



Contents

CORPORATE INFORMATION	2	STATEMENT ON INTERNAL CONTROL	36 – 37
CORPORATE STRUCTURE	4	OTHER COMPLIANCE INFORMATION	38
5-YEAR GROUP FINANCIAL HIGHLIGHTS	5	STATEMENT ON DIRECTORS' RESPONSIBILITY	40
CORPORATE MILESTONES	6 – 8	FINANCIAL STATEMENTS	41 – 114
CORPORATE HIGHLIGHTS	10 – 11	ANALYSIS OF SHAREHOLDINGS	115 – 118
BOARD OF DIRECTORS	12	LIST OF PROPERTIES	119 – 124
PROFILE OF BOARD OF DIRECTORS	13 – 17	NOTICE OF ANNUAL GENERAL MEETING	125 – 128
CHAIRMAN'S STATEMENT	18 – 21	STATEMENT ACCOMPANYING NOTICE OF AGM	129
CHAIRMAN'S STATEMENT (CHINESE)	22 – 23	APPENDIX A	130 – 131
CHAIRMAN'S STATEMENT (MALAY)	24 – 27	STATEMENT IN RELATION TO PROPOSED RENEWAL OF AUTHORITY TO PURCHASE ITS OWN SHARES BY THE COMPANY	132 – 138
STATEMENT ON CORPORATE GOVERNANCE	28 – 31	PROXY FORM	
AUDIT COMMITTEE REPORT	32 – 34		

corporate

Information



BOARD OF DIRECTORS

Yg Bhg Dato' Choon Yee Seiong
Mr Cheong Teck Chong
Madam Choon Nee Siew
Encik Mohd Annuar Choon Bin Abdullah
Mr Chang Kwong Him
Mr Siow Der Ming
Dr Choong Tuck Yew
Encik Fazrin Azwar Bin Md Nor
Madam Liew Yuke Foong

AUDIT COMMITTEE

Dr Choong Tuck Yew, Chairman
Madam Liew Yuke Foong, Member
Encik Fazrin Azwar Bin Md Nor, Member
Dato' Choon Yee Seiong, Member

COMPANY SECRETARY

Ng Yim Kong (LS 0008343)

REGISTERED OFFICE

Unit 07-02, Level 7, Menara Luxor
6B Persiaran Tropicana
47410 Petaling Jaya
Selangor Darul Ehsan
Tel : 03-7804 5929 Fax : 03-7805 2559

CORPORATE OFFICE

No. 16-20, Jalan 52/4
46200 Petaling Jaya
Selangor Darul Ehsan
Tel : 03-7958 8999 Fax : 03-7957 2404

AUDITORS

GEP Associates/
Chartered Accountants (Firm No: AF-1030)
Wisma GEP, 25 Jalan PJU 1/42A
Dataran Prima, 47301 Petaling Jaya
Selangor Darul Ehsan
Tel : 03-7803 3390 Fax : 03-7803 3603

SOLICITORS

Soo Thien Ming & Nashrah
1st Floor, No. 1, Jalan SS2/55
47300 Petaling Jaya
Selangor Darul Ehsan
Tel : 03-7874 8763 Fax : 03-7874 4314

PRINCIPAL BANKERS

Malayan Banking Berhad (3813-K)
Petaling Jaya Business Centre
1st & 2nd Floor, Wisma IJM Annexe
Jalan Yong Shook Lin
48050 Petaling Jaya
Selangor Darul Ehsan
Tel : 03-7954 2069 Fax : 03-7954 4108

Affin Bank Berhad (25046-T)
14th Floor, Menara Affin
80 Jalan Raja Chulan
50200 Kuala Lumpur
Tel : 03-2055 9000 Fax : 03-2032 1043

United Overseas Bank (Malaysia) Bhd
Level 7, Menara UOB
Jalan Raja Laut
50738 Kuala Lumpur
Tel : 03-2692 7722 Fax : 03-2691 8418

REGISTRAR

Symphony Share
Registrars Sdn Bhd (378993-D)
Level 26, Menara Multi-Purpose
Capital Square
No. 8 Jalan Munshi Abdullah
50100 Kuala Lumpur
Tel : 03-2721 2222 Fax : 03-2721 2530

STOCK EXCHANGE LISTING

Main Board of Bursa Malaysia
Securities Berhad (Bursa Securities)

**MURABAHAH COMMERCIAL PAPERS/
MEDIUM TERM NOTES PROGRAMME
OF UP TO RM200 MILLION IN NOMINAL
VALUE**

JOINT LEAD ARRANGERS / JOINT LEAD MANAGERS

Aseambankers Malaysia Berhad
(Company No. 15938-H)
33rd Floor, Menara Maybank
Jalan Tun Perak
50050 Kuala Lumpur
Tel : 03-2059 1888 Fax : 03-2032 1571

CIMB Investment Bank Berhad
[formerly known as Commerce International Merchant
Bankers Berhad (Company No. 18417-M)]
5th Floor, Bangunan CIMB
Jalan Semantan
Damansara Heights
50490 Kuala Lumpur
Tel : 03-2084 8888 Fax : 03-2095 0112

TRUSTEE

Bumiputra-Commerce Trustee Berhad
(Company No. 167913-M)
Level 3, Bangunan Amanah Raya Berhad
Jalan Semantan
Damansara Heights
50490 Kuala Lumpur
Tel : 03-2084 8888 Fax : 03-2092 2717

PRODUCT

SERVICE

EXCELLENCE

CRAFTSMENSHIP

Quality

Schoeffel 
Pure Luxury Since 1921

corporate

Structure

Poh Kong Holdings Berhad

100%

- ▶ Poh Kong Jewellers (Ampang Point) S/B
- ▶ Poh Kong Jewellers (Bandar Utama) S/B
- ▶ Poh Kong Jewellers (Bangsar) S/B
- ▶ Poh Kong Jewellers (Banting) S/B
- ▶ Poh Kong Jewellers (Batu Pahat) S/B
- ▶ Poh Kong Jewellers (Franchise) S/B
- ▶ Poh Kong Jewellers (Gold Seremban) S/B
- ▶ Poh Kong Jewellers (Ipoh) S/B
- ▶ Poh Kong Jewellers (Jaya) S/B
- ▶ Poh Kong Jewellers (Jln Taman Malacca) S/B
- ▶ Poh Kong Jewellers (Kajang) S/B
- ▶ Poh Kong Jewellers (Kinta City) S/B
- ▶ Poh Kong Jewellers (Klang) S/B
- ▶ Poh Kong Jewellers (Kuantan) S/B
- ▶ Poh Kong Jewellers (M) S/B
- ▶ Poh Kong Jewellers (Malacca) S/B
- ▶ Poh Kong Jewellers (Maluri) S/B
- ▶ Poh Kong Jewellers (Meru) S/B
- ▶ Poh Kong Jewellers (Muar) S/B
- ▶ Poh Kong Jewellers (MV) S/B
- ▶ Poh Kong Jewellers (Old Klang Road) S/B
- ▶ Poh Kong Jewellers (Peringgiti) S/B
- ▶ Poh Kong Jewellers (Permas Jaya) S/B
- ▶ Poh Kong Jewellers (PHT) S/B
- ▶ Poh Kong Jewellers (Puchong) S/B
- ▶ Poh Kong Jewellers (Selayang) S/B
- ▶ Poh Kong Jewellers (Seremban) S/B
- ▶ Poh Kong Jewellers (Shah Alam) S/B
- ▶ Poh Kong Jewellers (SS 2) S/B
- ▶ Poh Kong Jewellers (Subang Parade) S/B
- ▶ Poh Kong Jewellers (Summit) S/B
- ▶ Poh Kong Jewellers (The Mines) S/B
- ▶ Poh Kong Jewellers (The Mall) S/B
- ▶ Poh Kong Jewellers (The Mines) S/B
- ▶ Poh Kong Jewellers (Tmn Universiti, JB) S/B
- ▶ Poh Kong Jewellers (Wangsamaju) S/B
- ▶ Poh Kong Jewellers S/B
- ▶ Poh Kong Jewellery Manufacturer S/B
- ▶ Poh Kong Properties S/B
- ▶ Precious Jewellery S/B
- ▶ Poh Kong International S/B
- ▶ In Vogue S/B
- ▶ Jungmax Property S/B
- ▶ Kedai Emas Likwong S/B
- ▶ Pajak Gadai Anda S/B
- ▶ PK Design S/B
- ▶ PK Jewellery Export S/B

51%

- ▶ Poh Kong Diamond Industry Ltd (Incorporated in Hong Kong SAR)

FYE 31ST JULY (PRO-FORMA)-RM'000

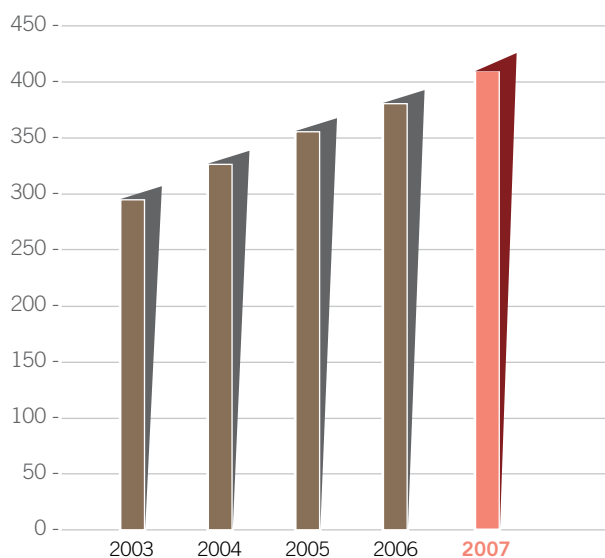
	2003	2004 (RESTATED)	2004* (RESTATED)	2005	2006	2007
Revenue	293,564	328,448	173,881	351,898	372,124	414,239
Profit before taxation	24,792	24,100	12,590	22,415	35,140	25,365
Taxation	(6,759)	(6,717)	(2,736)	(5,919)	(9,051)	(6,949)
Profit after taxation	18,033	17,383	9,854	16,496	26,089	18,416
Profit attributable to:-						
Equity holders of the Company	17,628	16,772	9,243	16,214	25,995	18,405
Minority Interests	405	611	611	282	94	11
	18,033	17,383	9,854	16,496	26,089	18,416

* Result of the Group for the period from 14.1.2004 to 31.7.2004

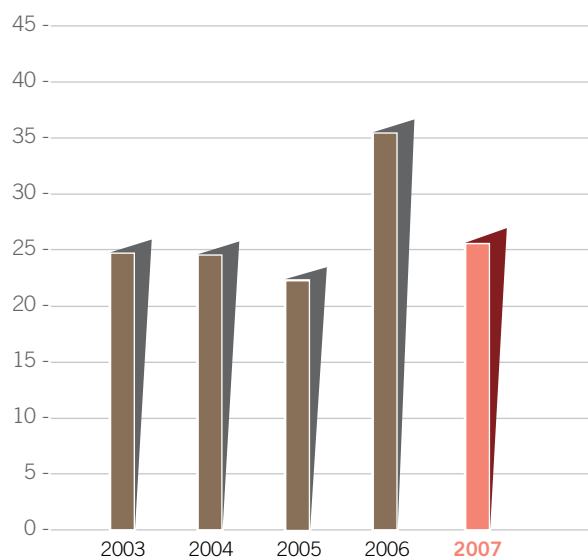
5 year group

financial highlights

REVENUE (RM Million)



PROFIT BEFORE TAXATION (RM Million)



corporate

Milestones

1976

- ▶ Dato' Eddie Choon, Poh Kong's Executive Chairman and Group Managing Director, started business in jewellery retailing as one of the founders of the Company when he established Poh Kong Jewellers (PKJ), a partnership at Jalan 52/4, Petaling Jaya on March 26.

1982

- ▶ Poh Kong Jewellers (PKJ) expanded its operations with the opening of its first branch in SS2 Petaling Jaya, Selangor Darul Ehsan taking a retail space of 1,500 sq ft and a staff force of 20.

1983 - 1992

- ▶ PKJ opened more branches in the 80's until the early 90's.

1993

- ▶ PKJ upgraded its outlets with point-of-sales fully computerised and inventory systems.

1995

- ▶ PKJ signed a licensing agreement with Walt Disney Company as exclusive distributor of its characters in gold in Malaysia.

1996

- ▶ Poh Kong celebrated its 20th Anniversary with a contest offering a Mercedes Benz C200 as its grand prize.
- ▶ PKJ in-house designer team won a gold medal for the "Golden Design Awards 1996" organized by the World Gold Council Europe in Italy.

1998

- ▶ Poh Kong Jewellery listed in The Malaysia Book of Records as the Largest Jewellery Retail Chain.

1999

- ▶ Poh Kong raised RM100,000 for the Nanyang Press Foundation for education and training of underprivileged youths, through a charity campaign launched in its 50 retail outlets nation-wide.

2001

- ▶ PKJ established a ultra modern RM12 million manufacturing facility with an initial 60,000 sq ft in Shah Alam to create exclusive designs by a team of skilled master craftsmen. The plant has an expansion capacity of three times its present size.
- ▶ Poh Kong celebrated its 25th Anniversary with the "Drive Home a Lotus Elise" Contest and a grand anniversary company dinner.

- ▶ Poh Kong developed its own house brand Tranz Collection of jewellery that are contemporary in design with an Italian inspiration for the young and trendy.

2002

- ▶ Poh Kong Holdings Sdn Bhd (PKHSB) incorporated as a private limited company on July 12.
- ▶ PKHSB converted into a public company Poh Kong Holdings Berhad (PKHB) on July 24, as an investment holding company whilst its subsidiaries are involved in manufacturing, trading, supplying and retailing of gold ornaments, diamonds, and gem-set jewelleryes.
- ▶ PKHB formed a franchise division and was successful in obtaining approval in 2001 from the Ministry of Entrepreneur Development & Co-operatives to start-up franchise operations in the country.

2003

- ▶ Poh Kong was one of the sponsors in the Miss Tourism International Pageant under the auspices of the Ministry of Culture and Tourism.

2004

- ▶ PKHB was listed on the main board of Bursa Malaysia Securities Berhad on March 9.
- ▶ PKHB ranked 9th position in Malaysia with US\$77.1 (RM292.98) million chalked up in sales (1993) in a research by Retail Asia Publishing magazine on the top 500 companies in the Asia-Pacific region.
- ▶ Poh Kong Gallery, a stylish VIP lounge occupying 5,000 sq ft and refurbished with a classic Italian ambience was set up at its headquarters in Jalan 52/4, Petaling Jaya.
- ▶ PKJ's expansion reached 60 outlets nationwide in Peninsular Malaysia.
- ▶ Poh Kong sponsored the Miss Poh Kong Glamour in the annual Miss Tourism International Pageant 2004 for the second time.

corporate milestones



2005

- ▶ Poh Kong held its 2nd Annual General Meeting and Extraordinary General Meeting at the Pan Pacific Glenmarie, Shah Alam on January 24.
- ▶ Poh Kong launched the MBF Poh Kong Gold Card “Win Around The Clock” Bonanza promotion.
- ▶ Poh Kong sponsored the new Tranz commercial to highlight product branding and an interactive multi-media campaign “Trio” on ntv7 and a breast cancer awareness drive called “Trio and Friends – Take Charge.”
- ▶ PKHB was successful in obtaining approval from the Ministry of Entrepreneur Development & Co-operatives to start-up franchise operations in the country.
- ▶ Poh Kong launched its 30th Anniversary “Million Ringgit Reward” Contest from 30 September 2005 to 30 April 2006 to reward its patrons with diamonds and gems as prizes.
- ▶ Poh Kong’s road shows at various shopping malls in the Klang Valley were organised during the various Malaysian festivals and special events.
- ▶ Poh Kong sponsored Miss Poh Kong Glamour in the annual Miss Tourism International Pageant 2005 for the third time.

2006

- ▶ Poh Kong held its 3rd Annual General Meeting of PKHB at Sheraton Subang Hotels & Towers, Subang Jaya on January 20.
- ▶ The Ministry of Domestic Trade & Consumer Affairs awarded PKJ and subsidiaries in the Group the Fair Price Shop Awards 2005 – 2006 in the Jewellery Category in recognition of the Company’s outstanding contributions to the country’s economy.
- ▶ Poh Kong’s wholly-owned subsidiary Poh Kong International Sdn Bhd (PKISB) signed a joint-venture agreement on May 11 with two Hong Kong based companies to venture into the diamond-cutting and polishing, sales, import and export of precious stones.
- ▶ Poh Kong held its final judging and press conference on June 8 for the 30th Anniversary “Million Ringgit Contest” at the Sunway Lagoon Resort Hotel to reward its patrons with a RM1.38 million worth of diamonds and gems in products and vouchers as prizes.
- ▶ Poh Kong commemorated its 30th Anniversary Celebrations Gala Dinner at the KL Hilton on June 22 for customers, business partners and associates, the trade, Government representatives and the media.
- ▶ Poh Kong staff also celebrated the occasion with a sumptuous 30th Anniversary “Summer Fiesta” Dinner on Aug 13 at the Sunway Lagoon Resort Hotel.
- ▶ Poh Kong opened its first franchise outlet in Complex Karamuning, Kota Kinabalu in September as part of its retail expansion into East Malaysia.
- ▶ The Ministry of Domestic Trade and Consumer Affairs presented PKJ and several subsidiaries of the Group the Fair Price Shop Awards 2005 – 2006 in the jewellery category in recognition of the Company’s outstanding contribution to the country’s economy.
- ▶ Poh Kong was ranked 10th in the Top Ten Retailing Company in Malaysia, with US\$95 million (RM351 million) in sales volume for 2005, according to Retail Asia Publishing magazine. The Company was also listed 372 position in the region’s 2006 Retail Asia-Pacific Top 500 retail companies in the annual ranking based on sales value generated by retailers in 14 Asian economies in 2005.

corporate milestones

2007

- ▶ Poh Kong held its 4th Annual General Meeting of the Company at the Kristal Ballroom, Hilton Petaling Jaya on January 15.
- ▶ Poh Kong was recognized and conferred the 2007 Reader's Digest Trusted Brands Gold Award in the Jewellery Shop category on May 7. The Reader's Digest Trusted Brands Survey, partnered with Nielsen Media Research, is recognized as one of the most transparent branding surveys in the Asian region.
- ▶ On the promotional front, Poh Kong was one of the major sponsors and official jewellery for "Project Runway Malaysia", the country's premier fashion reality TV show which was shown on 8TV and Astro Channel 708 from May 25 to June 23.
- ▶ Similarly, Tranz, our in-house brand was a major sponsor and official jewellery for "So You Think You Can Dance?" the first reality TV dance competition, which was a joint-promotion with 8TV and shown as well on Astro Channel 708. The grand finals was staged on June 29.
- ▶ Poh Kong was appointed the sole brand carrier for Schoeffel when it opened its first speciality flagship boutique in the world for the German-based international pearl jewellery company at Pavilion Kuala Lumpur on Oct 4.
- ▶ Several subsidiaries of the Group have been presented the Fair Price Shop Awards 2007 – 2008 in the jewellery category by the Minister of Domestic Trade and Consumer Affairs this year in recognition of the Group's outstanding contribution to the country's economy.
- ▶ In November, the Poh Kong Group participated in the International Trade Malaysia (INTRADE MALAYSIA 2007) Exhibition by taking up display booths to showcase its products to the world's 500 buying missions comprising of international business leaders, entrepreneurs and industrialists. Intrade Malaysia '07 was organized by Matrade and supported by the Ministry of International Trade and Industry.
- ▶ Poh Kong signed an exclusive distribution and marketing agreement on December 3 with Schoeffel which gives the Company the territorial rights to promote and expand the Schoeffel brand in Malaysia and Southeast Asia.





REPUTATION

COMMITMENT

HONESTY

TRANSPARENCY

Trust

Trust

Jewellery for the new generation.

corporate *Highlights*



▶ **AGM – the 4th Annual General Meeting at Hilton Petaling Jaya.**

15 JANUARY 2007 **FOURTH ANNUAL GENERAL MEETING**

Poh Kong Holdings Berhad (PKHB) held its 4th Annual General Meeting for shareholders at the Hilton Petaling Jaya.



▶ **RUNWAY OF THE WEEK – Some of the weekly winners in the popular reality TV dance competition.**

25 MAY –23 JUNE 2007 **PROJECT RUNWAY MALAYSIA**

Poh Kong was one of the major sponsors and official jewellery for Project Runway Malaysia, the country's premier fashion reality TV show which was shown on 8TV from May 25 to June 23.



7 MAY 2007

READER'S DIGEST TRUSTED BRANDS AWARD

Poh Kong was recognized and conferred the 2007 Reader's Digest Trusted Brands Gold Award in the Jewellery Shop category.



▶ **TRUSTED JEWELLER**
– Regional managing director of Reader's Digest Asia Rosemarie Wallace presents the Reader's Digest Trusted Brand Gold Award to Mr Siow Der Ming, executive director of PKHB.



▶ **DANCE SUCCESS – Alam aka Muhamad Haslam (left) wins the grand final of the "So You Think You Can Dance?" competition among three other finalists.**

29 JUNE 2007 **SO YOU THINK YOU CAN DANCE?**

Tranz, Poh Kong's in-house brand was a major sponsor and official jewellery for "So You Think You Can Dance?" the first reality TV dance competition, which was a joint-promotion with 8TV.



▶ **SCHOEFFEL FOR POH KONG – YB Dato' Seri Rafidah Aziz, Minister of International Trade and Industry with Dato' Eddie Choon, executive chairman & group managing director, PKHB and Mr Till Schoeffel, managing director of Schoeffel GmbH, poses with models at the opening of the Schoeffel flagship store in Pavilion Kuala Lumpur.**

4 OCTOBER 2007 **SCHOEFFEL FOR POH KONG FLAGSTORE STORE**

Poh Kong was appointed the sole brand carrier for Schoeffel when it opened its first speciality flagship boutique in the world for the German-based international pearl jewellery company at Pavilion Kuala Lumpur.

corporate highlights



▶ **FAIR PRICE SHOP AWARDS** – YB Dato' Shafie Apdal (centre), Minister of Domestic Trade and Consumer Affairs with winners of the "Fair Price Shop Awards 2007- 2008." Mr Siow Der Ming (fourth from left), executive director of PKHB received the award for the jewellery/accessories category at the Palace of Golden Horses, Seri Kembangan, Bangi.



▶ The "Fair Price Shop Awards 2007- 2008" certificate that was presented.

12 NOVEMBER 2007

FAIR PRICE SHOP AWARDS 2007-2008

Several subsidiaries of the Group have been presented the Fair Price Shop Awards 2007 – 2008 in the jewellery category by the Minister of Domestic Trade and Consumer Affairs this year in recognition of the Group's outstanding contribution to the country's economy.



▶ **INTRADE MALAYSIA** – The Poh Kong Group exhibition booth at Menara MATRADE. Mr Siow Der Ming (with tie), executive director of PKHB is pictured with Poh Kong staff.



▶ Copy of the trade brochure of the Intrade Malaysia '07.

12- 15 NOVEMBER 2007

INTRADE MALAYSIA 2007

The Poh Kong Group participated in the International Trade Malaysia (INTRADE MALAYSIA 2007) Exhibition by taking up display booths to showcase its products to the world at the Menara MATRADE in Kuala Lumpur. The exhibition was supported by the Government and the Ministry of International Trade and Industry.



▶ **SIGNED & SEALED** – Signing the exclusive distribution and marketing agreement between Poh Kong and Schoeffel are Dato' Eddie Choon (third from left), executive chairman and group managing director of PKHB and Mr Till Schoeffel, managing director of Schoeffel GmbH. They are flanked by witnesses Encik Fazrin Azwar (right), independent non-executive director of PKHB and Mr Joseph Lim, Schoeffel manager for Asia-Pacific.

3 DECEMBER 2007

POH KONG AND SCHOEFFEL SIGN EXCLUSIVE AGREEMENT

Poh Kong signed an exclusive distribution and marketing agreement with Schoeffel giving the Company the territorial rights to promote and expand the Schoeffel brand in Malaysia and Southeast Asia.