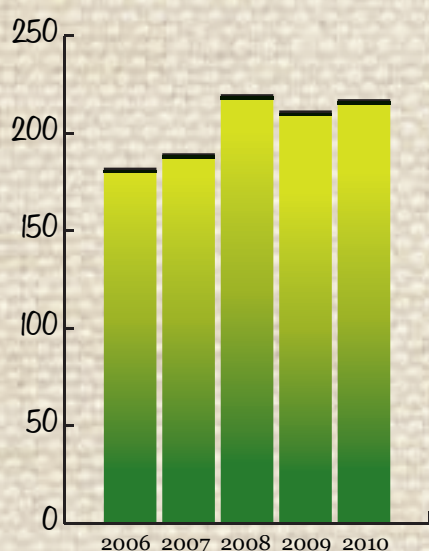
I would also like to thank our esteemed customers, suppliers, selling agents, financiers, business associates and shareholders for their continuous supports and confidence in us and our business.

And last but not least, my sincere appreciation to my fellow Directors for their supports, commitment, contributions and guidance over the past year.

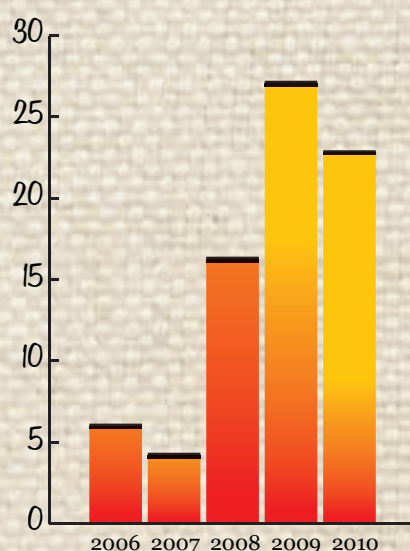
Dato' Keh (Kerk) Chu Koh
Chairman

5-Year

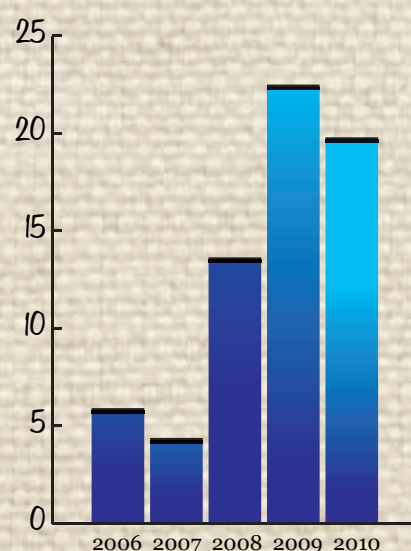
Group Financial Highlights



TURNOVER
(RM'MILLION)



PROFIT AFTER TAX
(RM'MILLION)



NET EARNING
PER SHARE (SEN)

Financial year ended 31 December	2006 RM'000	2007 RM'000	2008 RM'000	2009 RM'000	2010 RM'000
Turnover	188,338	193,115	220,329	213,405	219,071
Profit After Tax	6,807	4,757	16,071	26,881	23,339
Net Earning Per Share	5.7 sen	4.0 sen	13.4 sen	22.4 sen	19.5 sen

Directors' Profile

Dato' Keh (Kerk) Chu Koh

Dato' Keh (Kerk) Chu Koh, Malaysian aged 68, is the Chairman of the Company. He became a member of the Board of Directors on 4 October, 1991 and was appointed as the Managing Director on 3 August, 2000. Subsequently, he is redesignated as Chairman on 1 February, 2003. He was the Deputy Managing Director of Hup Seng Perusahaan Makanan (M) Sdn. Bhd. ("HSPM") on 13 October, 1974 and then the Managing Director of the same on 1 April, 1977. He was appointed as the Deputy Managing Director on 21 April, 1977 and subsequently the Vice Chairman of Hup Seng Hoon Yong Brothers Sdn. Bhd. ("HSHY") on 1 January, 1990. He is the brother of Kuo Choo Song and Kerk Chiew Siong, and uncle of Kerk Chian Tung, Teo Lee Teck and Kerk Kar Han. His family relationship with shareholders of HSB Group Sdn. Bhd. (major shareholder of Hup Seng Industries Berhad ("HSIB")) is disclosed in page 12 of this Annual Report. He does not have any conflict of interest with the Company except for certain recurrent related party transactions of revenue or trading nature that is necessary for day-to-day operations of the Group. He has no convictions for any offences over the past 10 years. As one of the founders of Hup Seng Co., he has approximately 52 years of experience in the biscuits industry. He plans the Group's strategic business development and production development which includes the installation of various production facilities in the Group's factory and heads the research and development team which researches new varieties of biscuits. He contributed in obtaining the Certification of HACCP (Hazard Analysis Critical Control Point) & BRC (British Retail Consortium) for HSPM in year 2008, to ensure that product safety and quality are in line with global standard. He travels abroad extensively to keep abreast with the latest developments in the biscuits manufacturing industry and to assess new market prospects for the Group.

Kerk Chiew Siong

Kerk Chiew Siong, Malaysian aged 58, became a member of the Board of Directors on 4 October, 1991 and was appointed as an Executive Director on 3 August, 2000. His position as Executive Director was redesignated to Non-Executive Director on 1 February, 2003. On 17 August, 2006, he then became the Non-Executive Vice Chairman of the Company. He was appointed as the Director of HSPM on 12 March, 1981 and then as an Executive Director on 1 January, 1990 before being redesignated as Vice Chairman on 1 February, 2003. He was a Director of HSHY on 15 February, 1988 and then became the Deputy Managing Director of the same on 1 January, 1990 before being redesignated as Executive Director on 1 February, 2003. He is the brother of Kuo Choo Song and Dato' Keh (Kerk) Chu Koh, and uncle of Kerk Chian Tung, Teo Lee Teck and Kerk Kar Han. His family relationship with shareholders of HSB Group Sdn. Bhd. (major shareholder of HSIB) is disclosed in page 12 of this Annual Report. He does not have any conflict of interest with the Company except for certain recurrent related party transactions of revenue or trading nature that is necessary for day-to-day operations of the Group. He has no convictions for any offences over the past 10 years. He has more than 35 years of experience in the manufacturing and marketing of biscuits. As head of the Quality Assurance and Business Development Department, he is responsible for devising strategies for market development and researching the potentials of the Group's products in existing as well as new markets. He also ensures the Group's biscuits manufacturing quality control system meets the MS ISO9001:2000 requirements.

Directors' Profile (cont'd)

Kuo Choo Song

Kuo Choo Song, Malaysian aged 79, is the Managing Director of the Company. He became a member of the Board of Directors on 4 October, 1991 and was appointed as the Executive Chairman of the Company on 3 August, 2000. Subsequently, he is redesignated as Managing Director in HSIB on 1 February, 2003. He had been a member of the Audit Committee until 12 December, 2007. He was appointed as the Managing Director of HSPM on 13 October, 1974 and as the Chairman of the same since 1 April, 1977. He was subsequently redesignated as Vice Chairman of HSPM on 1 February, 2003. He has been the Chairman of HSHY since 21 April, 1977. He has over 52 years of experience in the biscuits industry at management and board levels. He is one of the founders of Hup Seng Co. which was established in 1958 and subsequently became HSPM in 1974. He is the elder brother of Dato' Keh (Kerk) Chu Koh and Kerk Chiew Siong, and uncle of Kerk Chian Tung, Teo Lee Teck and Kerk Kar Han. His family relationship with shareholders of HSB Group Sdn. Bhd. (major shareholder of HSIB) is disclosed in page 12 of this Annual Report. He does not have any conflict of interest with the Company except for certain recurrent related party transactions of revenue or trading nature that is necessary for day-to-day operations of the Group. He has no convictions for any offences over the past 10 years. His job responsibilities include planning the Hup Seng Group's business development programs and representing the Group at various external functions.

Kerk Chian Tung

Kerk Chian Tung, Malaysian aged 40, became a member of the Board of Directors of the Company on 15 November, 1999 and was appointed as an Executive Director of the same on 17 August, 2000. She is the niece of Kuo Choo Song, Dato' Keh (Kerk) Chu Koh and Kerk Chiew Siong, and cousin of Teo Lee Teck and Kerk Kar Han. Her family relationship with shareholders of HSB Group Sdn. Bhd. (major shareholder of HSIB) is disclosed in page 12 of this Annual Report. She does not have any conflict of interest with the Company nor conviction for any offences over the past 10 years.

She graduated with a bachelor degree in Accounting from the University of Southern Queensland, Australia in 1991 and a bachelor degree in Manufacturing Management from the University of Monash, Australia in 1994. She joined an accounting firm as an auditor in 1992 and later joined Arthur Andersen HRM (Tax Services) Sdn. Bhd., a public accounting firm as a Tax Consultant in 1995. In 1997, she was employed as an Assistant Business Development Manager in Jaya Tiasa Holdings Berhad, a public listed company involved in investment holding and provision of management services, extraction and sale of logs. She joined a trading company as a Finance Manager in 1998 and then resigned in 1999 to become an investment analyst in SBB Securities Sdn. Bhd., a company involved in stockbroking activities.

Directors' Profile (cont'd)

Teo Lee Teck

Teo Lee Teck, Malaysian aged 51, was appointed as a Non-Executive Director of the Company on 10 August, 2000. He is a member of the Remuneration Committee. He was a Director of HSPM on 20 March, 1984 and then an Executive Director of the same on 1 January, 1990. He started his career with HSPM in 1977 as a Chocolate Wafer Section supervisor and was promoted numerous times before assuming the position of Production Manager in 1987. During that period, he was actively involved in developing new products under the direction of the Chairman whilst continuously modifying and improving facilities of the machinery in the factory to move towards automation. In 1994 he was promoted to Project Manager, responsible for construction of factory and installation of new machines. He has more than 32 years of experience in biscuit manufacturing. He has been appointed as HSPM's Quality Management Representative of MS ISO 9001:2000 since 2002 and assisted in completion of the infrastructure in order to obtain HACCP & BRC Certification in 2008. He has been appointed as a Director for In-Comix Food Industries Sdn. Bhd. on 7 July, 2009, fully responsible for the product manufacturing, quality and hygienic assurance of the Company. He also provides full support to HACCP Management System; ensures the machineries & equipment of the factory is upgraded technologically in tandem with the business development; meets with the Head of Operational Unit to discuss and resolve key operational and other key management issues regularly; highlights and discusses significant issues at Board meetings. He is the nephew of Kuo Choo Song, Dato' Keh (Kerk) Chu Koh and Kerk Chiew Siong, and cousin of Kerk Chian Tung and Kerk Kar Han. His family relationship with shareholders of HSB Group Sdn. Bhd. (major shareholder of HSIB) is disclosed in page 12 of this Annual Report. He does not have any conflict of interest with the Company. He has no convictions for any offences over the past 10 years.

Kerk Kar Han

Kerk Kar Han, Malaysian aged 43, was appointed as a Non-Executive Director of the Company on 15 August, 2006. He joined HSHY on 20 September, 1995 as a Management Executive. He was promoted to Admin Senior Executive in July, 1997. On 10 March, 1998, he was appointed as the Executive Director of HSHY. Subsequently, he was redesignated as Director cum Admin Senior Executive on 24 January, 2003. On 1 January, 2004, he was promoted to Director cum Assistant Admin Manager. On 1 January, 2011, he was promoted to Director cum Sales and Admin Manager, fully responsible for maintaining and improving the organizational administration system, sales and marketing performance, ensuring the compliance of company policies, overseeing branches performance and participating in sales and marketing strategic planning and decision making as well as supervising, overseeing and co-ordinating operations of sales and marketing. He reports directly to Business Development Executive Director. He has more than 15 years of experience in business administration and management. He has been appointed as a Director for In-Comix Food Industries Sdn. Bhd. on 7 July, 2009, fully responsible for the admin, marketing & sales and material purchase of the Company and provides full support to HACCP Management System. He meets with the Head of Operational Unit to discuss and resolve key operational, financial and other key management issues regularly, and highlights and discusses significant issues at Board meetings. He is the nephew of Kuo Choo Song, Dato' Keh (Kerk) Chu Koh and Kerk Chiew Siong, and cousin of Kerk Chian Tung and Teo Lee Teck. His family relationship with shareholders of HSB Group Sdn. Bhd. (major shareholder of HSIB) is disclosed in page 12 of this Annual Report. He does not have any conflict of interest with the Company. He has no convictions for any offences over the past 10 years.

Directors' Profile (cont'd)

Woon Chin Chan

Woon Chin Chan, Malaysian aged 52, was appointed as an Alternate Director to Wee Hoe Soon @ Gooi Hoe Soon (Independent Non-Executive Director) on 6 March, 2003. On 3 January, 2005, he became an Independent Non-Executive Director, Chairman of both the Audit Committee and Remuneration Committee whilst being a member of the Nomination Committee. On 22 February, 2011, he resigned as Chairman of the Remuneration Committee and remained as a member. He does not have any family relationship with any director and/or major shareholder, nor any conflict of interest with the Company. He has no convictions for any offences over the past 10 years.

He is a member of Malaysian Institute of Certified Public Accountant ("MICPA") and Malaysian Institute of Accountant ("MIA"). He acquired accounting qualification in the Malaysian Association of Certified Public Accountants in 1983. He is presently a consultant cum trainer in financial and related matters. Since 1990, he has been a project manager to various working groups that develop MASB Standard and conducted training for the professional staff of Bursa Malaysia Securities Berhad ("Bursa Securities") and Securities Commission. In addition, he provides consultancy services to SME on financial issues and reporting. From 1988 to 1990, he was a technical manager in MICPA developing various technical materials on accounting, taxation and company law. He also acted as secretary to technical committees and liaison bodies with the statutory bodies on accounting matters. He joined a major international accounting firm from 1980 to 1988, holding the position as an audit manager. While in the accounting firm, he was involved in various audit assignments and listing exercises, and engaged in due diligence and share valuation projects. He was appointed as an Independent Non-Executive Director of OCI Berhad, a public listed company, on 4 May, 2009.

Mazrina Binti Arifin

Mazrina Binti Arifin, Malaysian aged 43, was appointed as an Independent Non-Executive Director of the Company on 27 June, 2000. She had been Chairperson of the Nomination Committee until 22 February, 2011 and now serves as a member of such committee as well as a member of the Audit Committee. She does not have any family relationship with any director and/or major shareholder, nor any conflict of interest with the Company. She has no convictions for any offences over the past 10 years.

She obtained a Bachelor of Science majoring in Accounting from the University of Hull, United Kingdom in 1991. She is qualified as a Certified Chartered Accountant from the Chartered Association of Certified Accountants in England since 1993. She was attached with Arthur Andersen HRM (Tax Services) Sdn. Bhd. from 1995 to 1998 and was a Senior Tax Consultant prior to her leaving the firm. She was the Founder and Managing Director of Under6'ers, Child Enrichment Centres, in Kuala Lumpur and Selangor from 1999 to 2006.

She was appointed as Finance Director for Springboard4 Asia Sdn Bhd, a UK based IT Consulting and Training firm and Director for Paddy Schubert Consultants since 2005.

Norita Binti Ja'afar

Norita Binti Ja'afar, Malaysian aged 39, was appointed as an Independent Non-Executive Director of the Company on 11 August, 2000. She is a member in the Audit Committee and has just become Chairperson of the Nomination Committee on 22 February, 2011. She does not have any family relationship with any director and/or major shareholder, nor any conflict of interest with the Company. She has no convictions for any offences over the past 10 years.

She obtained a Bachelor of Arts (Hons.) majoring in Economics from the University of Nottingham, United Kingdom in 1994. She obtained a Master of Science majoring in Fiscal Policy in Economics from the University of Bath, United Kingdom in 1995. She joined Arthur Andersen HRM (Tax Services) Sdn. Bhd. as a Tax Consultant from 1996 to 1997. Subsequently, she joined KAF Group of Companies as a Financial Analyst from 1997 to 1999. She went on to join FIMA Securities Sdn. Bhd. as Vice-President of Research from 1999 to 2000. Presently, she is the Managing Director of Sal's Food Industries Sdn. Bhd. She has vast experience in the export market, particularly for Halal food. She was awarded Top 20 for Success Stories by Halal Development Corporation in 2010.

Directors' Profile (cont'd)

Raja Khairul Anuar Bin Raja Mokhtar

Raja Khairul Anuar Bin Raja Mokhtar, Malaysian aged 36, was appointed as a Non-Executive Director of the Company on 14 December, 2000. He was appointed as a member of the Audit Committee on 12 December, 2007. He has just been appointed as Chairman of the Remuneration Committee on 22 February, 2011. He does not have any family relationship with any director and/or major shareholder. He does not have any conflict of interest with the Company nor convictions for any offences over the past 10 years.

He holds a Bachelor of Commerce (majoring in Finance and Marketing) and a Diploma of Commerce from Curtin University of Technology, Perth Western Australia in 1998. He started his career as an Executive at L&M Corporate (M) Bhd. from 1998 to 2000 and subsequently joined a Multinational IT company, Hewlett-Packard Sales (M) Sdn. Bhd., as a Business Analyst from 2001 to 2002. He is currently attached to EMKAY (Paradigma Intan Sdn. Bhd.), a property development company and as Executive Director for Skirmish Paintball Asia Sdn. Bhd. since 2004.

Wee Hoe Soon @ Gooi Hoe Soon

Mr Wee Hoe Soon @ Gooi Hoe Soon, 51, a Malaysian, was appointed as an Independent Non-Executive Director of the Company on 27 June, 2000. He was appointed as the Chairman of both the Audit Committee and Remuneration Committee whilst being a member of the Nomination Committee until year 2004. On 3 January, 2005, he resigned from being an Independent Non-Executive Director, Chairman of Audit Committee and Remuneration Committee as well as member of the Nominating Committee and became an Alternate Director to Woon Chin Chan.

Mr. Gooi is a member of Malaysian Institute of Certified Public Accountants and the Malaysian Institute of Accountants. He has more than 30 years of experience in the fields of accounting and corporate finance and was Finance Director of several private and public listed companies.

He had been instrumental in the successful implementation of several corporate exercises, which included merger and acquisition and corporate debt restructuring exercises undertaken by public listed companies. In 1999, Mr Gooi was appointed to the Board of Avenue Capital Resources Berhad as a Non-Executive Director and subsequently appointed as Group Managing Director in 2001 and Deputy Chairman in 2004; holding this last post until 2006. He was also the CEO/Executive Director-Dealing of Avenue Securities Sdn Bhd.

Mr Gooi does not have any family relationship with any director and/or substantial shareholder of the Company or any conflict of interest with the Company. He has not been convicted of any offence within the past 15 years. He now sits on the board of directors of several public companies such as Pos Malaysia Berhad, Winsun Technologies Berhad, EON Bank Berhad, MIMB Investment Bank Berhad and EON Capital Bhd.

Note: Please refer to page 13 of this Annual Report on the number of Board Meetings attended in the financial year.



Directors' Profile (cont'd)

Family Relations between HSB Group Sdn. Bhd.'s shareholders and Hup Seng Industries Bhd.'s (HSIB) Directors are as follows:-

HSB Group's Shareholders	Kuo Choo Song (HSIB Director)	Ke (Kek) Kim Soon @ Kerk Choo Soon	Dato' Seri Ker (Kerk) Kim Tim @ Kerk Choo Ting	Dato' Keh (Kerk) Chu Koh (HSIB Director)	Kerk Chiew Siong (HSIB Director)
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Wife	Lau Ah Chik @ Yap Swee Keow (deceased)	Tan Siew Kee	Sim Guat Keow @ Sim Han Che	Datin' Seri Chang Yang @ Chen Yong	Datin Lem Leh Lee @ Lim Mok Lee
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Son	Teo Lee Tong	Kuo Liong Yok	Kerk Kar Han (HSIB Director)	Kerk Gau Yang
	Teo Lee Teck (HSIB Director)	Kuo Chee Ching	Kerk Han Meng	Kerk Chong Yong
	Teo Lay Gak	Kuo Chee Yoong		
		Kuo Chee Joo		
		Kuo Chee Hau		
		Kuo Chee Kian		
		Kuo Chee Koon		

Daughter			Kerk Chian Tung (HSIB Director)	Kerk Shiang Yih
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Statement on Corporate Governance

The Board recognises its role in realising the best interests of the shareholders and enhancing the financial performance of the Group. The Board believes that through good corporate governance, will corporate accountability be enhanced and thus long term shareholders' values be realised.

The Group has applied majority of the Principles of Malaysian Code on Corporate Governance ("MCCG") and Best Practices in Corporate Governance and the extent of the application is shown as follows:-

BOARD OF DIRECTORS

Composition and Attendance

Five (5) regular meetings were conducted in the financial year 2010, discussing and reviewing quarterly and annual financial results, internal audit reports, dividend proposals, related party transactions, and corporate strategy. The composition of the Board and the attendance of the individual directors during the financial year ended 31 December, 2010 are as follows:-

Name of Director	Designation	No. of meetings attended (out of the total 5 meetings held)
Dato' Keh (Kerk) Chu Koh	Non-Executive Chairman	5/5
Kerk Chiew Siong	Non-Executive Vice Chairman	5/5
Kuo Choo Song	Managing Director	5/5
Kerk Chian Tung	Executive Director	5/5
Teo Lee Teck	Non-Executive Director	5/5
Kerk Kar Han	Non-Executive Director	5/5
Woon Chin Chan	Senior Independent Non-Executive Director	4/5
Mazrina Binti Arifin	Independent Non-Executive Director	4/5
Norita Binti Ja'afar	Independent Non-Executive Director	5/5
Raja Khairul Anuar Bin Raja Mokhtar	Non-Executive Director	4/5
Wee Hoe Soon @ Gooi Hoe Soon	Alternate Director to Woon Chin Chan	0/5

The Board meets the requirements imposed by Bursa Malaysia Securities Bhd. ("Bursa Securities") of having one-third of its Board members being Independent Non-Executive Directors. This board structure provides an effective balance of corporate accountability to the Group given that the Independent Directors can contribute their independent judgment and knowledge to the management in which the Executive Directors conduct their day-to-day duties.

Since 2005, Woon Chin Chan has been identified by the Board as the Senior Independent Non-Executive Director to whom any concerns may be conveyed.

Duties and Responsibilities

The Board recognises their roles and responsibilities of optimising the operations of the Company and its subsidiaries in order to maximise shareholders' values. The Board has assumed several specific primary responsibilities as prescribed in MCCG to effectively lead the Group. The Board members possess professional expertise, industrial knowledge and working experience in various fields that contribute effectively to the formulating as well as the achieving of corporate goals and strategic plans of the Group. The terms of reference of the Board Committees clearly stated that all the committees have the authority to act on behalf of the Board or to examine a particular issue and report back to the Board with recommendation.

Statement on Corporate Governance (cont'd)

BOARD OF DIRECTORS (cont'd)

Duties and Responsibilities (cont'd)

In line with the MCCG, the roles and responsibilities of Chairman and Managing Director are separated. The responsibility of Chairman is primarily to ensure that conduct and working of the Board is in an orderly and effective manner whilst the Managing Director manages the daily running of business and implementation of Board policies. The Managing Director is accountable for the profitable operation and strategic development of the Group, and obliged to refer major matters back to the Board.

The Independent Non-Executive Directors on the Board were elected with the objective of safeguarding the shareholders' interests whilst contributing impartial and objective judgment to the decision making process of the Board.

Supply and Access to Information

Prior to Board meetings, the Company Secretary and management would provide agenda and board papers to the Board members on a timely basis. The board papers include minutes of previous meeting, quarterly financial results, supporting management reports and copies of signed resolution for the months in concerned. In addition, the Board also receives qualitative information from relevant departments of the Group, as needs arise.

The Board members have full and unrestricted access to all information pertaining to the Group's business affairs. When necessary, the Board members may seek external professional advice, whether as a full Board or in their individual capacity, to enable them to discharge their duties with adequate knowledge at the expense of the Company. All directors may gain full access to the advice and services of the Company Secretary, who is responsible for ensuring that Board procedures are followed and that relevant rules and regulations are complied with. The Company Secretary attends all board meetings and all proceedings and conclusion from the Board meetings are minuted and signed by Chairman.

Re-election

Article 76 of the Articles of Association of the Company provides that all the Directors of the Company shall retire from office once at least in every three (3) years but shall be eligible for re-election. The Articles of Association also provide that at the Annual General Meeting ("AGM") in every subsequent year, one-third (1/3) of the existing Directors or if their number is not three (3) or a multiple of three (3), then the number nearest to one-third (1/3) shall retire from office and be eligible for re-election.

According to Article 83 of the Articles of Association of the Company, Directors who are appointed by the Board are subject to election by shareholders at the first opportunity after their appointment.

In accordance with Section 129(6) of the Companies Act, 1965, directors over seventy years of age are required to submit themselves for re-appointment annually. Kuo Choo Song, the Managing Director, is due for re-appointment pursuant to Section 129(6) of the Companies Act, 1965 at the forthcoming AGM.

Directors' Training

To date, all existing directors have attended sufficient Continuing Education Programme ("CEP") as required by Bursa Securities. The directors will continue to attend relevant seminars and programmes as a continuous process recommended by Bursa Securities.

The Board members are encouraged to attend continuous education programmes and seminars to keep themselves updated with developments in the marketplace. Chairman of the Audit Committee, Woon Chin Chan, who is a seminar speaker by profession has conducted numerous seminars organised by Bursatra Sdn. Bhd. in 2010. In 2010, training programmes attended by directors of the Company are as follows:-

- | | | |
|-----------------------------|---|------------|
| 1. Dato' Keh (Kerk) Chu Koh | ▶ Breakthrough Corporate Bottom Neck (In-house training of Hup Seng Perusahaan Makanan (M) Sdn. Bhd.) | 11/11/2010 |
| 2. Kuo Choo Song | ▶ Breakthrough Corporate Bottom Neck (In-house training of Hup Seng Perusahaan Makanan (M) Sdn. Bhd.) | 11/11/2010 |

Statement on Corporate Governance (cont'd)

BOARD OF DIRECTORS (cont'd)

Directors' Training (cont'd)

3.	Kerk Chiew Siong	▶ Breakthrough Corporate Bottom Neck (In-house training of Hup Seng Perusahaan Makanan (M) Sdn. Bhd.)	11/11/2010
4.	Kerk Chian Tung	▶ 7th Superlative Annual Brand Marketing Conference	22 & 23/09/2010
5.	Teo Lee Teck	▶ HACCP & GMP Awareness Training (In-house training of In-Comix Food Industries Sdn. Bhd.)	16/04/2010
		▶ HACCP & GMP Internal Auditor Training (In-house training of In-Comix Food Industries Sdn. Bhd.)	29/04/2010
		▶ Breakthrough Corporate Bottom Neck (In-house training of Hup Seng Perusahaan Makanan (M) Sdn. Bhd.)	11/11/2010
6.	Kerk Kar Han	▶ HACCP & GMP Awareness Training (In-house training of In-Comix Food Industries Sdn. Bhd.)	16/04/2010
		▶ HACCP & GMP Internal Auditor Training (In-house training of In-Comix Food Industries Sdn. Bhd.)	29/04/2010
		▶ Breakthrough Corporate Bottom Neck (In-house training of Hup Seng Perusahaan Makanan (M) Sdn. Bhd.)	11/11/2010
7.	Norita Binti Ja'afar	▶ Leadership: Great Leaders, Great Teams, Great Results	16 & 18/03/2010

DIRECTORS REMUNERATION

Directors' Remuneration

Listed below is a summary of the aggregate remuneration package of the Directors received/receivable from the Company and its subsidiaries for the financial year ended 31 December, 2010, categorised into appropriate components.

	Salary (RM)	Fees (RM)	Bonus & allowance (RM)	Benefits-in-kind (RM)
Executive	932,160	140,000	468,036	60,170
Non-Executive	1,776,720	530,000	962,518	118,912

The number of Directors whose remuneration falls into each successive band of RM50,000 for the financial year ended 31 December, 2010 is disclosed as follows:-

Range of Remuneration	Number of Directors	
	Executive	Non-Executive
RM50,001 to RM100,000	-	4
RM350,001 to RM400,000	-	1
RM450,001 to RM500,000	1	-
RM500,001 to RM550,000	-	1
RM1,100,001 to RM1,150,000	1	2

Statement on Corporate Governance (cont'd)

ACCOUNTABILITY AND AUDIT

Financial Reporting

The Board of Directors recognises its responsibilities in ensuring that the financial statements are prepared in accordance with the applicable approved accounting standards in Malaysia and provisions of the Companies Act, 1965. The Board also acknowledges its responsibility for presenting a fair and reasonable assessment of the financial position of the Group in the forms of annual and quarterly financial statements to its shareholders. Upon recommendations given by the Audit Committee of the financial statements, the Board will engage in discussions and reviews before approving them and subsequently releasing them to the public, Securities Commission ("SC") and Bursa Securities.

The Directors' Responsibility Statement in relations to the Audited Financial Statements pursuant to Paragraph 15.27 (a) of the Listing Requirements of Bursa Securities is provided on page 18 herein. In addition, the Statement by Directors pursuant to Section 169 of the Companies Act, 1965 is included in this Annual Report.

Internal Control

The Board is aware of the importance of establishing and maintaining a sound internal control system in the Company and its subsidiaries to safeguard shareholders' interest and Group's assets. The Board continuously reviews and examines the effectiveness and efficiency of the internal control system on financial, operational and compliance risk and will seek alternative ways for improvement should any weakness be detected and identified. The system can only provide reasonable assurance against misstatement, loss or fraud as certain threats and risks are externally driven, unforeseen and beyond the control of the Group.

The Statement of Internal Control is set out on pages 27 to 28 of this report.

Relationship with Auditors

The Board maintains a formal relationship with the auditors in seeking their advice to ensure compliance with the applicable accounting standards. The external auditors regularly bring up relevant matters that need to be addressed during the Audit Committee meetings and Board meetings.

The re-appointment and the remuneration of the external auditors have been recommended by the Audit Committee and are subject to the approval of shareholders and Board of Directors in the forthcoming AGM.

The role of the internal auditors is outlined in the Audit Committee Report.

SHAREHOLDERS AND INVESTORS

The Annual Report, press release as well as disclosures and announcements to Bursa Securities, such as quarterly and annual financial results are the primary means of communication between the Company and shareholders. The Board acknowledges the importance of disseminating information adhering to the disclosure requirements of the Bursa Securities to the shareholders on a timely basis and consequently ensures that the investors are well informed of any major developments of the Group. Notice of the AGM is issued to the shareholders at least 21 days prior to the date of AGM, in which separate resolutions to be proposed at the AGM for each distinct issue are provided.

The AGM serves as the primary forum to foster dialogue with shareholders. The Board ensures that adequate time is allocated for the question and answer session so that shareholders can clarify matters in relation to resolutions being proposed at the meeting as well as operational and corporate affairs. Upon request, the Directors will also meet up with the investors, press and investment analysts, and disseminate information adhering to the disclosure requirements of Bursa Securities.

While conducting presentations and interviews, the Board takes necessary precautions to ensure that price sensitive and information regarded as material undisclosed information about the Group is not revealed until after the prescribed announcement to the Bursa Securities has been made. With all the above means, the Company strives to ensure that an open and transparent channel of communication is maintained with its shareholders, institutional investors and the investing public at large.

Statement on Corporate Governance (cont'd)

CORPORATE SOCIAL RESPONSIBILITY

The Group recognises the need and responsibility to care for the community and strives to balance its social responsibility to the society with its business objectives and shareholders' expectations. The Group has continued to take initiatives in reducing carbon footprints in all areas of its operations, e.g improve on the efficiency of its manufacturing process in such way that leads to reduction in diesel and gas usage as well as production wastages and streamline administrative processes to cut down on paper waste.

In 2010, the Group continued to donate monies to local schools and associations. In addition, the Group also sponsored Company's products to universities, colleges, secondary schools and primary schools as well as associations in Malaysia. Through these associations, products of the Group were donated to single parent families, handicapped associations and families under poverty. On charity front, the Group sponsored products for fund raising activities in schools, religious bodies and charity organisations.

With regards to staff welfare, Occupational Safety and Health Programme had been installed providing a safe and healthy workplace for the employees, staff and visitors. Regular trainings at all levels are conducted in order to maintain safety awareness of the employees.

RECURRENT RELATED PARTY TRANSACTIONS ("RRPT")

Please refer to page 74 of the audited accounts in this Annual Report.

Statement of Directors' Responsibilities in Relation to Financial Statement

The Directors are required to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Company and of the Group as at the end of the financial year and of the income statement and cash flows of the Company and the Group for the financial year. The Statement by Directors pursuant to Section 169(15) of the Companies Act, 1965 is stated on page 33 of the Annual Report.

The Directors are of the view that, in preparing the financial statements of the Company and the Group for the year ended 31 December, 2010, the Company has adopted appropriate accounting policies that are consistently applied and supported by reasonable and prudent judgements and estimates. The Directors have also considered that all applicable accounting standards have been followed during the preparation of the financial statements.

The Directors are responsible for ensuring that the Company keeps adequate accounting records that disclose with reasonable accuracy the financial position of the Company and the Group to enable them to ensure that the financial statements comply with the requirements of the Companies Act, 1965.

The Directors have ensured timely release of quarterly and annual financial results of the Company and Group to Bursa Securities so that the public and investors are informed of the Group's development.

The Directors also have general responsibilities for taking such steps as are reasonably open to them to safeguard the assets of the Group, and to detect and prevent fraud and other irregularities.

Other Compliance Information

a) Share Buybacks

There were no share buybacks by the Company during the financial year.

b) Utilisation of Proceeds

No proceeds were raised by the Company from any corporate proposal during the financial year.

c) Depository Receipts Programme

The Company did not sponsor any Depository Receipts Programme during the financial year.

d) Profit Estimate, Forecast or Projection

The Company did not release any profit estimate, forecast or projection for the financial year.

e) Profit Guarantee

There was no profit guarantee given by the Company during the financial year.

f) Options or convertible securities

There were no options or convertible securities issued during the financial year.

g) Contracts Relating to Loan

There were no contracts relating to a loan by the Company and its subsidiaries in respect of the preceding terms.

h) Deviation in Financial Results

There was no material deviation between the results for the financial year and the unaudited results previously announced.

i) Non-Audit Fee

There was no non-audit fee paid to the external auditors for the financial year 31 December, 2010.

j) Sanctions and Penalties

There were no sanctions or penalties imposed on the Company and its subsidiaries, Directors or Management by the relevant regulatory bodies during the financial year 31 December, 2010.

k) Material Contracts

None of the Directors and major shareholders has any material contract with the Company and/or its subsidiaries during the financial year.

l) Revaluation Policy

There were no revaluations performed on all properties of the Group during the financial year.

Audit Committee

COMPOSITION

The Committee comprises four (4) members and all of whom are Non-Executive Directors, with the majority of them being Independent Non-Executive Directors. One (1) member of the Committee is a member of the Malaysian Institute of Accountants ("MIA"). The current members of the Committee and their respective designations are as follows:-

- Woon Chin Chan
(Senior Independent Non-Executive Director)
Appointed on 3 January, 2005 as Chairman of Audit Committee
Member of MIA
- Mazrina Binti Arifin
(Independent Non-Executive Director)
Appointed on 3 August, 2000
- Norita Binti Ja'afar
(Independent Non-Executive Director)
Appointed on 27 August, 2002
- Raja Khairul Anuar Bin Raja Mokhtar
(Non-Executive Director)
Appointed on 12 December, 2007

TERMS OF REFERENCE FOR AUDIT COMMITTEE

Constitution

The Committee shall be appointed by the Board from amongst their number (pursuant to a resolution of the Board of Directors) excluding alternate director and shall consist of not fewer than three (3) members of whom a majority must be independent directors as defined in the Listing Requirements.

The Audit Committee shall ensure:

- All members of the Audit Committee should be non-executive directors and financially literate; and
- At least one member of the Audit Committee:-
 - i) must be a member of the Malaysian Institute of Accountants; or
 - ii) If he is not a member of the Malaysian Institute of Accountants, he must have at least 3 years' working experience and:-
 - (aa) he must have passed the examinations specified in Part I of the 1st Schedule of the Accountants Act 1967; or
 - (bb) he must be a member of one of the associations of accountants specified in Part II of the 1st Schedule of the Accountants Act 1967.
 - iii) fulfils such other requirements as prescribed by the Bursa Malaysia Securities Berhad ("Bursa Securities").

The members of the Committee shall select a Chairman from amongst their number who shall be an independent director.

If a member of the Committee resigns, dies or for any other reason ceases to be member with the result that the number of members is reduced below three (3), the Board of Directors shall, within three (3) months of that event, appoint such number of new members as may be required to make up the minimum number of three (3) members.

The Board shall review the terms of office and performance of the Committee and each of its members at least once every three (3) years.

Audit Committee (cont'd)

TERMS OF REFERENCE FOR AUDIT COMMITTEE (cont'd)

Authority (cont'd)

The Committee shall, in accordance with a procedure to be determined by the Board of Directors and at the cost of the Company:-

- a) have authority to investigate any matter within its terms of reference;
- b) have the resources which are required to perform its duties;
- c) have full and unrestricted access to any information pertaining to the Company;
- d) have direct communication channels with the external auditors and person(s) carrying out the internal audit function or activity (if any);
- e) be able to obtain independent professional or other advice;
- f) be able to convene meeting(s) with the external auditors, the internal auditors or both, excluding the attendance of other directors and employees of the Company, whenever deemed necessary; and
- g) have authority to seek any information it requires from any employee and all employees are directed to co-operate with any request made by the Committee.

Functions

Duties and Responsibilities

- a) to review and report the following to the Board:
 - 1) with the external auditor, the audit plan;
 - 2) with the external auditor, his evaluation of the system of internal control;
 - 3) with the external auditor, his audit report;
 - 4) the assistance given by the Company's officers to the external auditor;
 - 5) the quarterly results and year end financial statements, prior to the approval by the Board of Directors, focusing particularly on:-
 - i) changes in or implementation of major accounting policy changes;
 - ii) significant and unusual events; and
 - iii) compliance with accounting standards and other legal requirements;
 - 6) the external auditor's management letter and management's response;
 - 7) any related party transaction and conflict of interest situation that may arise within the Company or Group including any transaction, procedure or course of conduct that raises questions of management integrity;
 - 8) any letter of resignation including the written explanations of the resignation from the external auditors of the Company; and
 - 9) whether there is reason (supported by grounds) to believe that the Company's external auditor is not suitable for re-appointment.

Audit Committee (cont'd)

TERMS OF REFERENCE FOR AUDIT COMMITTEE (cont'd)

Functions (cont'd)

Duties and Responsibilities (cont'd)

- b) To do the following, in relation to the internal audit function:-
- review the adequacy of the scope, functions, competency and resources of internal audit function, and that it has the necessary authority to carry out its work;
 - review the internal audit programme and results of the internal audit process and, where necessary, ensure that appropriate actions are taken on the recommendations of the internal audit function;
 - review any appraisal or assessment of the performance of members of the internal audit function;
 - approve any appointment or termination of senior staff members of the internal audit function; and
 - take cognizance of resignations of internal audit staff members and provide the resigning staff member an opportunity to submit his reasons for resigning.
- c) To recommend or consider the nomination of a person or persons as external auditors together with such other functions as may be agreed to by the Audit Committee and the Board of Directors.
- d) To verify the criteria for allocation of options pursuant to share scheme for employee.

Meeting and Reporting Procedure

- a) The Committee shall meet as the Chairman deems necessary but not less than four (4) times a year.
- b) The external auditors may request a meeting if they consider that one is necessary and shall have the right to appear and be heard at any meeting of the Committee.
- c) The Chairman shall convene a meeting whenever any member of the Committee requests for a meeting.
- d) Written notice of the meeting together with the agenda shall be given to the members of the Committee and external auditor where applicable.
- e) The Financial Controller, the Head of Internal Audit (where such a function exists) and a representative of the external auditors shall normally attend meetings.
- f) At least twice a year the Committee shall meet with the external auditors without executive Board members present.
- g) The Chairman shall be entitled, where deemed appropriate, to invite other Board members, employees, professionals and/or any person(s) with the relevant experience and expertise to attend meetings of the Committee.

The Committee meeting minutes are to be extended to the Chairman of Hup Seng Industries Berhad who will report to the Board of Directors.

Secretary

The Company Secretary shall be the Secretary of the Committee.

The Secretary is responsible for:-

- 1) sending out notices of meetings; and
- 2) preparing and keeping minutes of meetings.

Quorum

Two members of the Committee present at the meeting shall constitute a quorum and the majority of members present must be independent directors.

Audit Committee (cont'd)

ACTIVITIES DURING THE YEAR

Meetings

The Audit Committee meets regularly, with six (6) meetings held during the financial year ended 31 December, 2010. Prior to each Audit Committee meeting, a full set of Audit Committee papers and due notice of issues to be discussed are given on a timely basis. All meetings are attended with the presence of Company Secretary whereby all proceedings and conclusion from the Audit Committee meetings are minuted and signed by the Chairman. The Internal and External Auditors, Group Financial Controller and the Board were invited to attend these meetings to advise and clarify the accounting issues and company matters. Chairman of the Audit Committee maintained a constant flow of communication with the senior management, e.g. Chairman of the Board, Managing Director, Group Financial Controller, Head of External and Internal Auditors, to be kept informed and updated with matters affecting the Group. Two (2) meetings between the Audit Committee and the External Auditors without the presence of executive director(s) were held during calendar year 2010.

The dates and attendees of the meetings held are stated below:-

Attended by	Dates of Meeting						Total meetings attended
	22 Feb 2010	22 Mar 2010	18 May 2010	18 Aug 2010	16 Nov 2010	17 Dec 2010	
Woon Chin Chan	-	√	√	√	√	√	5/6
Mazrina Binti Arifin	√	√	√	-	√	√	5/6
Norita Binti Ja'afar	√	√	√	√	√	√	6/6
Raja Khairul Anuar Bin Raja Mokhtar	√	-	√	√	√	√	5/6

The Audit Committee carried out the following activities during the financial year:-

- Reviewed the quarterly unaudited financial reports before recommending them to the Board of Directors for subsequent consideration and approval.
- Reviewed the audited financial statements before submitting them to the Board, ensuring that the financial statements were prepared in accordance with the applicable approved accounting standards and provisions of the Companies Act, 1965.
- Evaluated the performance of the External Auditors and made recommendations on their appointment to the Board.
- Discussed and attended to the key aspects of business operations that would affect the profitability and growth of the Company and its subsidiaries.
- Reviewed the internal control systems of the Group for the year.
- Reviewed the quarterly management reports, which provided the detailed breakdown of income statements of the three subsidiaries, revenue analysis, principal markets of manufactured products, analysis of sales outlets, production output and capacity, etc;
- Reviewed and discussed Related Party Transactions ("RPT") and Recurrent Related Party Transactions ("RRPT") with the Group Financial Controller, the External Auditors and the Company Secretary, to ascertain if the transactions are conducted at arm's length and on normal commercial terms, and such transactions are not detrimental to the interest of minority shareholders.

Duties and responsibilities of the Committee were discharged according to its Terms of Reference.

Audit Committee (cont'd)

ACTIVITIES DURING THE YEAR (cont'd)

Internal Audit activities during the year

Internal audit function was conducted by an outsourced professional firm with an objective that independent feedback and reviews will be provided to the Audit Committee and subsequently the Board of Directors. The Audit Committee reviewed through the findings of the internal auditors to ensure that any major weaknesses are recognized and rectified on a timely basis, and an effective and efficient internal control system is well maintained.

One (1) internal audit report was provided to the Audit Committee this year. The internal auditors reported on their findings, recommended corrective measures to be taken by the management and the management responses thereto. Subsequently, the internal auditors followed up on the extent of their recommendations being implemented by the management.

During the financial year, there was no material internal control weakness that would have resulted in any significant loss to the Group.

Further review on internal control system was also done by the Audit Committee through discussion with relevant management during the Board meeting whereby other concerns were addressed.

Board Committee

Nomination Committee

All the three (3) Nomination Committee members appointed are Independent Non-Executive Directors and they are namely:-

- Mazrina Binti Arifin
(Member, Independent Non-Executive Director)
Resigned as Chairperson on 22 February, 2011
- Norita Binti Ja'afar
(Chairperson, Independent Non-Executive Director)
Appointed as Chairperson on 22 February, 2011
- Woon Chin Chan
(Member, Senior Independent Non-Executive Director)

The Nomination Committee is responsible for:-

- Reviewing composition of the Board and making recommendation on the appointment of new Director and Board Committees member to the Board.
- Conducting annual review on the required mix of skills, experience and core competencies required on the Board, as well as the size of Board and Non-Executive participation.
- Reviewing on an annual basis the appropriate balance and size of the Board for determination of the number of Directors on the Board.
- Recommending suitable orientation, educational and training programmes to continuously train and equip the existing and new Directors.
- Assessing the effectiveness of the Board, the Board Committees and the contribution of each individual director.

The Committee may use the services of professional recruitment companies to source for the appropriate candidates for directorship. In carrying out its duties and responsibilities, the Nomination Committee will basically have full, free and unrestricted access to the Company's records, properties and personnel.

Nomination Committee conducts annual assessment on the effectiveness of the Board as a whole, the Board Committees and the contribution of each individual director, including independent non-executive directors as well as the managing director. These assessments are properly documented.

During the financial year, the Committee convened two (2) meetings on 22 February, 2010 and 17 December, 2010, with full attendance except Mr Woon Chin Chan who was absent from the February 2010 meeting.

Remuneration Committee

All of the Committee members appointed are Non-Executive Directors. Members of the Remuneration Committee are namely:-

- Woon Chin Chan
(Member, Senior Independent Non-Executive Director)
Resigned as Chairperson on 22 February, 2011
- Raja Khairul Anuar Bin Raja Mokhtar
(Chairperson, Non-Executive Director)
Appointed as Chairperson on 22 February, 2011
- Teo Lee Teck
(Member, Non-Executive Director)

Board Committee (cont'd)

Remuneration Committee (cont'd)

The Remuneration Committee is responsible for:-

- Assessing the performance and commitment of the Group's Directors and senior management officers and ensuring their remuneration package reflects their involvement, responsibility undertaken, contributions and level of performance for the year.
- Recommending to the Board on the appropriateness of the remuneration package of the Directors and senior management officers based on their assessment.

The individual directors, including Executive Directors and Non-Executive Directors (including the Non-Executive Chairman) should abstain from the deliberations and voting on decisions in respect of their own remuneration package and entitlement.

In carrying out its duties and responsibilities, the Remuneration Committee will in principle have full, free and unrestricted access to the Company's records, properties and personnel. The Remuneration Committee may obtain the advice of external consultants on the appropriateness of remuneration package.

One (1) meeting was held on 17 December, 2010 during the financial year ended 31 December, 2010 and all the remuneration committee members attended the meeting.

Statement on Internal Control

Introduction

The Board of Directors (“the Board”) of Hup Seng Industries Berhad is pleased to present its Statement on Internal Control for financial year ended 31 December 2010, which has been prepared pursuant to paragraph 15.26(b) of Bursa Malaysia Securities Berhad (“Bursa Securities”) Main Market Listing Requirements and as guided by the Statement on Internal Control: Guidance for Directors of Public Listed Companies (“the Guideline”). This statement outlines the nature and state of the internal controls of the Group during the financial year.

Board Responsibility

The Board acknowledges that it is responsible to establish an effective control environment and framework, as well as review the adequacy and integrity of the risk management in financial, operational and compliance functions. Because of the limitations that are inherent in any systems of internal control, such systems are to manage rather than eliminate the risk of failure to achieve business objectives. Accordingly, these systems can only provide reasonable and not absolute assurances against material misstatement or loss.

Risk Management Framework

The Board, through Senior Management and Audit Committee, ensures that there is an on-going process for identifying, evaluating and managing significant risks faced by the Group. This includes examining principal business risks in critical areas and identifying measures to mitigate these risks. This process is regularly reviewed by the Audit Committee and the Board and accords with the Statement on Internal Control: Guidance For the Directors of Public Listed Companies. The process has been in place during the year under review and up to the date of approval of this annual report.

The respective Heads of Department are responsible for managing the risks of their departments. During the periodic management meetings which are attended by Heads of Department, key management staff and Executive Directors, significant risks identified and corresponding internal controls implemented are discussed. These significant risks identified are also brought to the attention of Board members at their scheduled meetings.

The abovementioned process serves as the on going process used to identify, evaluate and manage risks faced by the Group during the financial year under review. The Board shall continue to evaluate the Group’s risk management process to ensure it remains relevant to the Group’s requirements.

Internal Audit Function

The responsibility for reviewing the adequacy and integrity of the internal control system has been delegated by the Board to the Audit Committee. In turn, the Audit Committee assesses the adequacy and integrity of the internal control system through independent reviews performed by the internal audit function, external auditors and Management.

The internal audit function is outsourced to a professional firm. During the financial year under review, the internal audit function conducted internal audit for the purposes of assessing the adequacy and effectiveness of the internal control systems. The results of the audit and recommendations for improvement co-developed with Management were presented at the Audit Committee Meeting. Although certain internal control weaknesses were identified, none of the weaknesses have resulted in any material losses or contingencies that would require separate disclosure in this annual report.

The cost incurred for the internal audit function in the financial year ended 31 December, 2010 amounted to RM16,000.

Statement on Internal Control (cont'd)

Key Elements of Internal Control System

The Group's internal control key processes include the following:

- An organization structure which formally defines lines of responsibility and delegation of authority.
- Policies and procedures of most operating units within the Group are documented in the Standard Practice Instructions.
- Key functions such as corporate affairs, finance, tax, treasury and human resources are controlled centrally.
- Incompatible responsibilities are properly segregated to ensure that no staff is in total control of the whole transactions.
- There is an annual budgeting and target setting process which includes forecasts for each operating units with detailed reviews at all levels of operations. The Board reviews and approves the annual budget.
- There is effective reporting system in place to ensure timely generation of financial information for management review.
- Operating units meetings are conducted regularly to review financial performance, business development and deliberate on management issues.
- Managing Director meets with senior management/all operating units to discuss and resolve key operational, financial and other key management issues regularly. Significant issues are highlighted and discussed at Board meetings.
- The internal audit function adopts a risk-based approach in identifying areas of priority and carries out its work according to an audit plan approved by the Audit Committee. The Audit Committee holds regular meetings and reviews internal audit reports covering such matters, and ensures that weaknesses in controls highlighted are appropriately addressed by management.
- The Audit Committee has access to external auditors and their reports and meets with them to discuss on their findings and reports.
- The Group has a policy on financial limits and approving authority for its operating and capital expenditure.

Conclusion

The Board recognises the necessity to closely monitor the adequacy and effectiveness of the Group's system of internal controls taking into consideration the changing business environment. The Board shall put in place appropriate action plans to further enhance the Group's system of internal controls when necessary.

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Directors' Report

The Directors have pleasure in presenting their report together with the audited financial statements of the Group and of the Company for the financial year ended 31 December, 2010.

Principal activity

The principal activity of the Company is investment holding.

The principal activities of the subsidiaries are manufacture and sales of biscuits and coffee mix, and dealers in biscuits, confectionery and other foodstuff.

There have been no significant changes in the nature of these activities during the financial year.

Results

	Group RM	Company RM
Profit net of tax	23,338,845	14,000,734
Profit attributable to owners of the parent	23,338,845	14,000,734

There were no material transfers to or from reserves or provisions during the financial year other than those disclosed in the financial statements.

In the opinion of the Directors, the results of the operations of the Group and of the Company during the financial year were not substantially affected by any item, transaction or event of a material and unusual nature.

Dividends

The amount of dividends paid by the Company since 31 December, 2009 were as follows:

In respect of the financial year ended 31 December, 2009
as reported in the directors' report of that year:

	RM
Final tax exempt (single-tier) dividend of 4 sen on 120,000,000 ordinary shares declared on 18 May, 2010 and paid on 22 June, 2010.	4,800,000

In respect of the financial year ended 31 December, 2010 :

Interim tax exempt (single-tier) dividend of 5 sen on 120,000,000 ordinary shares declared on 27 August, 2010 and paid on 28 September, 2010.	6,000,000
Interim tax exempt (single-tier) dividend of 7 sen on 120,000,000 ordinary shares declared on 29 November, 2010 and paid on 30 December, 2010.	8,400,000
	<hr/> 19,200,000

The directors do not recommend any final dividend for the current financial year.

Directors

The names of the Directors of the Company in office since the date of the last report and at the date of this report are:

Dato' Keh (Kerk) Chu Koh	(Chairman)
Kerk Chiew Siong	(Vice Chairman)
Kuo Choo Song	(Managing Director)
Kerk Chian Tung	(Executive Director)
Teo Lee Teck	(Non Executive Director)
Kerk Kar Han	(Non Executive Director)
Woon Chin Chan	(Independent Non-Executive Director)

Directors' Report (cont'd)

Directors (cont'd)

The names of the Directors of the Company in office since the date of the last report and at the date of this report are: (cont'd)

Norita Binti Ja'afar	(Independent Non-Executive Director)
Mazrina Binti Arifin	(Independent Non-Executive Director)
Raja Khairul Anuar Bin Raja Mokhtar	(Non Executive Director)
Wee Hoe Soon @ Gooi Hoe Soon	(Alternate Director to Woon Chin Chan)

Directors' benefits

Neither at the end of the financial year, nor at any time during that year, did there subsist any arrangement, to which the Company was a party, whereby the Directors might acquire benefits by means of the acquisition of shares in, or debentures of the Company or any other body corporate.

Since the end of the previous financial year, no Director has received or become entitled to receive benefits (other than benefits included in the aggregate amount of emoluments received or due and receivable by the Directors as shown in Note 8 of the financial statements or the fixed salary of a full-time employee of the Company) by reason of a contract made by the Company or a related corporation with any director or with a firm of which he/she is a member or with a company in which he/she has a substantial financial interest, except as disclosed in Note 24 to the financial statements.

Directors' interests

According to the register of Directors' shareholdings, the interests of directors in office at the end of the financial year in shares in the Company and its related corporations during the financial year were as follows:

The Company	← Number of Ordinary Shares # →				31 December, 2010
	1 January, 2010	Share split	Acquired	Sold	
Direct interest					
Kuo Choo Song	218,000	218,000	-	-	436,000
Dato' Keh (Kerk) Chu Koh	548,000	548,000	-	-	1,096,000
Teo Lee Teck	387,000	387,000	-	-	774,000
Kerk Chian Tung	950,000	950,000	160,000	-	2,060,000
Kerk Kar Han	354,000	354,000	-	-	708,000
Kerk Chiew Siong	230,000	230,000	-	-	460,000
Raja Khairul Anuar Bin Raja Mokhtar	-	-	20,000	20,000	-
Deemed interest					
Kuo Choo Song	33,213,200	33,213,200	-	-	66,426,400 *
Dato' Keh (Kerk) Chu Koh	30,956,000	30,956,000	-	-	61,912,000 *
Teo Lee Teck	30,640,000	30,640,000	-	-	61,280,000 *
Kerk Kar Han	30,618,000	30,618,000	-	-	61,236,000 *
Kerk Chiew Siong	723,000	723,000	-	-	1,446,000 **
Holding company HSB Group Sdn Bhd					
← Number of Ordinary Shares of RM1 Each →					
Direct Interest					
	1 January, 2010	Acquired	Sold		31 December, 2010
Kuo Choo Song	1,099,506	-	-		1,099,506
Dato' Keh (Kerk) Chu Koh	3,030,988	-	-		3,030,988
Kerk Chiew Siong	3,756,871	-	-		3,756,871
Teo Lee Teck	2,038,501	334,806	(223,204)		2,150,103
Kerk Kar Han	1,534,192	-	-		1,534,192
Deemed interest					
Kuo Choo Song	5,818,459	-	-		5,818,459 **
Dato' Keh (Kerk) Chu Koh	2,486,094	-	-		2,486,094 **

Directors' Report (cont'd)

Directors' interests (cont'd)

- # During the year, the Company undertook a share split exercise to subdivide the ordinary shares of RM1.00 each into ordinary shares of RM0.50 each.
- * Deemed interested by virtue of his and/or his associates' interests in HSB Group Sdn Bhd pursuant to Section 6A of the Companies Act, 1965 and Section 134 of the Companies (Amendment) Act 2007.
- ** Deemed interested by virtue of his interests pursuant to Section 134 of the Companies (Amendment) Act 2007.

Kuo Choo Song, Dato' Keh (Kerk) Chu Koh, Teo Lee Teck and Kerk Kar Han, by virtue of their interest in the Company, are deemed interested in the shares of the subsidiary companies to the extent that the Company has an interest.

Other statutory information

- (a) Before the statements of comprehensive income and statements of financial position of the Group and of the Company were made out, the directors took reasonable steps:
 - (i) to ascertain that proper action had been taken in relation to the writing off of bad debts and the making of allowance for doubtful debts and satisfied themselves that all known bad debts have been written off and adequate allowance had been made for doubtful debts; and
 - (ii) to ensure that any current assets which were unlikely to realise their values as shown in the accounting records in the ordinary course of business have been written down to an amount which they might be expected so to realise.
- (b) At the date of this report, the Directors are not aware of any circumstances which would render:
 - (i) the amount written off for bad debts or the amount of the allowance for doubtful debts in the financial statements of the Group and of the Company inadequate to any substantial extent; and
 - (ii) the values attributed to the current assets in the financial statements of the Group and of the Company misleading.
- (c) At the date of this report, the Directors are not aware of any circumstances which have arisen which render adherence to the existing methods of valuation of assets or liabilities of the Group and of the Company misleading or inappropriate.
- (d) At the date of this report, the Directors are not aware of any circumstances not otherwise dealt with in this report or financial statements of the Group and of the Company which would render any amount stated in the financial statements misleading.
- (e) As at the date of this report, there does not exist:
 - (i) any charge on the assets of the Group or of the Company which has arisen since the end of the financial year which secures the liabilities of any other person; or
 - (ii) any contingent liability of the Group or of the Company which has arisen since the end of the financial year.
- (f) In the opinion of the Directors:
 - (i) no contingent or other liability has become enforceable or is likely to become enforceable within the period of twelve months after the end of the financial year which will or may affect the ability of the Group or of the Company to meet its obligations when they fall due; and
 - (ii) no item, transaction or event of a material and unusual nature has arisen in the interval between the end of the financial year and the date of this report which is likely to affect substantially the results of the operations of the Group and of the Company for the financial year in which this report is made.

Auditors

The auditors, Ernst & Young, have expressed their willingness to continue in office.

Signed on behalf of the Board in accordance with a resolution of the directors dated 25 March, 2011.

Dato' Keh (Kerk) Chu Koh

Kuo Choo Song

Statement by Directors

Pursuant to Section 169(15) of the Companies Act, 1965

We, Dato' Keh (Kerk) Chu Koh and Kuo Choo Song, being two of the Directors of Hup Seng Industries Berhad, do hereby state that, in the opinion of the Directors, the accompanying financial statements set out on pages 36 to 81 are drawn up in accordance with Financial Reporting Standards and the Companies Act, 1965 in Malaysia so as to give a true and fair view of the financial position of the Group and of the Company as at 31 December, 2010 and of their financial performance and cash flows for the year then ended.

The information set out in Note 32 to the financial statements have been prepared in accordance with the Guidance on Special Matter No.1, Determination of Realised and Unrealised Profits or Losses in the Context of Disclosure Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, as issued by the Malaysian Institute of Accountants.

Signed on behalf of the Board in accordance with a resolution of the Directors dated 25 March, 2011.

Dato' Keh (Kerk) Chu Koh

Kuo Choo Song

Statutory Declaration

Pursuant to Section 169(16) of the Companies Act, 1965

I, Quek Ah Kow, being the officer primarily responsible for the financial management of Hup Seng Industries Berhad, do solemnly and sincerely declare that the financial statements set out on pages 36 to 81 are in my opinion correct, and I make this solemn declaration conscientiously believing the same to be true, and by virtue of the provisions of the Statutory Declarations Act, 1960.

Subscribed and solemnly declared by)
the abovenamed Quek Ah Kow at Batu)
Pahat in the State of Johor Darul Ta'zim)
on 25 March, 2011.)

Quek Ah Kow

Before me,

Aminah Binti Abdullah (J150)

Commissioner for Oaths

Independent Auditors' Report

to the members of Hup Seng Industries Berhad (incorporated in Malaysia)

Report on the financial statements

We have audited the financial statements of Hup Seng Industries Berhad, which comprise the statements of financial position as at 31 December, 2010 of the Group and of the Company, and the statements of comprehensive income, statements of changes in equity and statements of cash flows of the Group and of the Company for the year then ended, and a summary of significant accounting policies and other explanatory notes, as set out on pages 36 to 81.

Directors' responsibility for the financial statements

The directors of the Company are responsible for the preparation and fair presentation of these financial statements in accordance with Financial Reporting Standards and the Companies Act, 1965 in Malaysia. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditors' responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgement, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements have been properly drawn up in accordance with Financial Reporting Standards and the Companies Act, 1965 in Malaysia so as to give a true and fair view of the financial position of the Group and of the Company as at 31 December, 2010 and of their financial performance and cash flows for the year then ended.

Report on other legal and regulatory requirements

In accordance with the requirements of the Companies Act, 1965 in Malaysia, we also report the following:

- (a) In our opinion, the accounting and other records and the registers required by the Act to be kept by the Company and its subsidiaries have been properly kept in accordance with the provisions of the Act.
- (b) We are satisfied that the financial statements of the subsidiaries that have been consolidated with the financial statements of the Company are in form and content appropriate and proper for the purposes of the preparation of the consolidated financial statements and we have received satisfactory information and explanations required by us for those purposes.
- (c) The auditors' reports on the financial statements of the subsidiaries were not subject to any qualification material to the consolidated financial statements and did not include any comment required to be made under Section 174(3) of the Act.

Independent Auditors' Report (cont'd)

to the members of Hup Seng Industries Berhad (incorporated in Malaysia)

Other matters

The supplementary information set out in Note 32 on page 81 is disclosed to meet the requirement of Bursa Malaysia Securities Berhad. The directors are responsible for the preparation of the supplementary information in accordance with Guidance on Special Matter No. 1, Determination of Realised and Unrealised Profits or Losses in the Context of Disclosure Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, as issued by the Malaysian Institute of Accountants ("MIA Guidance") and the directive of Bursa Malaysia Securities Berhad. In our opinion, the supplementary information is prepared, in all material respects, in accordance with the MIA Guidance and the directive of Bursa Malaysia Securities Berhad.

This report is made solely to the members of the Company, as a body, in accordance with Section 174 of the Companies Act, 1965 in Malaysia and for no other purpose. We do not assume responsibility to any other person for the content of this report.

Ernst & Young

AF 0039
Chartered Accountants

Wun Mow Sang

1821/12/12(J)
Chartered Accountant

Johor Bahru, Malaysia
Date: 25 March, 2011

Statements of Comprehensive Income of the Group

for the year ended 31 December, 2010

	Note	2010 RM	2009 RM (Restated)
Revenue	4	219,070,516	213,405,132
Cost of sales	5	(143,240,343)	(138,730,913)
Gross profit		75,830,173	74,674,219
Other items of income	4		
Interest income		1,296,386	733,707
Other income		827,804	1,132,616
Other items of expense			
Administrative expenses		(20,758,690)	(17,120,606)
Selling and marketing expenses		(24,453,273)	(23,619,444)
Finance cost		(86)	(627)
Profit before tax	6	32,742,314	35,799,865
Income tax expense	9	(9,403,469)	(8,919,368)
Profit net of tax		23,338,845	26,880,497
Other comprehensive income:			
Revaluation deficit on properties previously revalued		-	(4,129,587)
Revaluation surplus on properties		-	4,590,195
Income tax relating to components of other comprehensive income		-	(248,899)
Other comprehensive income for the year, net of tax		-	211,709
Total comprehensive income for the year		23,338,845	27,092,206
Profit attributable to:			
Owners of the parent		23,338,845	27,092,206
Total comprehensive income attributable to:			
Owners of the parent		23,338,845	27,092,206
Earnings per share attributable to owners of the parent (sen):			
Basic, for profit for the year	10	19.45	22.40
Diluted, for profit for the year	10	19.45	22.40

The accompanying accounting policies and explanatory notes form an integral part of the financial statements.

Statements of Comprehensive Income of the Company

for the year ended 31 December, 2010

	Note	2010 RM	2009 RM
Gross dividends from subsidiaries		26,874,000	17,916,000
Interest income		321,855	265,173
Revenue		27,195,855	18,181,173
Administrative expenses		(6,939,526)	(2,666,116)
Profit before tax	6	20,256,329	15,515,057
Income tax expense	9	(6,255,595)	(3,935,130)
Profit net of tax, representing total comprehensive income for the year		14,000,734	11,579,927
Profit attributable to:			
Owners of the parent		14,000,734	11,579,927
Total comprehensive income attributable to:			
Owners of the parent		14,000,734	11,579,927

The accompanying accounting policies and explanatory notes form an integral part of the financial statements.

Statements of Financial Position

as at 31 December, 2010

		← Group →			← Company →	
	Note	2010 RM	2009 (restated) RM	As at 1.1.2009 (restated) RM	2010 RM	2009 RM
Assets						
Non-current assets						
Property, plant and equipment	11	68,574,323	71,984,493	75,738,830	293,095	355,582
Investment properties	12	1,849,153	1,865,671	1,882,526	-	-
Investment in subsidiaries	13	-	-	-	63,595,211	65,327,211
Goodwill on consolidation	14	8,908,508	13,227,508	13,227,508	-	-
Deferred tax assets	20	172,000	167,335	610,170	-	1,335
		79,503,984	87,245,007	91,459,034	63,888,306	65,684,128
Current assets						
Amount owing by subsidiaries	13	-	-	-	-	4,200,000
Inventories	15	25,405,811	23,418,474	20,282,491	-	-
Trade and other receivables	16	33,364,071	32,255,019	33,127,326	26,942	92,961
Prepayments		606,949	472,895	377,646	12,575	12,214
Tax recoverable		1,536,044	2,153,919	1,688,218	1,536,044	2,125,952
Cash and bank balances	17	53,696,225	42,219,598	21,224,792	12,584,564	11,176,172
		114,609,100	100,519,905	76,700,473	14,160,125	17,607,299
Total assets		194,113,084	187,764,912	168,159,507	78,048,431	83,291,427
Equity and liabilities						
Current liabilities						
Trade and other payables	19	35,818,355	33,423,934	31,376,270	1,057,585	1,102,038
Taxation		3,245,984	3,333,252	1,857,168	-	-
		39,064,339	36,757,186	33,233,438	1,057,585	1,102,038
Net current assets		75,544,761	63,762,719	43,467,035	13,102,540	16,505,261
Non-current liability						
Deferred tax liabilities	20	8,551,104	8,648,930	9,159,479	723	-
Total liabilities		47,615,443	45,406,116	42,392,917	1,058,308	1,102,038
Net assets		146,497,641	142,358,796	125,766,590	76,990,123	82,189,389
Equity attributable to owners of the parent						
Share capital	21	60,000,000	60,000,000	60,000,000	60,000,000	60,000,000
Share premium		14,333,133	14,333,133	14,333,133	14,333,133	14,333,133
Other reserves	22	4,395,766	4,395,766	741,468	-	-
Retained earnings	23	67,768,742	63,629,897	50,691,989	2,656,990	7,856,256
Total equity		146,497,641	142,358,796	125,766,590	76,990,123	82,189,389
Total equity and liabilities		194,113,084	187,764,912	168,159,507	78,048,431	83,291,427

The accompanying accounting policies and explanatory notes form an integral part of the financial statements.

Statements of Changes in Equity

for the financial year ended 31 December, 2010

Group	Note	Attributable to owners of the parent				Total
		Share capital	Share premium	Other reserve (Note 22)	Retained earnings	
		RM	RM	RM	RM	RM
Opening balance at 1 January, 2010		60,000,000	14,333,133	2,621,865	64,706,562	141,661,560
Effects of adopting amendment to FRS 117		-	-	1,773,901	(1,076,665)	697,236
Opening balance at 1 January, 2010, as restated		60,000,000	14,333,133	4,395,766	63,629,897	142,358,796
Total comprehensive income		-	-	-	23,338,845	23,338,845
Transaction with the owners						
Dividends on ordinary shares	30	-	-	-	(19,200,000)	(19,200,000)
Total transaction with the owners		-	-	-	(19,200,000)	(19,200,000)
Closing balance at 31 December, 2010		60,000,000	14,333,133	4,395,766	67,768,742	146,497,641
Opening balance at 1 January, 2009		60,000,000	14,333,133	741,468	50,691,989	125,766,590
Total comprehensive income		-	-	3,654,298	23,437,908	27,092,206
Transaction with the owners						
Dividends on ordinary shares	30	-	-	-	(10,500,000)	(10,500,000)
Total transaction with the owners		-	-	-	(10,500,000)	(10,500,000)
Closing balance at 31 December, 2009		60,000,000	14,333,133	4,395,766	63,629,897	142,358,796

The accompanying accounting policies and explanatory notes form an integral part of the financial statements.

Statements of Changes in Equity (cont'd)

for the financial year ended 31 December, 2010

Company	Note	Non-distributable		Distributable Retained earnings (Note 23)	Total
		Share capital	Share premium		
		RM	RM	RM	RM
Opening balance at 1 January, 2010		60,000,000	14,333,133	7,856,256	82,189,389
Total comprehensive income		-	-	14,000,734	14,000,734
Transaction with the owners					
Dividends on ordinary shares	30	-	-	(19,200,000)	(19,200,000)
Total transaction with the owners		-	-	(19,200,000)	(19,200,000)
Closing balance at 31 December, 2010		60,000,000	14,333,133	2,656,990	76,990,123
Opening balance at 1 January, 2009		60,000,000	14,333,133	6,776,329	81,109,462
Total comprehensive income		-	-	11,579,927	11,579,927
Transaction with the owners					
Dividends on ordinary shares	30	-	-	(10,500,000)	(10,500,000)
Total transaction with the owners		-	-	(10,500,000)	(10,500,000)
Closing balance at 31 December, 2009		60,000,000	14,333,133	7,856,256	82,189,389

The accompanying accounting policies and explanatory notes form an integral part of the financial statements.

Statements of Cash Flows

for the financial year ended 31 December, 2010

	Group		Company	
	2010 RM	2009 RM	2010 RM	2009 RM
Operating activities				
Profit before tax	32,742,314	35,799,865	20,256,329	15,515,057
Adjustments for:				
Allowance for doubtful debts	155,607	284,767	-	-
Bad debts written off	153,047	52,815	-	-
Depreciation of property, plant and equipment	4,183,114	4,704,114	62,520	88,243
Depreciation of investment property	16,518	16,855	-	-
(Gain)/loss on disposal of property, plant and equipment	(313)	(84,774)	-	55
Interest expense	86	627	-	-
Interest income	(1,296,351)	(733,707)	(321,855)	(265,173)
Impairment loss on cost of investment in subsidiary	-	-	4,319,000	-
Impairment loss on goodwill	4,319,000	-	-	-
Impairment loss on property, plant and equipment	401,852	995,209	-	-
Inventories written down	48,933	36,302	-	-
Inventories written off	264,579	-	-	-
Property, plant and equipment written off	34,320	57,732	1	-
Revaluation deficits	-	151,506	-	-
Operating cash flows before changes in working capital	41,022,706	41,281,311	24,315,995	15,338,182
Increase in inventories	(2,300,849)	(3,172,285)	-	-
Increase in prepayments	(134,054)	(95,895)	(361)	(2,617)
(Increase)/decrease in trade and other receivables	(1,417,706)	535,371	66,019	(67,696)
Increase/(decrease) in trade and other payables	2,394,421	2,047,664	(44,453)	126,191
Cash flows from operations	39,564,518	40,596,166	24,337,200	15,394,060
Income taxes paid	(8,975,353)	(8,225,598)	(5,663,629)	(4,479,000)
Net cash flows from operating activities	30,589,165	32,370,568	18,673,571	10,915,060
Investing activities				
Repayment from a subsidiary	-	-	4,200,000	300,000
Additions to investment in a subsidiary	-	-	(2,587,000)	-
Interest received	1,296,351	733,707	321,855	265,173
Proceeds from disposal of property, plant and equipment	101,151	314,828	-	980
Purchase of property, plant and equipment	(1,309,954)	(1,923,670)	(34)	(1,625)
Net cash flows from/(used in) investing activities	87,548	(875,135)	1,934,821	564,528
Financing activities				
Interest paid	(86)	(627)	-	-
Dividends paid on ordinary shares	(19,200,000)	(10,500,000)	(19,200,000)	(10,500,000)
Net cash flows used in financing activities	(19,200,086)	(10,500,627)	(19,200,000)	(10,500,000)
Net increase in cash and cash equivalents	11,476,627	20,994,806	1,408,392	979,588
Cash and cash equivalents at 1 January	42,219,598	21,224,792	11,176,172	10,196,584
Cash and cash equivalents at 31 December (note 17)	53,696,225	42,219,598	12,584,564	11,176,172

The accompanying accounting policies and explanatory notes form an integral part of the financial statements.

Notes to the Financial Statements

31 December, 2010

1. Corporate information

The Company is a public limited liability company, incorporated and domiciled in Malaysia, and is listed on the Main Market of Bursa Malaysia Securities Berhad. The registered office of the Company is located at Suite 6.1A, Level 6, Menara Pelangi, Jalan Kuning, Taman Pelangi, 80400, Johor Bahru, Johor. The principal place of business of the Company is located at 14, Jalan Kilang, Kawasan Perindustrian Tongkang Pecah, 83010 Batu Pahat, Johor.

The immediate and ultimate holding company of the Company is HSB Group Sdn. Bhd., which is incorporated and domiciled in Malaysia. Related companies are those companies within the HSB Group Sdn. Bhd. group.

The principal activity of the Company is investment holding.

The principal activities of the subsidiaries are manufacture and sales of biscuits and coffee mix, and dealers in confectionery and other foodstuff. There have been no significant changes in the nature of the principal activities during the financial year.

2. Summary of significant accounting policies

2.1 Basis of preparation

The financial statements of the Group and of the Company have been prepared in accordance with Financial Reporting Standards and the Companies Act, 1965 in Malaysia. At the beginning of the current financial year, the Group and the Company adopted new and revised FRS which are mandatory for financial periods beginning on or after 1 January, 2010 as described fully in Note 2.2.

The financial statements of the Group and of the Company have been prepared on the historical cost basis, revalued amounts and fair values.

The financial statements are presented in Ringgit Malaysia (RM) except when otherwise indicated.

2.2 Changes in accounting policies

The accounting policies adopted are consistent with those of the previous financial year except as follows:

On 1 January, 2010, the Group and the Company adopted the following new and amended FRS and IC Interpretations mandatory for annual financial periods beginning on or after 1 January, 2010.

- FRS 7 Financial Instruments: Disclosures
- FRS 8 Operating Segments
- FRS 101 Presentation of Financial Statements (Revised)
- FRS 139 Financial Instruments: Recognition and Measurement
- Amendments to FRS 1 First-time Adoption of Financial Reporting Standards and FRS 127 Consolidated and Separate Financial Statements: Cost of and Investment in a Subsidiary, Jointly Controlled Entity or Associate
- Amendments to FRS 132 Financial Instruments: Presentation
- Amendments to FRS 139 Financial Instruments: Recognition and Measurement, FRS 7 Financial Instruments: Disclosures and IC Interpretation 9 Reassessment of Embedded Derivatives
- Improvements to FRS issued in 2009
- IC Interpretation 9 Reassessment of Embedded Derivatives
- IC Interpretation 10 Interim Financial Reporting and Impairment
- IC Interpretation 14 FRS 119 – The Limit on a Defined Benefit Asset, Minimum Funding Requirements and their Interaction

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.2 Changes in accounting policies (cont'd)

FRS 4 Insurance Contracts, Amendments to FRS 2 Share-based Payment - Vesting Conditions and Cancellations, IC Interpretation 11 FRS 2 - Group and Treasury Share Transactions, IC Interpretation 13 Customer Loyalty Programmes and TR i-3 Presentation of Financial Statements of Islamic Financial Institutions will also be effective for annual periods beginning on or after 1 January, 2010. These FRS are, however, not applicable to the Group or the Company.

Adoption of the above standards and interpretations did not have any effect on the financial performance or position of the Group and the Company except for those discussed below:

FRS 7 Financial Instruments: Disclosures

Prior to 1 January, 2010, information about financial instruments was disclosed in accordance with the requirements of FRS 132 Financial Instruments: Disclosure and Presentation. FRS 7 introduces new disclosures to improve the information about financial instruments. It requires the disclosure of qualitative and quantitative information about exposure to risks arising from financial instruments, including specified minimum disclosures about credit risk, liquidity risk and foreign exchange risk, including sensitivity analysis to foreign exchange risk.

The Group and the Company have applied FRS 7 prospectively in accordance with the transitional provisions. The new disclosures are included throughout the Group's and the Company's financial statements for the year ended 31 December, 2010.

FRS 8 Operating Segments

FRS 8, which replaces FRS 114 Segment Reporting, specifies how an entity should report information about its operating segments, based on information about the components of the entity that is available to the chief operating decision maker for the purposes of allocating resources to the segments and assessing their performance. The Standard also requires the disclosure of information about the products and services provided by the segments, the geographical areas in which the Group operates, and revenue from the Group's major customers. The Group concluded that the reportable operating segments determined in accordance with FRS 8 are the same as the business segments previously identified under FRS 114. The Group has adopted FRS 8 retrospectively. These revised disclosures, including the related revised comparative information, are shown in Note 29 to the financial statements.

FRS 101 Presentation of Financial Statements (Revised)

The revised FRS 101 introduces changes in the presentation and disclosures of financial statements. The revised Standard separates owner and non-owner changes in equity. The statement of changes in equity includes only details of transactions with owners, with all non-owner changes in equity presented as a single line. The Standard also introduces the statement of comprehensive income, with all items of income and expense recognised in profit or loss, together with all other items of recognised income and expense recognised directly in equity, either in one single statement, or in two linked statements. The Group and the Company have elected to present this statement as one single statement.

In addition, a statement of financial position is required at the beginning of the earliest comparative period following a change in accounting policy, the correction of an error or the classification of items in the financial statements.

The revised FRS 101 also requires the Group to make new disclosures to enable users of the financial statements to evaluate the Group's objectives, policies and processes for managing capital (see Note 28).

The revised FRS 101 was adopted retrospectively by the Group and the Company.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.2 Changes in accounting policies (cont'd)

Amendments to FRS 117 Leases

Prior to 1 January, 2010, for all leases of land and buildings, if title is not expected to pass to the lessee by the end of the lease term, the lessee normally does not receive substantially all of the risks and rewards incidental to ownership. Hence, all leasehold land held for own use was classified by the Group as operating lease and where necessary, the minimum lease payments or the up-front payments made were allocated between the land and the buildings elements in proportion to the relative fair values for leasehold interests in the land element and buildings element of the lease at the inception of the lease. The up-front payment represented prepaid lease payments and were amortised on a straight-line basis over the lease term.

The amendments to FRS 117 Leases clarify that leases of land and buildings are classified as operating or finance leases in the same way as leases of other assets. They also clarify that the present value of the residual value of the property in a lease with a term of several decades would be negligible and accounting for the land element as a finance lease in such circumstances would be consistent with the economic position of the lessee. Hence, the adoption of the amendments to FRS 117 has resulted in certain unexpired land leases to be reclassified as finance leases. The Group has applied this change in accounting policy retrospectively and certain comparatives have been restated. The following are effects to the consolidated statement of financial positions as at 31 December, 2010 arising from the above change in accounting policy:

	Group 2010 RM
Increase/(decrease) in:	
Property, plant and equipment	5,784,750
Prepaid lease payments	(4,834,624)
Deferred tax liabilities	252,890
Other reserves	1,773,901
Retained earnings	(1,076,665)
	<hr/> (5,784,750)

The following comparatives have been restated:

Consolidated statement of financial position	As previously stated RM	Adjustments RM	As restated RM
31 December, 2009			
Property, plant and equipment	66,074,493	5,910,000	71,984,493
Prepaid lease payments	4,959,874	(4,959,874)	-
Deferred tax liabilities	8,396,040	252,890	8,648,930
Other reserves	2,621,865	1,773,901	4,395,766
Retained earnings	64,706,562	(1,076,665)	63,629,897
<hr/>			
1 January, 2009			
Property, plant and equipment	70,653,265	5,085,565	75,738,830
Prepaid lease payments	5,085,565	(5,085,565)	-

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.3 Standards issued but not yet effective

The Group has not adopted the following standards and interpretations that have been issued but not yet effective which are applicable to its financial statements and are relevant to its operations:

Description	Effective for annual periods beginning on or after
FRS 1 First-time Adoption of Financial Reporting Standards	1 July, 2010
FRS 3 Business Combinations (Revised)	1 July, 2010
Amendments to FRS 5 Non-current Assets Held for Sale and Discontinued Operations	1 July, 2010
Amendments to FRS 127 Consolidated and Separate Financial Statements	1 July, 2010
Amendments to FRS 138 Intangible Assets	1 July, 2010
Amendments to IC Interpretation 9 Reassessment of Embedded Derivatives	1 July, 2010
IC Interpretation 17 Distributions of Non-cash Assets to Owners	1 July, 2010
Amendments to FRS 132: Classification of Rights Issues	1 March, 2010
Amendments to FRS 1: Limited Exemption from Comparative	
FRS 7 Disclosures for First-time Adopters	1 January, 2011
Amendments to FRS 7: Improving Disclosures about Financial Instruments	1 January, 2011
FRS 124: Related Party Disclosures	1 January, 2012

Except for the new disclosures required under the Amendments to FRS 7, the directors expect the adoption of the other standards and interpretations above will have no material impact on the financial statements in the period of initial application.

2.4 Basis of consolidation

The consolidated financial statements comprise the financial statements of the Company and its subsidiaries as at the reporting date. The financial statements of the subsidiaries used in the preparation of the consolidated financial statements are prepared for the same reporting date as the Company. Consistent accounting policies are applied to like transactions and events in similar circumstances.

All intra-group balances, income and expenses and unrealised gains and losses resulting from intra-group transactions are eliminated in full.

Business combinations involving entities under common control are accounted for by applying the merger method under the then MASB Standard No. 21 - Business Combinations except for In-Comix Food Industries Sdn Bhd which is accounted for applying the purchase method. The assets and liabilities of the combining entities are reflected at their carrying amounts reported in the consolidated financial statements of the controlling holding company. Any difference between the consideration paid and the share capital of the "acquired" entity is reflected within equity as merger reserve. The statement of comprehensive income reflects the results of the combining entities for the full year, irrespective of when the combination takes place. Comparatives are presented as if the entities have always been combined since the date the entities had come under common control.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.4 Basis of consolidation (cont'd)

Under the purchase method, identifiable assets acquired and liabilities and contingent liabilities assumed in a business combination are measured initially at their fair values at the acquisition date. Adjustments to those fair values relating to previously held interests are treated as a revaluation and recognised in other comprehensive income. The cost of a business combination is measured as the aggregate of the fair values, at the date of exchange, of the assets given, liabilities incurred or assumed, and equity instruments issued, plus any costs directly attributable to the business combination. Any excess of the cost of business combination over the Group's share in the net fair value of the acquired subsidiary's identifiable assets, liabilities and contingent liabilities is recorded as goodwill on the statement of financial position. The accounting policy for goodwill is set out in Note 2.8. Any excess of the Group's share in the net fair value of the acquired subsidiary's identifiable assets, liabilities and contingent liabilities over the cost of business combination is recognised as income in profit or loss on the date of acquisition. When the Group acquires a business, embedded derivatives separated from the host contract by the acquiree are reassessed on acquisition unless the business combination results in a change in the terms of the contract that significantly modifies the cash flows that would otherwise be required under the contract.

Subsidiaries are consolidated from the date of acquisition, being the date on which the Group obtains control, and continue to be consolidated until the date that such control ceases.

2.5 Foreign currency

(a) Functional and presentation currency

The individual financial statements of each entity in the Group are measured using the currency of the primary economic environment in which the entity operates ("the functional currency"). The consolidated financial statements are presented in Ringgit Malaysia (RM), which is also the Company's functional currency.

(b) Foreign currency transactions

Transactions in foreign currencies are measured in the respective functional currencies of the Company and its subsidiaries and are recorded on initial recognition in the functional currencies at exchange rates approximating those ruling at the transaction dates. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the reporting date. Non-monetary items denominated in foreign currencies that are measured at historical cost are translated using the exchange rates as at the dates of the initial transactions. Non-monetary items denominated in foreign currencies measured at fair value are translated using the exchange rates at the date when the fair value was determined.

All exchange differences are recognised in profit or loss.

2.6 Property, plant and equipment and depreciation

All items of property, plant and equipment are initially recorded at cost. The cost of an item of property, plant and equipment is recognised as an asset if, and only if, it is probable that future economic benefits associated with the item will flow to the Group and the cost of the item can be measured reliably.

Subsequent to recognition, property, plant and equipment are measured at cost less accumulated depreciation and accumulated impairment losses. When significant parts of property, plant and equipment are required to be replaced in intervals, the Group recognises such parts as individual assets with specific useful lives and depreciation, respectively. Likewise, when a major inspection is performed, its cost is recognised in the carrying amount of the plant and equipment as a replacement if the recognition criteria are satisfied. All other repair and maintenance costs are recognised in profit or loss as incurred. Land and buildings are stated at revalued amount, which is the fair value at the date of the revaluation less accumulated depreciation and any accumulated impairment losses. Fair value is determined from market-based evidence by appraisal that is undertaken by professionally qualified valuers. Revaluations are performed at least once in every five years to ensure that the carrying amount does not differ materially from the fair value of the land and buildings at the reporting date.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.6 Property, plant and equipment and depreciation (cont'd)

Any revaluation surplus is recognised in other comprehensive income and accumulated in equity under the revaluation reserve, except to the extent that it reverses a revaluation decrease of the same asset previously recognised in profit or loss, in which case the increase is recognised in profit or loss to the extent of the decrease previously recognised. A revaluation deficit is recognised in profit or loss, except to the extent that it offsets an existing surplus on the same asset carried in the revaluation surplus.

Any accumulated depreciation as at the revaluation date is eliminated against the gross carrying amount of the asset and the net amount is restated to the revalued amount of the asset. The revaluation surplus included in the revaluation reserve in respect of an asset is transferred directly to retained earnings on retirement or disposal of the asset.

Freehold land has an unlimited useful life and therefore is not depreciated. Capital work-in-progress are not depreciated as these assets are not available for use. Depreciation on other property, plant and equipment is computed on the reducing balance method over the estimated useful lives of the assets as follows:

Buildings	2%
Plant and equipment	10% - 20%
Motor vehicles	20%
Other assets	7.5% - 33.3%

The carrying values of property, plant and equipment are reviewed for impairment when events or changes in circumstances indicate that the carrying value may not be recoverable.

The residual values, useful life and depreciation method are reviewed at each financial year-end, and adjusted prospectively, if appropriate.

An item of property, plant and equipment is derecognised upon disposal or when no future economic benefits are expected from its use or disposal. Any gain or loss on derecognition of the asset is included in the profit or loss in the year the asset is derecognised.

2.7 Investment properties

Investment properties are properties which are held either to earn rental income or for capital appreciation or for both. Investment properties are stated at cost less accumulated depreciation and impairment losses. Freehold land has an unlimited useful life and therefore is not depreciated. Depreciation is computed on the reducing balance method over the estimated useful lives of the assets as follows:

Buildings	2%
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Investment properties are derecognised when either they have been disposed of or when the investment property is permanently withdrawn from use and no future economic benefit is expected from its disposal. Any gain or loss on the retirement or disposal of an investment property is recognised in profit or loss in the year of retirement or disposal.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.8 Goodwill

Goodwill is initially measured at cost. Following initial recognition, goodwill is measured at cost less accumulated impairment losses.

For the purpose of impairment testing, goodwill acquired is allocated, from the acquisition date, to each of the Group's cash-generating units that are expected to benefit from the synergies of the combination.

The cash-generating unit to which goodwill has been allocated is tested for impairment annually and whenever there is an indication that the cash-generating unit may be impaired, by comparing the carrying amount of the cash-generating unit, including the allocated goodwill, with the recoverable amount of the cash-generating unit. Where the recoverable amount of the cash-generating unit is less than the carrying amount, an impairment loss is recognised in the profit or loss. Impairment losses recognised for goodwill are not reversed in subsequent periods.

Where goodwill forms part of a cash-generating unit and part of the operation within that cash-generating unit is disposed of, the goodwill associated with the operation disposed of is included in the carrying amount of the operation when determining the gain or loss on disposal of the operation. Goodwill disposed of in this circumstance is measured based on the relative fair values of the operations disposed of and the portion of the cash-generating unit retained.

2.9 Impairment of non-financial assets

The Group assesses at each reporting date whether there is an indication that an asset may be impaired. If any such indication exists, or when an annual impairment assessment for an asset is required, the Group makes an estimate of the asset's recoverable amount.

An asset's recoverable amount is the higher of an asset's fair value less costs to sell and its value in use. For the purpose of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows (cash-generating units ("CGU")).

In assessing value in use, the estimated future cash flows expected to be generated by the asset are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. Where the carrying amount of an asset exceeds its recoverable amount, the asset is written down to its recoverable amount. Impairment losses recognised in respect of a CGU or groups of CGUs are allocated first to reduce the carrying amount of any goodwill allocated to those units or groups of units and then, to reduce the carrying amount of the other assets in the unit or groups of units on a pro-rata basis.

Impairment losses are recognised in profit or loss except for assets that are previously revalued where the revaluation was taken to other comprehensive income. In this case the impairment is also recognised in other comprehensive income up to the amount of any previous revaluation.

An assessment is made at each reporting date as to whether there is any indication that previously recognised impairment losses may no longer exist or may have decreased. A previously recognised impairment loss is reversed only if there has been a change in the estimates used to determine the asset's recoverable amount since the last impairment loss was recognised. If that is the case, the carrying amount of the asset is increased to its recoverable amount. That increase cannot exceed the carrying amount that would have been determined, net of depreciation, had no impairment loss been recognised previously. Such reversal is recognised in profit or loss unless the asset is measured at revalued amount, in which case the reversal is treated as a revaluation increase. Impairment loss on goodwill is not reversed in a subsequent period.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.10 Subsidiaries

Subsidiaries are entities over which the Group has the power to govern the financial and operating policies so as to obtain benefits from its activities.

In the Company's separate financial statements, investments in subsidiaries are accounted for at cost less impairment losses.

2.11 Financial assets

Financial assets are recognised in the statements of financial position when, and only when, the Group and the Company become a party to the contractual provisions of the financial instrument.

When financial assets are recognised initially, they are measured at fair value, plus, in the case of financial assets not at fair value through profit or loss, directly attributable transaction costs.

The Group and the Company determine the classification of their financial assets at initial recognition, and the categories include financial assets at fair value through profit or loss, loans and receivables, held-to-maturity investments and available-for-sale financial assets.

(a) Financial assets at fair value through profit or loss

Financial assets are classified as financial assets at fair value through profit or loss if they are held for trading or are designated as such upon initial recognition. Financial assets held for trading are derivatives (including separated embedded derivatives) or financial assets acquired principally for the purpose of selling in the near term.

Subsequent to initial recognition, financial assets at fair value through profit or loss are measured at fair value. Any gains or losses arising from changes in fair value are recognised in profit or loss. Net gains or net losses on financial assets at fair value through profit or loss do not include exchange differences, interest and dividend income. Exchange differences, interest and dividend income on financial assets at fair value through profit or loss are recognised separately in profit or loss as part of other losses or other income.

Financial assets at fair value through profit or loss could be presented as current or non-current. Financial assets that is held primarily for trading purposes are presented as current whereas financial assets that is not held primarily for trading purposes are presented as current or non-current based on the settlement date.

(b) Loans and receivables

Financial assets include trade and other receivables with fixed or determinable payments that are not quoted in an active market are classified as loans and receivables.

Subsequent to initial recognition, loans and receivables are measured at amortised cost using the effective interest method. Gains and losses are recognised in profit or loss when the loans and receivables are derecognised or impaired, and through the amortisation process.

Loans and receivables are classified as current assets, except for those having maturity dates later than 12 months after the reporting date which are classified as non-current.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.11 Financial assets (cont'd)

(c) Held-to-maturity investments

Financial assets with fixed or determinable payments and fixed maturity are classified as held-to-maturity when the Group has the positive intention and ability to hold the investment to maturity.

Subsequent to initial recognition, held-to-maturity investments are measured at amortised cost using the effective interest method. Gains and losses are recognised in profit or loss when the held-to-maturity investments are derecognised or impaired, and through the amortisation process.

Held-to-maturity investments are classified as non-current assets, except for those having maturity within 12 months after the reporting date which are classified as current.

(d) Available-for-sale financial assets

Available-for-sale financial assets are financial assets that are designated as available for sale or are not classified in any of the three preceding categories.

After initial recognition, available-for-sale financial assets are measured at fair value. Any gains or losses from changes in fair value of the financial assets are recognised in other comprehensive income, except that impairment losses, foreign exchange gains and losses on monetary instruments and interest calculated using the effective interest method are recognised in profit or loss. The cumulative gain or loss previously recognised in other comprehensive income is reclassified from equity to profit or loss as a reclassification adjustment when the financial asset is derecognised. Interest income calculated using the effective interest method is recognised in profit or loss. Dividends on an available-for-sale equity instrument are recognised in profit or loss when the Group and the Company's right to receive payment is established.

Investments in equity instruments whose fair value cannot be reliably measured are measured at cost less impairment loss.

Available-for-sale financial assets are classified as non-current assets unless they are expected to be realised within 12 months after the reporting date.

A financial asset is derecognised when the contractual right to receive cash flows from the asset has expired. On derecognition of a financial asset in its entirety, the difference between the carrying amount and the sum of the consideration received and any cumulative gain or loss that had been recognised in other comprehensive income is recognised in profit or loss.

Regular way purchases or sales are purchases or sales of financial assets that require delivery of assets within the period generally established by regulation or convention in the marketplace concerned. All regular way purchases and sales of financial assets are recognised or derecognised on the trade date i.e., the date that the Group and the Company commit to purchase or sell the asset.

The Group does not have financial assets classified as fair value through profit and loss, held-to-maturity investments and available-for-sale financial assets during 2010 and 2009.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.12 Impairment of financial assets

The Group assesses at each reporting date whether there is any objective evidence that a financial asset or group of financial assets is impaired.

(a) Trade and other receivables and other financial assets carried at amortised cost

To determine whether there is objective evidence that an impairment loss on financial assets has been incurred, the Group and the Company consider factors such as the probability of insolvency or significant financial difficulties of the debtor and default or significant delay in payments. For certain categories of financial assets, such as trade receivables, assets that are assessed not to be impaired individually are subsequently assessed for impairment on a collective basis based on similar risk characteristics. Objective evidence of impairment for a portfolio of receivables could include the Group's and the Company's past experience of collecting payments, an increase in the number of delayed payments in the portfolio past the average credit period and observable changes in national or local economic conditions that correlate with default on receivables.

If any such evidence exists, the amount of impairment loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows discounted at the financial asset's original effective interest rate. The impairment loss is recognised in profit or loss.

The carrying amount of the financial asset is reduced by the impairment loss directly for all financial assets with the exception of trade receivables, where the carrying amount is reduced through the use of an allowance account. When a trade receivable becomes uncollectible, it is written off against the allowance account. Bad debts are written off when identified.

If in a subsequent period, the amount of the impairment loss decreases and the decrease can be related objectively to an event occurring after the impairment was recognised, the previously recognised impairment loss is reversed to the extent that the carrying amount of the asset does not exceed its amortised cost at the reversal date. The amount of reversal is recognised in profit or loss.

(b) Unquoted equity securities carried at cost

If there is objective evidence (such as significant adverse changes in the business environment where the issuer operates, probability of insolvency or significant financial difficulties of the issuer) that an impairment loss on financial assets carried at cost has been incurred, the amount of the loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows discounted at the current market rate of return for a similar financial asset. Such impairment losses are not reversed in subsequent periods.

(c) Available-for-sale financial assets

Significant or prolonged decline in fair value below cost, significant financial difficulties of the issuer or obligor, and the disappearance of an active trading market are considerations to determine whether there is objective evidence that investment securities classified as available-for-sale financial assets are impaired.

If an available-for-sale financial asset is impaired, an amount comprising the difference between its cost (net of any principal payment and amortisation) and its current fair value, less any impairment loss previously recognised in profit or loss, is transferred from equity to profit or loss.

Impairment losses on available-for-sale equity investments are not reversed in profit or loss in the subsequent periods. Increase in fair value, if any, subsequent to impairment loss is recognised in other comprehensive income. For available-for-sale debt investments, impairment losses are subsequently reversed in profit or loss if an increase in the fair value of the investment can be objectively related to an event occurring after the recognition of the impairment loss in profit or loss.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.13 Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits, and short-term, highly liquid investments that are readily convertible to known amount of cash and which are subject to an insignificant risk of changes in value.

2.14 Inventories

Inventories are stated at the lower of cost and net realisable value. Costs incurred in bringing the inventories to their present location and condition are accounted for as follows:

- Raw materials: purchase costs on a first-in first-out basis.
- Finished goods and work-in-progress: costs of direct materials and labour and a proportion of manufacturing overheads based on normal operating capacity. These costs are assigned on a first-in first-out basis.

Net realisable value is the estimated selling price in the ordinary course of business less estimated costs of completion and the estimated costs necessary to make the sale.

2.15 Provisions

Provisions are recognised when the Group has a present obligation (legal or constructive) as a result of a past event, it is probable that an outflow of economic resources will be required to settle the obligation and the amount of the obligation can be estimated reliably.

Provisions are reviewed at each reporting date and adjusted to reflect the current best estimate. If it is no longer probable that an outflow of economic resources will be required to settle the obligation, the provision is reversed. If the effect of the time value of money is material, provisions are discounted using a current pre tax rate that reflects, where appropriate, the risks specific to the liability. When discounting is used, the increase in the provision due to the passage of time is recognised as a finance cost.

2.16 Government grants

Government grants shall be recognised in profit or loss on a systematic basis over the periods in which the entity recognises as expenses the related costs for which the grants are intended to compensate. Grants related to income may be presented as a credit in profit or loss, either separately or under a general heading such as "Other income". Alternatively, they are deducted in reporting the related expenses.

2.17 Financial liabilities

Financial liabilities are classified according to the substance of the contractual arrangements entered into and the definitions of a financial liability.

Financial liabilities, within the scope of FRS 139, are recognised in the statement of financial position when, and only when, the Group and the Company become a party to the contractual provisions of the financial instrument. Financial liabilities are classified as either financial liabilities at fair value through profit or loss or other financial liabilities.

(a) Financial liabilities at fair value through profit or loss

Financial liabilities at fair value through profit or loss include financial liabilities held for trading and financial liabilities designated upon initial recognition as at fair value through profit or loss.

Financial liabilities held for trading include derivatives entered into by the Group and the Company that do not meet the hedge accounting criteria. Derivative liabilities are initially measured at fair value and subsequently stated at fair value, with any resultant gains or losses recognised in profit or loss. Net gains or losses on derivatives include exchange differences.

The Group and the Company have not designated any financial liabilities as at fair value through profit or loss.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.17 Financial liabilities (cont'd)

(b) Other financial liabilities

The Group's and the Company's other financial liabilities include trade payables and other payables.

Trade and other payables are recognised initially at fair value plus directly attributable transaction costs and subsequently measured at amortised cost using the effective interest method.

For other financial liabilities, gains and losses are recognised in profit or loss when the liabilities are derecognised, and through the amortisation process.

A financial liability is derecognised when the obligation under the liability is extinguished. When an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as a derecognition of the original liability and the recognition of a new liability, and the difference in the respective carrying amounts is recognised in profit or loss.

2.18 Financial guarantee contracts

A financial guarantee contract is a contract that requires the issuer to make specified payments to reimburse the holder for a loss it incurs because a specified debtor fails to make payment when due.

Financial guarantee contracts are recognised initially as a liability at fair value, net of transaction costs. Subsequent to initial recognition, financial guarantee contracts are recognised as income in profit or loss over the period of the guarantee. If the debtor fails to make payment relating to financial guarantee contract when it is due and the Group, as the issuer, is required to reimburse the holder for the associated loss, the liability is measured at the higher of the best estimate of the expenditure required to settle the present obligation at the reporting date and the amount initially recognised less cumulative amortisation.

2.19 Borrowing costs

Borrowing costs are capitalised as part of the cost of a qualifying asset if they are directly attributable to the acquisition, construction or production of that asset. Capitalisation of borrowing costs commences when the activities to prepare the asset for its intended use or sale are in progress and the expenditures and borrowing costs are incurred. Borrowing costs are capitalised until the assets are substantially completed for their intended use or sale.

All other borrowing costs are recognised in profit or loss in the period they are incurred. Borrowing costs consist of interest and other costs that the Group and the Company incurred in connection with the borrowing of funds.

2.20 Employee benefits

(a) Defined contribution plans

The Group makes contributions to the Employee Provident Fund in Malaysia, a defined contribution pension scheme. Contributions to defined contribution pension schemes are recognised as an expense in the period in which the related service is performed.

(b) Short term benefits

Wages, salaries, bonuses and social security contributions are recognised as an expense in the year in which the associated services are rendered by employees. Employee entitlements to annual leave are recognised as liability when they accrue to the employees. The estimated liability for leave is recognised for services rendered by employees up to the reporting date.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.21 Leases

(a) As lessee

Finance leases, which transfer to the Group substantially all the risks and rewards incidental to ownership of the leased item, are capitalised at the inception of the lease at the fair value of the leased asset or, if lower, at the present value of the minimum lease payments. Any initial direct costs are also added to the amount capitalised. Lease payments are apportioned between the finance charges and reduction of the lease liability so as to achieve a constant rate of interest on the remaining balance of the liability. Finance charges are charged to profit or loss. Contingent rents, if any, are charged as expenses in the periods in which they are incurred.

Leased assets are depreciated over the estimated useful life of the asset. However, if there is no reasonable certainty that the Group will obtain ownership by the end of the lease term, the asset is depreciated over the shorter of the estimated useful life and the lease term.

Operating lease payments are recognised as an expense in profit or loss on a straight-line basis over the lease term. The aggregate benefit of incentives provided by the lessor is recognised as a reduction of rental expense over the lease term on a straight-line basis.

(b) As lessor

Leases where the Group retains substantially all the risks and rewards of ownership of the asset are classified as operating leases. Initial direct costs incurred in negotiating an operating lease are added to the carrying amount of the leased asset and recognised over the lease term on the same bases as rental income. The accounting policy for rental income is set out in Note 2.22(d).

2.22 Revenue recognition

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Group and the revenue can be reliably measured. Revenue is measured at the fair value of consideration received or receivable.

(a) Sale of goods

Revenue from sale of goods is recognised upon the transfer of significant risk and rewards of ownership of the goods to the customer and measured net of sales taxes.

(b) Interest income

Interest income is recognised on an accrual basis using the effective yield method.

(c) Dividend income

Dividend income is recognised when the Group's right to receive payment is established.

(d) Rental income

Rental income from investment property is recognised on a straight-line basis over the term of the lease.

2.23 Income tax

(a) Current tax

Current tax assets and liabilities are measured at the amount expected to be recovered from or paid to the taxation authorities. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted by the reporting date.

Current taxes are recognised in profit or loss except to the extent that the tax relates to items recognised outside profit or loss, either in other comprehensive income or directly in equity.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.23 Income tax (cont'd)

(b) Deferred tax

Deferred tax is provided using the liability method on temporary differences at the reporting date between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes.

Deferred tax liabilities are recognised for all temporary differences, except:

- where the deferred tax liability arises from the initial recognition of goodwill or of an asset or liability in a transaction that is not a business combination and, at the time of the transaction, affects neither the accounting profit nor taxable profit or loss; and
- in respect of taxable temporary differences associated with investments in subsidiaries, associates and interests in joint ventures, where the timing of the reversal of the temporary differences can be controlled and it is probable that the temporary differences will not reverse in the foreseeable future.

Deferred tax assets are recognised for all deductible temporary differences, carry forward of unused tax credits and unused tax losses, to the extent that it is probable that taxable profit will be available against which the deductible temporary differences, and the carry forward of unused tax credits and unused tax losses can be utilised except:

- where the deferred tax asset relating to the deductible temporary difference arises from the initial recognition of an asset or liability in a transaction that is not a business combination and, at the time of the transaction, affects neither the accounting profit nor taxable profit or loss; and
- in respect of deductible temporary differences associated with investments in subsidiaries, associates and interests in joint ventures, deferred tax assets are recognised only to the extent that it is probable that the temporary differences will reverse in the foreseeable future and taxable profit will be available against which the temporary differences can be utilised.

The carrying amount of deferred tax assets is reviewed at each reporting date and reduced to the extent that it is no longer probable that sufficient taxable profit will be available to allow all or part of the deferred tax asset to be utilised. Unrecognised deferred tax assets are reassessed at each reporting date and are recognised to the extent that it has become probable that future taxable profit will allow the deferred tax assets to be utilised.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply to the year when the asset is realised or the liability is settled, based on tax rates and tax laws that have been enacted or substantively enacted at the reporting date.

Deferred tax items in relation to the underlying transaction that do not affect profit or loss are recognised either in other comprehensive income or directly in equity.

Deferred tax assets and deferred tax liabilities are offset, if a legally enforceable right exists to set off current tax assets against current tax liabilities and the deferred taxes relate to the same taxable entity and the same taxation authority.

Notes to the Financial Statements (cont'd)

31 December, 2010

2. Summary of significant accounting policies (cont'd)

2.23 Income tax (cont'd)

(c) Sales tax

Revenues, expenses and assets are recognised net of the amount of sales tax except:

- Where the sales tax incurred in a purchase of assets or services is not recoverable from the taxation authority, in which case the sales tax is recognised as part of the cost of acquisition of the asset or as part of the expense item as applicable; and
- Receivables and payables that are stated with the amount of sales tax included.

The net amount of sales tax recoverable from, or payable to, the taxation authority is included as part of receivables or payables in the statements of financial position.

2.24 Segment reporting

For management purposes, the Group is organised into operating segments based on their products and services which are independently managed by the respective segment managers responsible for the performance of the respective segments under their charge. The segment managers report directly to the management of the Company who regularly review the segment results in order to allocate resources to the segments and to assess the segment performance. Additional disclosures on each of these segments are shown in Note 29, including the factors used to identify the reportable segments and the measurement basis of segment information.

2.25 Share capital and share issuance expenses

An equity instrument is any contract that evidences a residual interest in the assets of the Group and the Company after deducting all of its liabilities. Ordinary shares are equity instruments.

Ordinary shares are recorded at the proceeds received, net of directly attributable incremental transaction costs. Ordinary shares are classified as equity. Dividends on ordinary shares are recognised in equity in the period in which they are declared.

2.26 Contingencies

A contingent liability or asset is a possible obligation or asset that arises from past events and whose existence will be confirmed only by the occurrence or non-occurrence of uncertain future events not wholly within the control of the Group.

Contingent liabilities and assets are not recognised in the statements of financial position of the Group.

3. Significant accounting estimates and judgements

The preparation of the Group's financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts of revenues, expenses, assets and liabilities, and the disclosure of contingent liabilities at the reporting date. However, uncertainty about these assumptions and estimates could result in outcomes that could require a material adjustment to the carrying amount of the asset or liability affected in the future.

Notes to the Financial Statements (cont'd)

31 December, 2010

3. Significant accounting estimates and judgements (cont'd)

3.1 Key sources of estimation uncertainty

The key assumptions concerning the future and other key sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

(a) Impairment of goodwill

Goodwill is tested for impairment annually and at other times when such indicators exist. This requires an estimation of the value in use of the cash-generating units to which goodwill are allocated.

When value in use calculations are undertaken, management must estimate the expected future cash flows from the asset or cash-generating unit and choose a suitable discount rate in order to calculate the present value of those cash flows. Further details of the carrying value, the key assumptions applied in the impairment assessment of goodwill and sensitivity analysis to changes in the assumptions are given in Note 14.

(b) Impairment of property, plant and equipment

The Group assesses whether there are any indicators of impairment for all non-financial assets at each reporting date. Other non-financial assets are tested for impairment when there are indicators that the carrying amounts may not be recoverable.

During the current financial year, the Group has recognised impairment losses in respect of a subsidiary's property, plant and equipment. The Group carried out the impairment test based on a variety of estimation including the value in use of the cash-generating units ("CGU") to which property, plant and equipment are allocated. Estimating the value in use requires the Group to make an estimate of the expected future cash flows from the CGU and also to choose a suitable discount rate in order to calculate the present value of those cash flows. The carrying amount of property, plant and equipment of the Group and the Company as at 31 December, 2010 were RM68,574,323 (2009: RM71,984,493) and RM293,095 (2009: RM355,582) respectively. Further details of the impairment losses recognised for property, plant and equipment are disclosed in Note 11(b) respectively.

(c) Impairment of investment in subsidiaries, loans and receivables

The Group assesses at each reporting date whether there is any objective evidence that a financial asset is impaired. To determine whether there is objective evidence of impairment, the Group considers factors such as the probability of insolvency or significant financial difficulties of the debtor and default or significant delay in payments.

Where there is objective evidence of impairment, the amount and timing of future cash flows are estimated based on historical loss experience for assets with similar credit risk characteristics. Further details of the carrying value and impairment losses recognised for investment in subsidiaries are disclosed in Note 13. The carrying amount of the Group's loans and receivables at the reporting date is disclosed in Note 16.

(d) Deferred tax assets

Deferred tax assets are recognised for all unused tax losses to the extent that it is probable that taxable profit will be available against which the losses can be utilised. Significant management judgement is required to determine the amount of deferred tax assets that can be recognised, based on the likely timing and level of future taxable profits together with future tax planning strategies.

Notes to the Financial Statements (cont'd)

31 December, 2010

3. Significant accounting estimates and judgements (cont'd)

3.1 Key sources of estimation uncertainty (cont'd)

(d) Deferred tax assets (cont'd)

Assumptions about generation of future taxable profits depend on management's estimates of future cash flows. These depends on estimates of future production and sales volume, operating costs, capital expenditure, dividends and other capital management transactions. Judgement is also required about application of income tax legislation. These judgements and assumptions are subject to risks and uncertainty, hence there is a possibility that changes in circumstances will alter expectations, which may impact the amount of deferred tax assets recognised in the statements of financial position and the amount of unrecognised tax losses and unrecognised temporary differences. The carrying value of recognised tax losses of the Group as at 31 December, 2010 was RMNil (2009 : RM103,752).

4. Revenue

Revenue of the Group represents the invoiced value of goods sold less returns and trade discounts. Intragroup transactions are excluded from the Group's revenue.

Other income of the Group principally consists of interest income.

5. Cost of sales

Cost of sales represents cost of inventories sold.

Notes to the Financial Statements (cont'd)

31 December, 2010

6. Profit before tax

The following items have been included in arriving at profit before tax:

	Group		Company	
	2010 RM	2009 RM	2010 RM	2009 RM
Auditors' remuneration				
Statutory audits	91,500	82,500	25,000	21,000
Other services	35,100	47,300	5,000	11,400
Allowance for doubtful debts	155,607	284,767	-	-
Bad debts written off	153,047	52,815	-	-
Employee benefits expenses excluding directors' remuneration (Note 7)	30,818,273	29,245,117	215,605	176,253
Directors' fees (Note 8)	835,000	835,000	550,000	550,000
Directors' other emoluments (Note 8)	7,775,516	7,748,977	1,423,596	1,391,734
Depreciation of property, plant and equipment (Note 11)	4,183,114	4,704,114	62,520	88,243
Depreciation of investment properties (Note 12)	16,518	16,855	-	-
Impairment loss on property, plant and equipment (Note 11)	401,852	995,209	-	-
Impairment loss on cost of investment in subsidiary (Note 13)	-	-	4,319,000	-
Impairment loss on goodwill (Note 14)	4,319,000	-	-	-
Inventories written down	48,933	36,302	-	-
Inventories written off	264,579	-	-	-
Property, plant and equipment written off	34,320	57,732	1	-
Realised exchange losses	597,380	473,383	-	-
Rental expenses	323,170	333,130	28,200	27,750
and crediting:				
Reversal of impairment loss on trade receivables (Note 16)	23,537	38,014	-	-
Bad debts recovered	-	103	-	-
Gross dividend income	-	-	26,874,000	17,916,000
Gain/(loss) on disposal of property, plant and equipment	313	84,774	-	(55)
Interest income	1,296,351	733,707	321,855	265,173
Rental income	20,190	21,840	-	-

7. Employee benefits expense

	Group		Company	
	2010 RM	2009 RM	2010 RM	2009 RM
Wages and salaries	27,637,936	26,149,210	191,391	156,411
Defined contribution plan	2,827,729	2,740,640	22,990	18,836
Social security costs	304,020	296,129	1,224	1,006
Other staff related expenses	48,588	59,138	-	-
	30,818,273	29,245,117	215,605	176,253

Notes to the Financial Statements (cont'd)

31 December, 2010

8. Key management personnel compensation

The details of remuneration for key management during the year are as follows:

	Group		Company	
	2010	2009	2010	2009
	RM	RM	RM	RM
Directors of the Company				
Executive:				
Salaries and other emoluments	1,251,046	1,227,046	1,250,946	1,226,746
Defined contribution plan	149,150	146,488	149,150	146,488
Fees	140,000	140,000	110,000	110,000
Benefits-in-kind	60,170	37,692	37,505	33,877
	1,600,366	1,551,226	1,547,601	1,517,111
Non-Executive (but holding executive position in subsidiaries):				
Salaries and other emoluments	2,439,173	2,369,004	13,600	9,500
Defined contribution plan	290,165	282,258	-	-
Fees	310,000	310,000	220,000	220,000
Benefits-in-kind	118,912	112,796	-	-
	3,158,250	3,074,058	233,600	229,500
Non-Executive:				
Other emoluments	9,900	9,000	9,900	9,000
Fees	220,000	220,000	220,000	220,000
	229,900	229,000	229,900	229,000
Directors of Subsidiaries				
Executive:				
Salaries and other emoluments	3,247,391	3,337,602	-	-
Defined contribution plan	388,691	377,379	-	-
Fees	135,000	135,000	-	-
Benefits-in-kind	157,261	167,544	-	-
	3,928,343	4,017,525	-	-
Non-Executive				
Other emoluments	-	200	-	-
Fees	30,000	30,000	-	-
	30,000	30,200	-	-
Total	8,946,859	8,902,009	2,011,101	1,975,611
Directors' remuneration analysed by:				
Salaries and other emoluments	6,947,510	6,942,852	1,274,446	1,245,246
Defined contribution plan	828,006	806,125	149,150	146,488
Total directors' remuneration (excluding benefits-in-kind) (Note 6)				
Fees (Note 6)	835,000	835,000	550,000	550,000
Benefits-in-kind	336,343	318,032	37,505	33,877
Total directors' remuneration	8,946,859	8,902,009	2,011,101	1,975,611

Notes to the Financial Statements (cont'd)

31 December, 2010

8. Key management personnel compensation (cont'd)

The number of directors of the Company whose total remuneration during the year fell within the following bands is analysed below:

	Number of Directors	
	2010	2009
Executive Directors:		
RM400,001 - RM450,000	-	1
RM450,001 - RM500,000	1	-
RM1,100,001 - RM1,150,000	1	1
Non-Executive Directors:		
RM50,001 - RM100,000	4	4
RM350,001 - RM400,000	1	1
RM450,001 - RM500,000	-	1
RM500,001 - RM550,000	1	-
RM1,100,001 - RM1,150,000	2	2

The remuneration of Non-Executive Directors is inclusive of 4 directors holding executive position in subsidiaries.

9. Income tax expense

Major components of income tax expense

The major components of income tax expense for the years ended 31 December, 2010 and 2009 are:

	Group		Company	
	2010 RM	2009 RM	2010 RM	2009 RM
Statement of comprehensive income:				
Current income tax:				
- Malaysia income tax	9,540,499	9,253,889	6,203,000	3,941,442
- (Over)/underprovision in prior years	(34,539)	(17,908)	50,537	(1,939)
	9,505,960	9,235,981	6,253,537	3,939,503
Deferred tax (Note 20):				
- Origination and reversal of temporary differences	(134,424)	(212,918)	2,058	(4,373)
- Under/(over)provision in prior years	31,933	(103,695)	-	-
	(102,491)	(316,613)	2,058	(4,373)
Income tax expense recognised in profit or loss	9,403,469	8,919,368	6,255,595	3,935,130
Deferred income tax related to other comprehensive income (Note 20):				
- Effects of adopting the amendment to FRS 117	-	252,890	-	-
- Relating to surplus on revaluation of freehold land and buildings	-	683,007	-	-
- Relating to deficit on revaluation of freehold land and buildings	-	(686,998)	-	-
	-	248,899	-	-

Notes to the Financial Statements (cont'd)

31 December, 2010

9. Income tax expense (cont'd)

Reconciliation between tax expense and accounting profit

A reconciliation between tax expense and the product of accounting profit multiplied by the applicable corporate tax rate for the years ended 31 December, 2010 and 2009 are as follows:

	Group		Company	
	2010 RM	2009 RM	2010 RM	2009 RM
Profit before tax	32,742,314	35,799,865	20,256,329	15,515,057
Taxation at Malaysian statutory tax rate of 25% (2009: 25%)	8,185,579	8,949,966	5,064,082	3,878,764
Adjustments:				
Non-deductible expenses	1,335,743	492,173	1,140,976	58,305
Expenses with double deduction	(115,247)	(106,882)	-	-
Benefits from utilisation of reinvestment allowances	-	(294,286)	-	-
(Over)/underprovision of income tax expense in prior years	(34,539)	(17,908)	50,537	(1,939)
Under/(over) provision of deferred tax in prior years	31,933	(103,695)	-	-
Income tax expense recognised in profit or loss	9,403,469	8,919,368	6,255,595	3,935,130

Domestic income tax is calculated at the Malaysian statutory tax rate of 25% (2009: 25%) of the estimated assessable profit for the year.

10. Earnings per share

Earnings per share amounts are calculated by dividing profit for the year, net of tax, attributable to owners of the parent by the weighted average number of ordinary shares in issue during the financial year.

	Group	
	2010	2009
Profit net of tax attributable to owners of the parent (RM)	23,338,845	26,880,497
Weighted average number of ordinary shares in issue*	120,000,000	120,000,000
Basic earnings per share (sen)	19.45	22.40
Diluted earnings per share (sen)	19.45	22.40

* After taking into account the effect of the share split from 60,000,000 shares to 120,000,000 shares.

Notes to the Financial Statements (cont'd)

31 December, 2010

11. Property, plant and equipment

Group	Freehold land and buildings RM	Long term leasehold land and buildings RM	Short term leasehold land and buildings RM	At cost			Total RM
				Plant and equipment RM	Motor vehicles RM	Other assets RM	
Cost or Valuation	At valuation	At valuation	At valuation	At cost	At cost	At cost	At cost
At 1 January, 2009	19,035,964	929,177	22,199,492	56,198,235	14,260,377	7,182,278	119,805,523
Effects of adopting the amendments to FRS 117	-	964,696	4,923,218	-	-	-	5,887,914
As restated	19,035,964	1,893,873	27,122,710	56,198,235	14,260,377	7,182,278	125,693,437
Additions	13,800	-	332,107	572,236	683,388	322,139	1,923,670
Revaluation surplus	268,946	35,663	4,493	-	-	-	309,102
Disposals/written off	-	-	-	(213,368)	(910,597)	(157,489)	(1,281,454)
Reclassification	9,920	-	(9,920)	98,500	-	(98,500)	-
At 31 December, 2009 and 1 January, 2010	19,328,630	1,929,536	27,449,390	56,655,603	14,033,168	7,248,428	126,644,755
At 1 January, 2010	19,328,630	1,011,785	21,529,101	56,655,603	14,033,168	7,248,428	119,806,715
Effects of adopting the amendments to FRS 117	-	917,751	5,920,289	-	-	-	6,838,040
As restated	19,328,630	1,929,536	27,449,390	56,655,603	14,033,168	7,248,428	126,644,755
Additions	-	-	179,883	204,907	670,822	254,342	1,309,954
Disposals/written off	-	-	(1,480)	(39,930)	(389,216)	(83,006)	(513,632)
Reclassification	-	-	125,241	-	-	(125,241)	-
At 31 December, 2010	19,328,630	1,929,536	27,753,034	56,820,580	14,314,774	7,294,523	127,441,077

Notes to the Financial Statements (cont'd)

31 December, 2010

11. Property, plant and equipment (cont'd)

Group	Freehold land and buildings RM	Long term leasehold land and buildings RM	Short term leasehold land and buildings RM	Plant and equipment RM	Motor vehicles RM	Other assets RM	Total RM
Accumulated depreciation and impairment loss:							
At 1 January, 2009	2,238,075	95,103	2,296,220	32,849,362	7,950,597	3,722,901	49,152,258
Effects of adopting the amendments to FRS 117	-	95,140	707,209	-	-	-	802,349
As restated	2,238,075	190,243	3,003,429	32,849,362	7,950,597	3,722,901	49,954,607
Depreciation charge for the year (Note 6)	323,455	29,293	515,961	2,294,279	1,073,092	468,034	4,704,114
Disposals/written off	-	-	-	(185,051)	(700,817)	(107,800)	(993,668)
Impairment loss recognised in profit or loss (Note 6)	-	-	-	995,209	-	-	995,209
At 31 December, 2009 and 1 January, 2010	2,561,530	219,536	3,519,390	35,953,799	8,322,872	4,083,135	54,660,262
At 1 January, 2010	2,561,530	111,785	2,699,101	35,953,799	8,322,872	4,083,135	53,732,222
Effects of adopting the amendments to FRS 117	-	107,751	820,289	-	-	-	928,040
As restated	2,561,530	219,536	3,519,390	35,953,799	8,322,872	4,083,135	54,660,262
Depreciation charge for the year (Note 6)	318,148	30,170	510,419	2,073,249	825,512	425,616	4,183,114
Disposals/written off	-	-	(369)	(26,205)	(295,442)	(56,458)	(378,474)
Impairment loss recognised in profit or loss (Note 6)	-	-	-	401,852	-	-	401,852
At 31 December, 2010	2,879,678	249,706	4,029,440	38,402,695	8,852,942	4,452,293	58,866,754
Net carrying amount:							
At 31 December, 2009	16,767,100	1,710,000	23,930,000	20,701,804	5,710,296	3,165,293	71,984,493
At 31 December, 2010	16,448,952	1,679,830	23,723,594	18,417,885	5,461,832	2,842,230	68,574,323

Notes to the Financial Statements (cont'd)

31 December, 2010

11. Property, plant and equipment (cont'd)

Company	Office equipment RM	Furniture and fittings RM	Motor vehicles RM	Total RM
Cost				
At 1 January, 2009	36,769	12,691	809,148	858,608
Additions	1,625	-	-	1,625
Disposals	(1,200)	-	-	(1,200)
At 31 December, 2009 and 1 January, 2010	37,194	12,691	809,148	859,033
Additions	34	-	-	34
Written off	(145)	-	-	(145)
At 31 December, 2010	37,083	12,691	809,148	858,922
Accumulated depreciation				
At 1 January, 2009	24,056	8,617	382,700	415,373
Charge for the year (Note 6)	2,550	403	85,290	88,243
Disposal	(165)	-	-	(165)
At 31 December, 2009 and 1 January, 2010	26,441	9,020	467,990	503,451
Charge for the year (Note 6)	1,845	363	60,312	62,520
Written off	(144)	-	-	(144)
At 31 December, 2010	28,142	9,383	528,302	565,827
Net carrying amount:				
At 31 December, 2009	10,753	3,671	341,158	355,582
At 31 December, 2010	8,941	3,308	280,846	293,095

(a) Freehold land and buildings and leasehold buildings were revalued on 21 December, 2009 by accredited independent valuers. Valuations were made on the basis of open market values.

At 31 December, 2010, had the revalued land and buildings of the Group been carried under the cost model, the carrying amount would have been RM32,296,767 (2009 : RM29,114,806).

(b) The management of Hup Seng Perusahaan Makanan (M) Sdn. Bhd., a subsidiary of the Group, carried out a review of the recoverable amount of its property, plant and equipment during the financial year. The recoverable amount was based on value-in-use and was determined at the cash-generating unit ("CGU"). In determining value-in-use for the CGU, the cash flows were discounted at a rate of 10% on a pre-tax basis. An impairment loss of RM401,852 (2009 : RM995,209), representing the write-down of the assets to the recoverable amount was recognised in "Cost of Sales" line item of the statement of comprehensive income for the financial year ended 31 December, 2010.

(c) Other assets include computer, office equipment, electrical installation, renovation, furniture and fittings and capital work-in-progress which comprises machinery under installation amounting to RM1,285 (2009 : RM125,241).

Notes to the Financial Statements (cont'd)

31 December, 2010

12. Investment properties

	Group	
	2010	2009
	RM	RM
Cost Model		
At 1 January	1,865,671	1,882,526
Less: Charge for the year (Note 6)	(16,518)	(16,855)
At 31 December	1,849,153	1,865,671
Fair value of investment properties	2,200,875	2,217,280

These properties are held to earn rentals or for capital appreciation or both.

The fair value of investment properties has been based on valuations performed by accredited independent valuers on the basis of open market values. The valuations are based on the depreciated replacement cost method that makes reference to the cost of replacing the buildings as new and allowing for depreciation for physical, functional and economic obsolescence.

13. Investment in subsidiaries

	Company	
	2010	2009
	RM	RM
Unquoted shares, at cost	67,914,211	65,327,211
Less : Impairment loss (Note 6)	(4,319,000)	-
	63,595,211	65,327,211

The subsidiary companies are:

Name	Country of incorporation	Principal activities	Proportion (%) of ownership interest	
			2010	2009
Hup Seng Perusahaan Makanan (M) Sdn. Bhd.	Malaysia	Manufacture and sales of biscuits	100%	100%
Hup Seng Hoon Yong Brothers Sdn. Bhd.	Malaysia	Sales and distribution of biscuits, confectionery and other foodstuff	100%	100%
In-Comix Food Industries Sdn. Bhd.	Malaysia	Manufacture and wholesale of coffee mix and all kinds of foodstuff	100%	100%

The amounts owing by the subsidiary companies, which arose mainly from advances, are unsecured, non-interest bearing and repayable on demand.

Notes to the Financial Statements (cont'd)

31 December, 2010

14. Goodwill on consolidation

	Group	
	2010 RM	2009 RM
At 1 January	13,227,508	13,227,508
Less: Impairment loss (Note 6)	(4,319,000)	-
At 31 December	8,908,508	13,227,508

Impairment testing for goodwill

Goodwill arose from acquisition of a subsidiary, In-Comix Food Industries Sdn. Bhd. on 12 July, 2005. This subsidiary is considered as a CGU to which the goodwill was attached for the impairment test.

Key assumptions used in value-in-use calculations

The recoverable amount of the CGU has been determined based on value-in-use calculations using cash flows projections from financial budgets approved by management covering a five-year period. Cash flows beyond the five-year period are conservatively assumed to have a zero growth.

(i) Budgeted gross margin

The basis used to determine the value assigned to the budgeted gross margin is the average gross margin achieved in the year immediately before the budgeted year increased for expected efficiency improvements.

(ii) Growth rate

The weighted average growth rates used are based on the Group's projection of future growth rate.

(iii) Discount rate

The discount rates used are pre-tax and reflect specific risks relating to the industry.

(iv) Raw materials price inflation

The basis used to determine the value assigned to the raw materials is based on the forward price contracted.

Sensitivity to changes in assumptions

With regard to the assessment of value-in-use, management believes that no reasonable possible change in any of the above key assumptions would cause the carrying value of goodwill to materially exceed the recoverable amount.

Impairment loss recognised

During the financial year, an impairment loss was recognised to write-down the carrying amount of goodwill. The impairment loss of RM4,319,000 (2009 : RM Nil) has been recognised in the statement of comprehensive income under the line item "Administrative expenses".

Notes to the Financial Statements (cont'd)

31 December, 2010

15. Inventories

	Group	
	2010	2009
	RM	RM
At cost:		
Raw materials	13,338,651	14,498,542
Finished goods	2,647,529	1,462,550
Spares and fuel	3,880,748	3,407,405
Trading inventories	4,196,769	2,835,597
Work-in-progress	396,910	329,014
	<hr/>	<hr/>
	24,460,607	22,533,108
At net realisable value:		
Containers	945,204	885,366
	<hr/>	<hr/>
	25,405,811	23,418,474

Inventories of containers are stated at estimated net realisable value based on the estimated quantity of tin containers in circulation at the date of the statement of financial position.

16. Trade and other receivables

	Group		Company	
	2010	2009	2010	2009
	RM	RM	RM	RM
Current				
Trade receivables				
Third parties	33,004,568	31,680,068	-	-
Less : Allowance for doubtful debts	(336,913)	(375,053)	-	-
	<hr/>	<hr/>	<hr/>	<hr/>
Trade receivables, net	32,667,655	31,305,015	-	-
Other receivables				
Deposits	130,138	134,824	11,500	11,500
Interest receivable from fixed and short term deposits	91,170	155,040	15,442	81,461
Sundry receivables	475,108	660,140	-	-
	<hr/>	<hr/>	<hr/>	<hr/>
	696,416	950,004	26,942	92,961
	<hr/>	<hr/>	<hr/>	<hr/>
Total trade and other receivables (current)	33,364,071	32,255,019	26,942	92,961

Notes to the Financial Statements (cont'd)

31 December, 2010

16. Trade and other receivables (cont'd)

Trade Receivables

Trade receivables are non-interest bearing and are generally on 30 to 60 day (2009: 30 to 60 day) terms. They are recognised at their original invoice amounts which represent their fair values on initial recognition.

Past due trade receivables

The Group's past due trade receivables are as follows:

	Group	
	2010	2009
	RM	RM
1 to 30 days past due not impaired	6,004,162	6,239,386
31 to 60 days past due not impaired	2,903,859	2,384,361
61 to 90 days past due not impaired	362,671	744,140
91 to 120 days past due not impaired	121,622	115,485
More than 121 days past due not impaired	12,473	74,234
	9,404,787	9,557,606
Impaired	336,913	375,053
	9,741,700	9,932,659

Receivables that are past due but not impaired

The Group has trade receivables amounting to RM9,404,787 (2009: RM9,557,606) that are past due at the reporting date but not impaired.

At the reporting date, trade receivables arising from export sales amounting to RM453,679 (2009: RM 714,142) have been arranged to be settled via letters of credit issued by reputable banks in countries where the customers are based. The remaining balance of receivables that are past due but not impaired are unsecured in nature.

Receivables that are impaired

The Group's trade receivables that are impaired at the reporting date and the movement of the allowance accounts used to record the impairment are as follows:

Movement in allowance accounts (Individually impaired):

	Group	
	2010	2009
	RM	RM
At 1 January	375,053	187,698
Charge for the year (Note 6)	155,607	284,767
Written off	(170,210)	(59,398)
Reversal of impairment losses (Note 6)	(23,537)	(38,014)
At 31 December	336,913	375,053

Trade receivables that are individually determined to be impaired at the reporting date relate to debtors that are in significant financial difficulties and have defaulted on payments. These receivables are not secured by any collateral or credit enhancements.

Notes to the Financial Statements (cont'd)

31 December, 2010

17. Cash and bank balances

	Group		Company	
	2010 RM	2009 RM	2010 RM	2009 RM
Deposits with licensed banks	44,593,498	39,846,000	12,512,500	11,050,000
Cash and bank balances	9,102,727	2,373,598	72,064	126,172
Cash and cash equivalents	53,696,225	42,219,598	12,584,564	11,176,172

Cash at banks earns interest at floating rates based on daily bank deposit rates. Short-term deposits are made for varying periods of between one day to one year depending on the immediate cash requirements of the Group and the Company, and earn interests at the respective short-term deposit rates. The weighted average effective interest rates as at 31 December, 2010 for the Group and the Company were 2.05% to 3.4% (2009: 1.5% to 3.5%) and 2.9% to 3.4% (2009: 1.5% to 3.5%) respectively.

18. Bank borrowings

The bank facilities granted to subsidiaries are secured by way of corporate guarantee by the Company, which amounted to RM2,290,000 (2009 : RM2,290,000), are repayable upon demand and bear interests ranging from 1% - 1.5% (2009 : 1% - 1.5%) above the bank's base lending rate per annum. The facilities were not utilised as at reporting date.

19. Trade and other payables

	Group		Company	
	2010 RM	2009 RM	2010 RM	2009 RM
Current				
Trade payables				
Third parties	18,998,480	17,293,886	-	-
Other payables				
Payroll liabilities	7,449,296	7,198,041	477,328	459,573
Duties and other taxes payable	905,606	780,666	-	-
Sundry suppliers	1,684,335	1,416,471	8,872	4,264
Accrued expenses	5,014,675	4,867,820	571,385	638,201
Containers refundable deposits	1,765,963	1,867,050	-	-
	16,819,875	16,130,048	1,057,585	1,102,038
Total trade and other payables, represented total financial liabilities carried at amortised cost	35,818,355	33,423,934	1,057,585	1,102,038

Trade payables

Trade payables are non-interest bearing. Trade payables are normally settled on 30 to 90 day (2009 : 30 to 90 day) terms.

Notes to the Financial Statements (cont'd)

31 December, 2010

20. Deferred tax liabilities/(assets)

	Group		Company	
	2010 RM	2009 RM (restated)	2010 RM	2009 RM
At 1 January	8,481,595	8,549,309	(1,335)	3,038
Recognised in profit or loss (Note 9)	(102,491)	(316,613)	2,058	(4,373)
Recognised in other comprehensive income (Note 9)	-	248,899	-	-
At 31 December	8,379,104	8,481,595	723	(1,335)
Presented after appropriate offsetting as follows:				
Deferred tax assets	(384,719)	(483,543)	(10,155)	(9,749)
Deferred tax liabilities	8,763,823	8,965,138	10,878	8,414
	8,379,104	8,481,595	723	(1,335)

The components and movements of deferred tax liabilities and assets during the financial year prior to offsetting are as follows:

Deferred tax liabilities of the Group:

	Property, Plant and Equipment RM	Revaluation of Property, Plant and Equipment RM (restated)	Total RM
At 1 January, 2010	6,729,391	2,235,747	8,965,138
Recognised in profit or loss	(191,655)	(9,660)	(201,315)
At 31 December, 2010	6,537,736	2,226,087	8,763,823
At 1 January, 2009	7,160,131	1,999,348	9,159,479
Recognised in profit or loss	(430,740)	(12,500)	(443,240)
Recognised in other comprehensive income	-	248,899	248,899
At 31 December, 2009	6,729,391	2,235,747	8,965,138

Notes to the Financial Statements (cont'd)

31 December, 2010

20. Deferred tax liabilities/(assets) (cont'd)

The components and movements of deferred tax liabilities and assets during the financial year prior to offsetting are as follows: (cont'd)

Deferred tax assets of the Group:

	Unutilised Tax losses RM	Others RM	Total RM
At 1 January, 2010	(103,752)	(379,791)	(483,543)
Recognised in profit or loss	103,752	(4,928)	98,824
At 31 December, 2010	-	(384,719)	(384,719)
At 1 January, 2009	(283,676)	(326,494)	(610,170)
Recognised in profit or loss	179,924	(53,297)	126,627
At 31 December, 2009	(103,752)	(379,791)	(483,543)

Deferred tax liability of the Company:

	Property, plant and equipment	
	2010 RM	2009 RM
At 1 January	8,414	12,554
Recognised in profit or loss	2,464	(4,140)
At 31 December	10,878	8,414

Deferred tax asset of the Company:

	Others	
	2010 RM	2009 RM
At 1 January	(9,749)	(9,516)
Recognised in profit or loss	(406)	(233)
At 31 December	(10,155)	(9,749)

Notes to the Financial Statements (cont'd)

31 December, 2010

21. Share capital

	Number of Ordinary Shares #		Amount	
	2010	2009	2010 RM	2009 RM
Authorised:				
At 1 January	100,000,000	100,000,000	100,000,000	100,000,000
Effect of share split #	100,000,000	-	-	-
At 31 December	200,000,000	100,000,000	100,000,000	100,000,000
Issued and fully paid:				
At 1 January	60,000,000	60,000,000	60,000,000	60,000,000
Effect of share split #	60,000,000	-	-	-
At 31 December	120,000,000	60,000,000	60,000,000	60,000,000

The shareholders of the Company at the Extraordinary General Meeting held on 12 January, 2010 have approved that:

- (a) its authorised share capital of 100,000,000 unit of ordinary shares of RM1.00 each be subdivided into 200,000,000 unit of new ordinary shares of RM0.50 each ("Share Split");
- (b) its issued and fully paid 60,000,000 unit of ordinary shares of RM1.00 each be subdivided into 120,000,000 unit of new ordinary shares of RM0.50 each ("Share Split").

This Share Split was effective on 3 February, 2010.

22. Other reserve

The other reserve represents the increase in the fair value of land and buildings, net of tax, and decreases to the extent that such decreases relate to an increase on the same asset previously recognised in other comprehensive income.

23. Retained earnings

Prior to the year of assessment 2008, Malaysian companies adopted the full imputation system. In accordance with the Finance Act 2007 which was gazetted on 28 December, 2007, companies shall not be entitled to deduct tax on dividend paid, credited or distributed to its shareholders, and such dividends will be exempted from tax in the hands of the shareholders ("single tier system"). However, there is a transitional period of six years, expiring on 31 December, 2013, to allow companies to pay franked dividends to their shareholders under limited circumstances. Companies also have an irrevocable option to disregard the 108 balance and opt to pay dividends under the single tier system. The change in the tax legislation also provides for the 108 balance to be locked-in as at 31 December, 2007 in accordance with Section 39 of the Finance Act 2007.

The Company has elected for the irrevocable option to disregard the 108 balance as at 31 December, 2009. Hence, the Company may distribute dividends out of its entire retained earnings as at 31 December, 2010 and 2009 under the single tier system.

Notes to the Financial Statements (cont'd)

31 December, 2010

24. Related party transactions

- (a) In addition to the transactions detailed elsewhere in the financial statements, the Group and the Company had the following transactions with related parties during the financial year:

	Note	2010 RM	2009 RM
Group			
Rental of premises payable to:			
- Hup Seng Brothers Holdings Sdn. Bhd.	(i)	145,200	145,200
- Tiong Bee Industries Sdn. Bhd.	(ii)	60,000	60,000
Purchase of packing materials:			
- Tomypak Holdings Berhad	(iii)	-	3,114,379
<hr/>			
Company			
From subsidiary companies:			
Dividend received		26,874,000	17,916,000
<hr/>			

The Directors are of the opinion that all the transactions above have been entered into in the normal course of business and have been established under mutually agreed terms.

Note:

- (i) Certain directors of the Company and subsidiaries are also directors and shareholders of Hup Seng Brothers Holdings Sdn. Bhd.
- (ii) Certain directors of the Company are also directors of Tiong Bee Industries Sdn. Bhd.
- (iii) An ex-director of a subsidiary is also a substantial shareholder of Tomypak Holdings Berhad and a shareholder of Hup Seng Industries Berhad.

- (b) Compensation of key management during the year was as follows:

	Group		Company	
	2010 RM	2009 RM	2010 RM	2009 RM
Short-term employee benefits	8,118,853	8,095,884	1,861,951	1,829,123
Defined contribution plan	828,006	806,125	149,150	146,488
	<hr/>	<hr/>	<hr/>	<hr/>
	8,946,859	8,902,009	2,011,101	1,975,611
<hr/>				

25. Capital commitments

	Group	
	2010 RM	2009 RM
Capital expenditure:		
Contracted but not provided for property, plant and equipment	1,025,056	498,387
<hr/>		

Notes to the Financial Statements (cont'd)

31 December, 2010

26. Contingent liabilities (unsecured)

The Company has given corporate guarantee to banks for bank guarantee and banking facilities extended to subsidiaries. None of the banking facilities were utilised as at the reporting date and the outstanding bank guarantee as at reporting date is RM574,100 (2009 : RM634,350).

The value of financial guarantees provided by the Company to its subsidiaries is determined by reference to the difference in the interest rates, by comparing the actual rates charged by the bank if these guarantees has not been available. The directors have assessed the fair value of these financial guarantees to have no material financial impact on the results and the accumulated profits of the Company.

27. Financial risk management objectives and policies

The Group and the Company are exposed to financial risks arising from their operations and the use of financial instruments. The key financial risks include credit risk, liquidity risk and foreign currency risk.

The Board of Directors reviews and agrees policies and procedures for the management of these risks, which are executed by the Chief Financial Officer, Head of Treasury and Head of Credit Control. The audit committee provides independent oversight to the effectiveness of the risk management process.

It is, and has been throughout the current and previous financial year, the Group's policy that no derivatives shall be undertaken and do not apply hedge accounting.

The following sections provide details regarding the Group's and Company's exposure to the above-mentioned financial risks and the objectives, policies and processes for the management of these risks.

(a) Credit risk

Credit risk is the risk of loss that may arise on outstanding financial instruments should a counterparty default on its obligations. The Group's and the Company's exposure to credit risk arises primarily from trade and other receivables. For other financial assets (including cash and bank balances), the Group and the Company minimise credit risk by dealing exclusively with high credit rating counterparties.

The Group's objective is to seek continual revenue growth while minimising losses incurred due to increased credit risk exposure. The Group trades only with recognised and creditworthy third parties. It is the Group's policy that all customers who wish to trade on credit terms are subject to credit verification procedures. In addition, receivable balances are monitored on an ongoing basis with the result that the Group's exposure to bad debts is not significant. For transactions that do not occur in the country of the relevant operating unit, the Group does not offer credit terms without the approval of the Head of Credit Control.

Exposure to credit risk

At the reporting date, the Group's and the Company's maximum exposure to credit risk is represented by the carrying amount of each class of financial assets recognised in the statements of financial position.

Information regarding credit enhancements for trade receivables is disclosed in Note 16.

Notes to the Financial Statements (cont'd)

31 December, 2010

27. Financial risk management objectives and policies (cont'd)

(a) Credit risk (cont'd)

Credit risk concentration profile

The Group determines concentrations of credit risk by monitoring the country and industry sector profile of its trade receivables on an ongoing basis. The credit risk concentration profile of the Group's trade receivables at the reporting date are as follows:

	2010		Group		2009	
	RM	% of total	RM	% of total	RM	% of total
By country:						
Malaysia	28,627,549	88%	26,621,780	85%		
Asia	3,547,267	11%	4,133,846	13%		
Other countries	492,839	2%	549,389	2%		
	32,667,655	100%	31,305,015	100%		
By industry sectors:						
Biscuits	2,676,528	8%	3,118,565	10%		
Beverages	1,363,578	4%	1,564,670	5%		
Trading	28,627,549	88%	26,621,780	85%		
	32,667,655	100%	31,305,015	100%		

Financial assets that are neither past due nor impaired

Trade and other receivables that are neither past due nor impaired are creditworthy debtors with good payment records with the Group. None of the Group's trade receivables that are neither past due nor impaired have been renegotiated during the financial year. Deposits with banks that are neither past due nor impaired are placed with or entered into with reputable banks with high credit ratings and no history of default.

Financial assets that are either past due or impaired

Information regarding financial assets that are either past due or impaired is disclosed in Note 16.

(b) Liquidity risk

Liquidity risk is the risk that the Group will encounter difficulty in meeting financial obligations due to shortage of funds. The Group's exposure to liquidity risk arises primarily from mismatches of the maturities of financial assets and liabilities. The Group's objective is to maintain sufficient levels of cash or cash convertible investments to meet its working capital requirements and maintain available banking facilities at a reasonable level to its overall debt position.

The table below summarises the maturity profile of the Group's liabilities at the reporting date based on contractual undiscounted repayment obligations.

	Group	
	2010 RM	2009 RM
Trade and other payables		
- On demand or within 1 year	35,818,355	33,423,934

Notes to the Financial Statements (cont'd)

31 December, 2010

27. Financial risk management objectives and policies (cont'd)

(c) Foreign currency risk

The Group is exposed to transactional currency risk primarily through sales that are denominated in a currency other than the functional currency of the operations to which they relate. Foreign exchange exposures in transactional currencies other than functional currency of the Group are kept to an acceptable level. The Group does not engage in any formal hedging activities.

Sensitivity analysis of foreign exchange rate changes

	As at 31.12.2010	As at 31.12.2009
RM/United States Dollar (USD) exchange rate	+/- 15.00%	+/- 15.00%
USD denominated accounts receivable (RM)	2,701,185	3,413,894
Net income (RM)	+/- 405,178	+/- 512,084
RM/Singapore Dollar (SGD) exchange rate	+/- 5.00%	+/- 5.00%
SGD denominated accounts receivable (RM)	1,425,600	1,284,911
Net income (RM)	+/- 71,280	+/- 64,246

(d) Fair values

The carrying amounts of cash and cash equivalents, trade and other receivables/payables approximate fair values due to the relatively short term maturity of these financial instruments.

28. Capital management

The Group's objectives of managing capital are to safeguard the Group's ability to continue in operations as a going concern in order to provide fair returns for shareholders and benefits for other stakeholders and to maintain an optimal capital structure to reduce the cost of capital. In order to maintain the optimal capital structure, the Group may, from time to time, adjust the dividend payout to shareholders, return capital to shareholders and issue new shares, where necessary. For capital management purposes, the Group considers shareholders' equity and total liabilities to be the key components in the Group's capital structure. The Group monitors capital on the basis of the gearing ratio. The ratio is calculated as the total liabilities to total equity. Total equity is the sum of total equity attributable to shareholders. The gearing ratio as at 31 December, 2010 and 2009, which are within the Group's objectives for capital management, are as follows:

	As at 31.12.2010 RM	As at 31.12.2009 RM
Total liability	47,615,443	45,406,116
Total equity	146,497,641	142,358,796
Total capital	60,000,000	60,000,000
Gearing ratio	32%	32%

Notes to the Financial Statements (cont'd)

31 December, 2010

29. Segment information

For management purposes, the Group is organised into business units based on their products and services, and has three reportable operating segments as follows:

- I. The biscuit manufacturing segment is in the business of manufacture and sales of biscuits.
- II. The beverage manufacturing segment is in the business of manufacture and wholesale of coffee mix and all kinds of foodstuff.
- III. The trading division segment is in the business of sales and distribution of biscuits, confectionery and other foodstuff.

Except as indicated above, no operating segments have been aggregated to form the above reportable operating segments.

Management monitors the operating results of its business units separately for the purpose of making decisions about resource allocation and performance assessment. Segment performance is evaluated based on operating profit or loss which, in certain respects as explained in the table below, is measured differently from operating profit or loss in the consolidated financial statements. Group financing (including finance costs) and income taxes are managed on a group basis and are not allocated to operating segments.

Transfer prices between operating segments are on an arm's length basis in a manner similar to transactions with third parties.

Notes to the Financial Statements (cont'd)

31 December, 2010

29. Segment information (cont'd)

	Biscuit manufacturing division		Beverage manufacturing division		Trading division		Consolidated	
	2010 RM	2009 RM	2010 RM	2009 RM	2010 RM	2009 RM	2010 RM	2009 RM
Revenue								
External customers	54,439,630	49,650,443	7,918,447	10,701,543	156,712,439	153,053,146	219,070,516	213,405,132
Results								
Segment profit (external)	23,816,435	21,714,338	383,048	1,983,755	15,160,588	14,503,342	39,360,071	38,201,435
Other income							321,855	265,173
Impairment loss on goodwill							(4,319,000)	-
Unallocated expenses							(2,620,526)	(2,666,116)
Finance costs							(86)	(627)
Profit before tax							32,742,314	35,799,865
Income tax expense							(9,403,469)	(8,919,368)
Profit net of tax							23,338,845	26,880,497
Assets								
Segment assets	88,926,355	82,522,416	14,225,236	17,455,572	67,427,765	60,629,200	170,579,356	160,607,188
Unallocated assets							23,533,728	27,157,724
Total assets							194,113,084	187,764,912
Liabilities								
Segment liabilities	33,217,664	30,557,509	3,271,214	4,017,153	10,057,964	9,719,123	46,546,842	44,293,785
Unallocated liabilities							1,068,601	1,112,331
Total liabilities							47,615,443	45,406,116

Notes to the Financial Statements (cont'd)

31 December, 2010

29. Segment information (cont'd)

	Biscuit manufacturing division		Beverage manufacturing division		Trading division		Consolidated	
	2010 RM	2009 RM	2010 RM	2009 RM	2010 RM	2009 RM	2010 RM	2009 RM
Other segment information								
Depreciation	3,200,958	3,487,422	351,542	366,292	584,612	779,012	4,137,112	4,632,726
Unallocated expense							62,520	88,243
							4,199,632	4,720,969
Impairment losses recognised in profit or loss	401,852	995,209	-	-	-	-	401,852	995,209
Unallocated expense							4,319,000	-
							4,720,852	995,209
Additions of non-current assets	484,534	1,719,422	33,088	29,066	792,298	173,557	1,309,920	1,922,045
Unallocated expense							34	1,625
							1,309,954	1,923,670
Non cash expense other than depreciation	19,096	89,006	231,727	175,851	196,355	318,265	447,178	583,122
Unallocated expense							1	-
							447,179	583,122

Notes to the Financial Statements (cont'd)

31 December, 2010

30. Dividends

Paid during the financial year:	Group and Company	
	2010 RM	2009 RM
Dividends paid on ordinary shares:		
- Interim 10% less 25% taxation dividend for 2009: 7.5 sen per share	-	4,500,000
- Interim tax exempt (single-tier) dividend for 2009: 10 sen per share	-	6,000,000
- Final tax exempt (single-tier) dividend for 2009: 4 sen per share	4,800,000	-
- Interim tax exempt (single-tier) dividend for 2010: 5 sen per share	6,000,000	-
- Interim tax exempt (single-tier) dividend for 2010: 7 sen per share	8,400,000	-
	<hr/> 19,200,000	<hr/> 10,500,000

The directors do not recommend any final dividend for the current year.

31. Authorisation of financial statements for issue

The financial statements for the year ended 31 December, 2010 were authorised for issue in accordance with a resolution of the directors on 25 March, 2011.

32. Supplementary Information - Breakdown of Retained profits into Realised and Unrealised

The breakdown of the retained profits of the Group and of the Company as at 31 December, 2010 into realised and unrealised profits is presented in accordance with the directive issued by Bursa Malaysia Securities Berhad dated 25 March, 2010 and prepared in accordance with Guidance on Special Matter No. 1, Determination of Realised and Unrealised Profits or Losses in the Context of Disclosure Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, as issued by the Malaysian Institute of Accountants.

	Group 2010 RM	Company 2010 RM
Total retained profits		
- Realised	115,029,327	2,657,713
- Unrealised	(8,379,104)	(723)
	<hr/> 106,650,223	<hr/> 2,656,990
Less: Consolidation adjustments	(38,881,481)	-
Retained profits as per financial statements	<hr/> 67,768,742	<hr/> 2,656,990

List of Group Properties

As at 31 December, 2010

Location of Property	Description	Tenure of Land	Existing Use	Land Area/ Build-up Area	Approximate Age of Building	Net Book Value as at 31.12.10 RM
Hup Seng Perusahaan Makanan (M) Sdn Bhd						
Lot No. 7009 (Formerly PTD 2650) No. 15, Jalan Kolek Taman Kapal Layar Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Single-storey terrace house	Freehold	Rented out (expiring 31.05.2013)	143.0 sq. m/ 94.1 sq. m	17 years	51,808
Lot 1336 No. 14-A, Jalan Kilang Kawasan Perindustrian Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Single-storey Detached Factory an annex with 3-storey office building incorporating a basement area	Freehold	Warehouse/ office	9,940 sq. m/ 13,285.27 sq. m	11 years	12,411,343
PTD 1858 No. 14, Jalan Kilang Kawasan Perindustrian Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Single-storey Detached Factory an annex with 2-storey office building and other ancillary buildings	60 years Leasehold (Expiring 24.05.2040)	Factory/ office	20,234.11 sq. m/ 14,829.52 sq. m	28 years	15,043,669
PTD 3727 No. 14, Jalan Kilang Kawasan Perindustrian Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Fully covered with concrete driveway and underground drainage & piping system	60 years Leasehold (Expiring 12.07.2055)	Driveway	1,416.3 sq. m	-	176,000
Lot 6770 11 Jalan Kesturi 3 Taman Bunga Raya Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Double-storey semi-detached house	Freehold	Foreign workers' hostel	275 sq. m/ 169.1 sq. m	20 years	128,800
Lot 6726 (Formerly GM766) 6 Jalan Kesturi 6 Taman Bunga Raya Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Double-storey semi-detached house	Freehold	Foreign workers' hostel	282 sq. m/ 309.1 sq. m	20 years	148,400

List of Group Properties (cont'd)

As at 31 December, 2010

Location of Property	Description	Tenure of Land	Existing Use	Land Area/ Build-up Area	Approximate Age of Building	Net Book Value as at 31.12.10 RM
Hup Seng Perusahaan Makanan (M) Sdn Bhd						
Lot 6457 No. 22 & 22A Jalan Timun Taman Anggerik Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Double-storey shophouse	Freehold	Foreign workers' hostel	163.5 sq. m/ 281.3 sq. m	31 years	197,600
Lot 6456 No. 21 & 21A Jalan Timun Taman Anggerik Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Double-storey shophouse	Freehold	Foreign workers' hostel	163.5 sq. m/ 281.3 sq. m	31 years	197,600
PTD 1127 HS(D) 38435 (formerly known as HS (D) 7577) No.4, Jalan Sampan Kawasan Perindustrian Tongkang Pecah 83010 Batu Pahat, Johor	Single Storey detached Factory	60 years Leasehold (expiring on 07.11.2037)	Store	4,047.00 sq. m/ 2,091.40 sq. m	-	1,311,696
PTD1853 HS(D) 10338 No.9, Jalan Perahu Kawasan Perindustrian Tongkang Pecah 83010 Batu Pahat, Johor	Single Storey detached Factory cum 2 storey office building	60 years Leasehold (expiring on 23.03.2040)	Vacant	6,647.03 sq. m/ 5,160.60 sq. m	22 years	1,950,000

List of Group Properties (cont'd)

As at 31 December, 2010

Location of Property	Description	Tenure of Land	Existing Use	Land Area/ Build-up Area	Approximate Age of Building	Net Book Value as at 31.12.10 RM
Hup Seng Hoon Yong Brothers Sdn Bhd						
Lot 63763, 63775 & 63776 No. 4 & 4A, 28 & 28A and 30 & 30A Jln Harilela Taman Harilela 31350 Ipoh, Perak	Double-storey shophouses	Freehold	4-Rented out (expiring 30.09.2011) 4A-Rented out (expiring 30.09.2011) 28-Rented out (expiring 30.09.2012) 28A-Staff hostel 30-Vacant 30A-Staff hostel	5,226 sq. ft./ 10,078 sq. ft.	21 years	418,671
Lot 1426 and 1423 Nos. A497 and A495 Taman Seri Pelindung Satu Jalan Berserah 25300 Kuantan Pahang Darul Makmur	2 continuous units of Double-storey shophouses	Freehold	Vacant	413 sq. m/ 483.7 sq. m	15 years	391,946
P.T. No. 50277 No. 1 Jalan Jaya Gading 2 Kawasan MIEL Jaya Gading 25050 Kuantan Pahang Darul Makmur	1 1/2 storey semi-detached factory building	66 years leasehold (expiring 18.05.2063)	Branch office/ warehouse	1,613.09sq. m/ 1,001.9 sq. m	13 years	715,830
Lot Nos. 4107 & 4109 No. 1323 & 1325 Jalan Bukit Tengah Taman Indah 14000 Bukit Mertajam Pulau Pinang	Double-storey shophouses	Freehold	1323-Branch office/store 1325-Vacant	371.7 sq. m/ 743.4 sq. m	21 years	568,000
Plot Nos. 132 & 133 No. 132 & 133 Jalan Sagaria 2 Taman Saga Alor Mengkudu 05400 Alor Setar Kedah Darul Aman	Double-storey shophouses	Freehold	132-Branch office/store 133- Store 133A-Staff hostel	241.55 sq. m/ 483.6 sq. m	12 years	326,600

List of Group Properties (cont'd)

As at 31 December, 2010

Location of Property	Description	Tenure of Land	Existing Use	Land Area/ Build-up Area	Approximate Age of Building	Net Book Value as at 31.12.10 RM
Hup Seng Hoon Yong Brothers Sdn Bhd						
Lot No. 6444 (Formerly PTD 693) No. 9 & 9A Jalan Timun Taman Anggerik Tongkang Pecah 83010 Batu Pahat Johor Darul Takzim	Double-storey shophouse	Freehold	9-Foreign worker's hostel 9A - Staff hostel	163.5 sq. m/ 281.3 sq. m	31 years	180,744
Lot No.305884 PN149251 (Formerly PT 149442) 12 Hala Rapat Baru 18 Taman Perusahaan Ringan Kinta Jaya 31350 Ipoh Perak Darul Ridzuan	1½ Storey - detached factory	99 years leasehold (expiring 25.06.2096)	Branch office/ warehouse	1,586 sq. m/ 12,050 sq. ft.	12 years	964,000
Lot 11067 15 Jalan Pala 10 Kawasan Industries Ringan PMTG Tinggi 14000 Bukit Mertajam Pulau Pinang	1½ Storey - detached Light Industrial Building	Freehold	Vacant	1,770 sq. m/ 577.5 sq. m	12 years	658,785
Lot 11068 11-A Jalan Pala 10 Kawasan Industries Ringan PMTG Tinggi 14000 Bukit Mertajam Pulau Pinang	1½ Storey - detached Light Industrial Building	Freehold	Vacant	1,208 sq. m/ 577.5 sq. m	12 years	525,543
Lot 6574 Mukim of Linau District of Batu Pahat Johor Darul Takzim	Industrial land	Freehold	Car park	9,704.38 sq. m	-	2,092,265
In-Comix Food Industries Sdn Bhd						
Plo No. 94 Kawasan Perindustrian Senai 3 Jalan Cyber 6 81400 Senai Johor Darul Takzim	Double-storey detached factory	60 years leasehold (expiring 08.06.2056)	Warehouse/ office/ factory	6,328.94 sq. m/ 5,059sq.m	13 years	5,242,229

Statement of Shareholdings

as at 25 March, 2011

Authorised capital	:	RM100,000,000.00 representing 200,000,000 ordinary shares of RM0.50 each
Issued and fully paid-up capital	:	RM60,000,000.00 representing 120,000,000 ordinary shares of RM0.50 each
Class of shares	:	Ordinary share of RM0.50 each
Voting rights	:	One vote per RM0.50 share

ANALYSIS OF SHAREHOLDINGS

No. of Holders	Holdings	Total Holdings	Percentage of Shares
6	Less than 100	120	0.00
109	100 to 1,000	80,680	0.07
1,583	1,001 to 10,000	6,162,200	5.14
328	10,001 to 100,000	9,606,300	8.01
58	100,001 to less than 5% of issued shares	42,950,700	35.79
1	5% and above of issued shares	61,200,000	51.00
2,085		120,000,000	100.00

TOP THIRTY LARGEST SHAREHOLDERS

No.	Name of Shareholder	No. of Shares Held	Percentage of Shares
1.	HSB Group Sdn Bhd	61,200,000	51.00
2.	Chang Kwee Lan	5,411,800	4.51
3.	Goh Siew Kiew	3,911,000	3.26
4.	Cekap Kapital Sdn Bhd	3,092,000	2.58
5.	Kerk Chian Hui	2,600,000	2.17
6.	Kerk Chian Tung	2,060,000	1.72
7.	DB (Malaysia) Nominee (Asing) Sdn Bhd	1,973,100	1.64
8.	Chang Yang @ Chen Yong	1,712,000	1.43
9.	Chong Swee Ching	1,446,000	1.21
10.	Ker (Kerk) Kim Tim @ Kerk Choo Ting	1,290,000	1.08
11.	Keh (Kerk) Chu Koh	1,096,000	0.91
12.	Kuo Chee Ching	1,068,400	0.89
13.	Kerk Han Meng	784,000	0.65
14.	Teo Lee Tong	776,000	0.65
15.	Teo Lee Teck	774,000	0.65
16.	Kerk Kar Han	708,000	0.59
17.	Mayban Nominees (Tempatan) Sdn Bhd	701,100	0.58
18.	Mary Kerk Beng Ley	700,000	0.58
19.	Kuo Liong Yok	620,000	0.52
20.	Kuo Chee Kian	554,000	0.46
21.	Sim Guat Keow @ Sim Han Che	544,000	0.45
22.	Teo Lay Gak	540,000	0.45

Statement of Shareholdings (cont'd)

as at 25 March, 2011

TOP THIRTY LARGEST SHAREHOLDERS (cont'd)

No.	Name of Shareholder	No. of Shares Held	Percentage of Shares
23.	Ke (Kek) Kim Soon @ Kerk Choo Soon	520,000	0.43
24.	Ng Ee Kim	518,000	0.43
25.	Kuo Lee Yong	516,000	0.43
26.	Kuo Chee Joo	510,000	0.43
27.	Kuo Lee Ai	496,000	0.41
28.	Kerk Chiew Siong	460,000	0.38
29.	Wan Lay Hoon	460,000	0.38
30.	Kuo Chee Hau	444,000	0.37

SUBSTANTIAL SHAREHOLDERS

According to the Register required to be kept under Section 69L of the Company Act, 1965, the following are the substantial shareholders of the Company:-

No.	Name of Shareholder	← Direct Interest →		← Deemed Interest →	
		No. of Shares	Percentage (%)	No. of Shares	Percentage (%)
1.	HSB Group Sdn Bhd	61,200,000	51.00	-	-
2.	Kuo Choo Song	436,000	0.36	66,426,400*	55.36
3.	Tan Siew Kee	-	-	61,200,000#	51.00
4.	Kuo Chee Ching	1,068,400	0.89	61,200,000#	51.00
5.	Kuo Chee Hau	444,000	0.37	61,200,000#	51.00
6.	Kuo Chee Joo	510,000	0.43	61,200,000#	51.00
7.	Kuo Chee Kian	554,000	0.46	61,200,000#	51.00
8.	Kuo Chee Koon	302,000	0.25	61,200,000#	51.00
9.	Kuo Chee Yoong	400,000	0.33	61,200,000#	51.00
10.	Kuo Liong Yok	620,000	0.52	61,200,000#	51.00
11.	Ke (Kek) Kim Soon @ Kerk Choo Soon	520,000	0.43	61,200,000#	51.00
12.	Sim Guat Keow @ Sim Han Che	544,000	0.45	61,200,000#	51.00
13.	Kerk Han Meng	784,000	0.65	61,200,000#	51.00
14.	Kerk Kar Han	708,000	0.59	61,236,000*	51.03
15.	Lau Ah Chik @ Yap Swee Keow	-	-	61,200,000#	51.00
16.	Teo Lay Gak	540,000	0.45	61,200,000#	51.00
17.	Teo Lee Teck	774,000	0.65	61,280,000*	51.07
18.	Teo Lee Tong	776,000	0.65	61,200,000#	51.00
19.	Keh (Kerk) Chu Koh	1,096,000	0.91	61,912,000*	51.59
20.	Lem Leh Lee @ Lim Mok Lee	426,000	0.36	61,200,000#	51.00
21.	Dato' Seri Ker (Kerk) Kim Tim @ Kerk Choo Ting	1,290,000	1.08	61,200,000#	51.00

Statement of Shareholdings (cont'd)

as at 25 March, 2011

SUBSTANTIAL SHAREHOLDERS (cont'd)

According to the Register required to be kept under Section 69L of the Company Act, 1965, the following are the substantial shareholders of the Company:- (cont'd)

No.	Name of Shareholder	← Direct Interest →		← Deemed Interest →	
		No. of Shares	Percentage (%)	No. of Shares	Percentage (%)
22.	Datin Seri Chang Yang @ Chen Yong	1,712,000	1.43	61,200,000#	51.00
23.	Kerk Gau Yang	94,000	0.08	61,200,000#	51.00
24.	Kerk Chong Yong	94,000	0.08	61,200,000#	51.00
25.	Kerk Shiang Yih	98,000	0.08	61,200,000#	51.00

Note:

- # Deemed interested by virtue of his/her and /or his/her associates' interests in HSB Group Sdn Bhd pursuant to Section 6A of the Companies Act, 1965.
- * Deemed interested by virtue of his interests in HSB Group Sdn Bhd pursuant to Section 6A of the Companies Act, 1965 and Section 134 of the Companies (Amendment) Act 2007.

DIRECTORS' INTERESTS as at 25 March, 2011

Name of Director	Direct Interests		Deemed Interests	
	No. of Shares Held	%	No. of Shares Held	%
Keh (Kerk) Chu Koh	1,096,000	0.91	61,912,000*	51.59
Kerk Chiew Siong	460,000	0.38	1,446,000#	1.21
Kuo Choo Song	436,000	0.36	66,426,400*	55.36
Kerk Chian Tung	2,060,000	1.72	-	-
Teo Lee Teck	774,000	0.65	61,280,000*	51.07
Kerk Kar Han	708,000	0.59	61,236,000*	51.03
Woon Chin Chan	-	-	-	-
Mazrina binti Arifin	-	-	-	-
Norita binti Ja'afar	-	-	-	-
Raja Khairul Anuar bin Raja Mokhtar	-	-	-	-
Wee Hoe Soon @ Gooi Hoe Soon	-	-	-	-

Note:

- * Deemed interested by virtue of his interests in HSB Group Sdn Bhd pursuant to Section 6A of the Companies Act, 1965 and Section 134 of the Companies (Amendment) Act 2007.
- # Deemed interested by virtue of his interest pursuant to Section 134 of the Companies (Amendment) Act 2007.

Notice of Annual General Meeting

NOTICE IS HEREBY GIVEN THAT the Nineteenth Annual General Meeting of Hup Seng Industries Berhad will be held at Mezzanine Floor, The Katerina Hotel, 8, Jalan Zabedah, 83000 Batu Pahat, Johor Darul Ta'zim on Wednesday, 25 May, 2011 at 11.00 a.m for the following purposes:-

AGENDA

ORDINARY BUSINESS

- 1 To receive the Audited Financial Statements for the financial year ended 31 December, 2010 together with the Directors' and Auditors' Report thereon. **Resolution 1**
- 2 To approve the payment of Directors' Fees for the financial year ended 31 December, 2010. **Resolution 2**
- 3 To re-elect the following Directors who retire during the year in accordance with Article 76 of the Company's Articles of Association and being eligible, offer themselves for re-election:-
 - Mr Kerk Chiew Siong **Resolution 3**
 - Ms Kerk Chian Tung **Resolution 4**
 - Mr Woon Chin Chan **Resolution 5**
- 4 To consider, and if thought fit, to pass the following resolution:-
"THAT pursuant to Section 129(6) of the Companies Act, 1965, Mr Kuo Choo Song be and is hereby re-appointed as Director of the Company to hold office until the conclusion of the next Annual General Meeting." **Resolution 6**
- 5 To re-appoint Messrs Ernst & Young as Auditors of the Company until the conclusion of the next Annual General Meeting and authorise the Directors to fix their remuneration. **Resolution 7**
- 6 To consider and, if thought fit, to pass the following resolution:-
SPECIAL RESOLUTION
PROPOSED AMENDMENT TO ARTICLES OF ASSOCIATION
"THAT the proposed alterations, modifications, amendments or deletions to the Articles of Association of the Company as contained in Appendix A be hereby approved." **Resolution 8**
- 7 To transact any other business of which due notice shall have been given.

BY ORDER OF THE BOARD

Company Secretary
LEONG SIEW FOONG (f)
MAICSA NO. 7007572

Johor Bahru
30 April, 2011

Notice of Annual General Meeting (cont'd)

Notes:

1. A member entitled to attend and vote at the Meeting is entitled to appoint a proxy or proxies to attend and vote in his stead. A proxy may but need not be a member of the Company and if the proxy is not a member of the Company, the proxy shall be an advocate or an approved company auditor or a person approved by the Registrar of Companies.
2. A member shall be entitled to appoint more than one proxy (subject always to a maximum of two (2) proxies at each meeting) to attend and vote at the same meeting.
3. Where a member appoints more than one (1) proxy (subject always to a maximum of two (2) proxies at each meeting) the appointment shall be invalid unless he specifies the proportions of his holdings to be represented by each proxy.
4. Where a member is an authorised nominee as defined under the Securities Industry (Central Depositories) Act, 1991 it may appoint at least one proxy in respect of each Securities Account it holds with ordinary shares of the Company standing to the credit of the said Securities Account.
5. The instrument appointing a proxy shall be in writing under the hand of the appointer or his attorney duly authorised in writing or if such appointer is a corporation under its common seal or the hand of its attorney.
6. The instrument appointing a proxy must be deposited at the Registered Office of the Company, Symphony Corporatehouse Sdn Bhd at Suite 6.1A, Level 6, Menara Pelangi, Jalan Kuning, Taman Pelangi, 80400 Johor Bahru, Johor Darul Ta'zim not less than forty-eight (48) hours before the time appointed for holding the Meeting or any adjournment thereof.

EXPLANATORY NOTES ON SPECIAL RESOLUTION:-

Resolution 8

Proposed amendment to the Articles of Association

This Resolution is to amend the Company's Articles of Association in line with the amendments in the Listing Requirements of Bursa Malaysia Securities Berhad and will allow the Company to pay dividend, interest or other money payable in cash in respect of shares of the Company directly into the bank accounts of shareholders or the persons entitled to such payment.

Appendix A

The Articles of Association of the Company are proposed to be amended in the following manner:-

Article No.	Existing Articles	Amended Articles
<p>138 Payment by cheque</p>	<p>Any dividend, interest or other money payable in cash in respect of shares may be paid by cheque or warrant sent through the post directed to the registered address of the holder who is named on the register of members or to such person and to such address as the holder may in writing direct or by direct transfer or such other mode of electronic means (subject to the provision of the Act, the Central Depositories Act and the Rules, the Listing Requirements and/or regulatory authorities) to the bank account of the holders whose name appear in the Register or Record of Depositors respectively. Every such cheque or warrant shall be made payable to the order of the person to whom it is sent, and the payment of any such cheque or warrant or by such electronic means shall operate as a good discharge to the Company in respect of the dividend represented thereby, notwithstanding that it may subsequently appear that the same has been stolen or that the endorsement thereon has been forged. The payment of any dividend by such electronic means shall constitute a good and full discharge to the Company of the dividend to which it relates regardless of any discrepancy given by the Member in the details of the bank account(s). Every such cheque or warrant shall be sent at the risk of the person entitled to the money thereby represented.</p>	<p>Any dividend, interest or other money payable in cash in respect of shares may be paid by cheque or warrant sent through the post directed to the last registered address of the holder member who is named on the register of members or to such person and to such address as the holder may in writing direct or by direct transfer or such other mode of electronic means (subject to the provision of the Act, the Central Depositories Act and the Rules, the Listing Requirements and/or regulatory authorities) to the bank account of the holders member whose name appears in the Register or Record of Depositors respectively. Every such cheque or warrant or payment by direct transfer shall be made payable to the order of the person to whom it is sent, and the payment of any such cheque or warrant or payment by such electronic means shall operate as a good discharge to the Company in respect of the dividend represented thereby, notwithstanding that it may subsequently appear that the same has been stolen or that the endorsement thereon has been forged or of any discrepancy given by the member in the details of the bank account. The payment of any dividend by such electronic means shall constitute a good and full discharge to the Company of the dividend to which it relates regardless of any discrepancy given by the Member in the details of the bank account(s). Every such cheque or warrant or electronic transfer or remittance shall be sent at the risk of the person entitled to the money thereby represented.</p>

Appendix A (cont'd)

Article No.	Existing Articles	Amended Articles
<p>127 To whom copies of profit and loss accounts etc may be sent</p>	<p>A copy of every audited financial statements which is to be laid before a General Meeting of the Company (including every document required by law to be annexed thereto) together with a copy of every report of the Auditors relating thereto and of the Directors' report, in printed form or in CD-ROM form or in such other form of electronic media, shall not less than twenty-one (21) days before the date of the meeting be sent to every Member of, and every holder of debentures of, the Company and to every other person who is entitled to receive notices from the Company under the provisions of the Act or of these Articles; provided that this Article shall not require a copy of these documents to be sent to any person of whose address the Company is not aware of, but any Member to whom a copy of these documents has not been sent shall be entitled to receive a copy free of charge on application at the office. In the event that these documents are sent in CD-ROM form or in such other form of electronic media and a Member requires a printed form of such documents, the Company shall send such documents to the Member within four (4) market days from the date of receipt of the Member's request.</p>	<p>A copy of every audited financial statements which is to be laid before a General Meeting of the Company (including every document required by law to be annexed thereto) together with a copy of every report of the Auditors relating thereto and of the Directors' report, in printed form or in CD-ROM form or in such other form of electronic media, shall not less than twenty-one (21) days before the date of the meeting be sent to every Member of, and every holder of debentures of, the Company and to every other person who is entitled to receive notices from the Company under the provisions of the Act or of these Articles; provided that this Article shall not require a copy of these documents to be sent to any person of whose address the Company is not aware of, but any Member to whom a copy of these documents has not been sent shall be entitled to receive a copy free of charge on application at the office. The interval between the close of a financial year of the Company and the issue of annual audited financial statements, directors' and auditors' report relating to it shall not exceed four (4) months. In the event that these documents are sent in CD-ROM form or in such other form of electronic media and a Member requires a printed form of such documents, the Company shall send such documents to the Member within four (4) market days from the date of receipt of the Member's request.</p>

Form of Proxy



合成工業有限公司
HUP SENG INDUSTRIES BERHAD
(Company No: 226098-P)

CDS ACCOUNT NO.

NO. OF SHARE HELD

I/We _____
of _____
being a member/members of **Hup Seng Industries Berhad**, hereby appoint (1) Mr/Ms _____

(NRIC No. _____) of _____
or failing whom, _____

(NRIC No. _____) of _____
(the next name and address should be completed where it is desired to appoint two proxies)

*(2) Mr/Ms _____
(NRIC No. _____) of _____

or failing whom, _____
(NRIC No. _____) of _____

as my/our proxy to vote for *me/us and on *my/our behalf at the **Nineteenth Annual General Meeting** of the Company to be held at **Mezzanine Floor, The Katerina Hotel, 8, Jalan Zabedah, 83000 Batu Pahat, Johor Darul Ta'zim** on **Wednesday, 25 May, 2011 at 11.00 a.m** and, at every adjournment thereof *for/against the resolutions to be proposed thereat.

The proportion of *my/our proxies are as follows:
(This paragraph should be completed only when two proxies are appointed)

First Proxy (1) _____% Second Proxy (2) _____%

*My/Our proxy is to vote as indicated below:-

NO.	RESOLUTIONS	FOR	AGAINST
1.	Receive the Audited Financial Statements for the year ended 31 December, 2010 together with the Reports of the Directors and Auditors.		
2.	Approve the payment of Directors' fees for the financial year ended 31 December, 2010.		
	Re-election of Directors retiring according to the Article 76 of the Company's Articles of Association:-		
3.	- Mr Kerk Chiew Siong		
4.	- Ms Kerk Chian Tung		
5.	- Mr Woon Chin Chan		
6.	Re-appointment of Mr Kuo Choo Song as Director pursuant to Section 129 (6) of the Companies Act, 1965.		
7.	Re-appointment of Messrs Ernst & Young as Auditors.		
8.	Approve the proposed amendment to the Articles of Association.		

Please indicate with a cross (X) in the space whether you wish your votes to be cast for or against the resolution. In the absence of such specific directions, your proxy will vote or abstain as he thinks fit.

As witness my hand this _____ day of _____ 2011 _____
Signature of Member(s)

Note:

1. A member entitled to attend and vote at the Meeting is entitled to appoint a proxy or proxies to attend and vote in his stead. A proxy may but need not be a member of the Company and if the proxy is not a member of the Company, the proxy shall be an advocate or an approved company auditor or a person approved by the Registrar of Companies.
2. A member shall be entitled to appoint more than one proxy (subject always to a maximum of two (2) proxies at each meeting) to attend and vote at the same meeting.
3. Where a member appoints more than one (1) proxy (subject always to a maximum of two (2) proxies at each meeting) the appointment shall be invalid unless he specifies the proportions of his holdings to be represented by each proxy.
4. Where a member is an authorised nominee as defined under the Securities Industry (Central Depositories) Act, 1991 it may appoint at least one proxy in respect of each Securities Account it holds with ordinary shares of the Company standing to the credit of the said Securities Account.
5. The instrument appointing a proxy shall be in writing under the hand of the appointer or his attorney duly authorised in writing or if such appointer is a corporation under its common seal or the hand of its attorney.
6. The instrument appointing a proxy must be deposited at the Registered Office of the Company, Symphony Corporatehouse Sdn Bhd at Suite 6.1A, Level 6, Menara Pelangi, Jalan Kuning, Taman Pelangi, 80400 Johor Bahru, Johor Darul Ta'zim not less than forty-eight (48) hours before the time appointed for holding the Meeting or any adjournment thereof.

Please fold here



The Secretary

HUP SENG INDUSTRIES BERHAD

(Company No. 226098-P)

Suite 6.1A, Level 6
Menara Pelangi, Jalan Kuning
Taman Pelangi
80400 Johor Bahru
Johor Darul Ta'zim
Malaysia

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Hup Seng Industries Berhad
(Company No: 226098-P)

www.hupseng.com





Hup Seng Industries Berhad
(Company No: 226098-P)

Suite 6.1A, Level 6, Menara Pelangi, Jalan Kuning,
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