

# CHINA COMMUNICATIONS SERVICES CORPORATION LIMITED STOCK CODE: 552

# 2007 ANNUAL

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8 APRIL, 2008

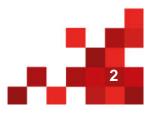
## Management



Mr. Li Ping CEO

Mr. Zhang Zhiyong
Executive Vice President & COO

Mr. Yuan Jianxing
Executive Vice President & CFO





#### **Overview**

**Business Review** 

**Financial Results** 









## **Highlights**



#### **X** Favourable Financial Results

- Rapid revenue and net profit growth
- Achieved positive free cash flow
- Optimized revenue composition

#### **⊠** Effectively Implemented Customer-Oriented Service Strategy

- >50% revenue from customers other than China Telecom
- >1/3 revenue from customers other than 3 major telecom operators

# Remarkable Results on External Growth and Internal Integration

- Acquired and integrated 13 provincial subsidiaries successfully
- Deploying EMOSS (CCS's unified IT support system)
- Progressing centralized financial and risk management

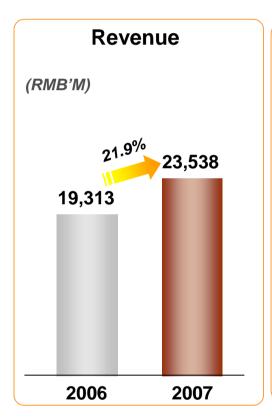
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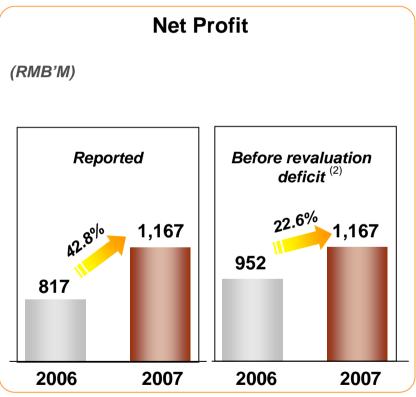
- Transforming to meet customers' changing needs
- Participated in TD-SCDMA trial network projects, and accumulated experience and resources on mobile technologies

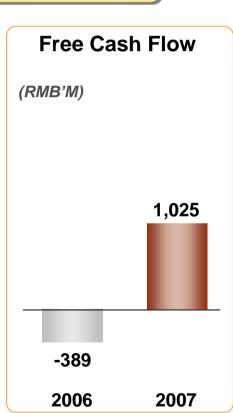
#### **Favourable Financial Results**



#### Rapid revenue and net profit growth; Achieved positive free cash flow





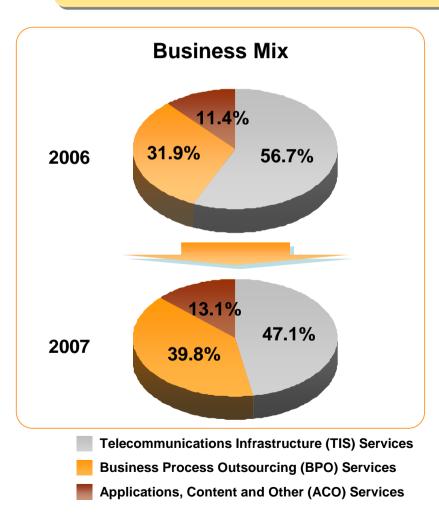


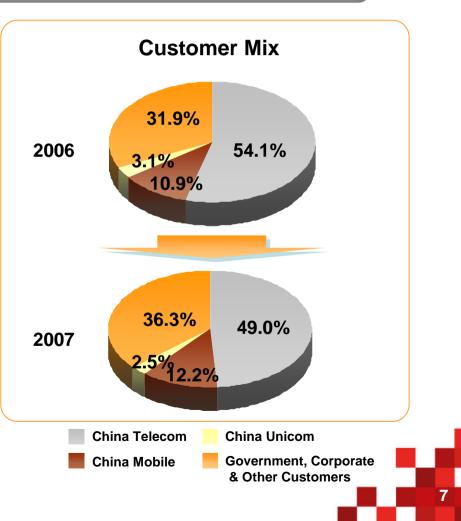
- (1) Above financial figures are extracted from our financial statements which are prepared on IFRS basis. All financial data in this presentation assumes the Group had been operating in the current primary service areas (19 provinces) since the beginning of 2006.
- (2) Net profit before revaluation deficit excludes the effects of deficit on revaluation of property, plant and equipment of RMB135 million in 2006.

## **Optimized Revenue Composition**



#### Diversified revenue sources and reduced operating risk

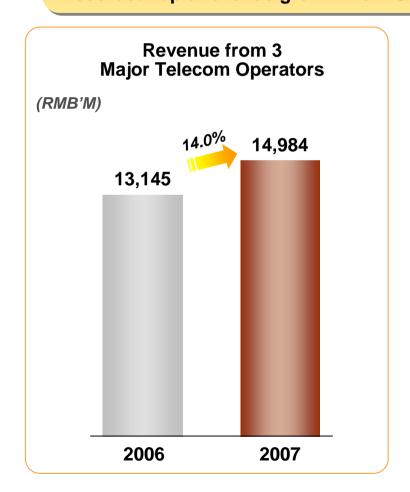


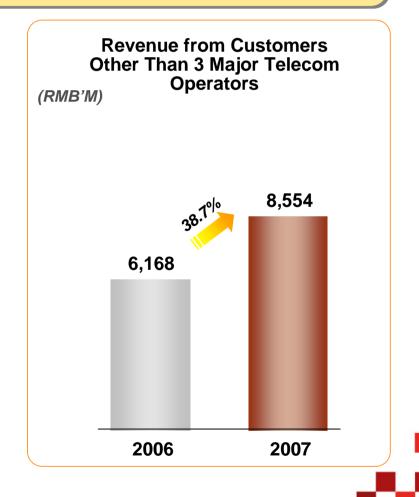


# **Effectively Implemented Customer-Oriented Service Strategy**



Maintained leading position in operator market
Recorded rapid revenue growth from Government, Corporate & Other Customers

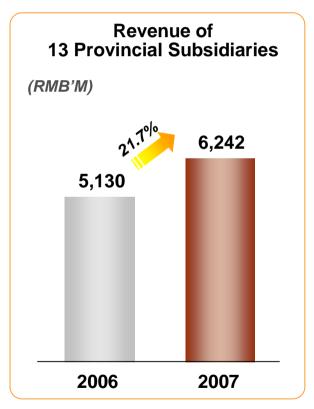


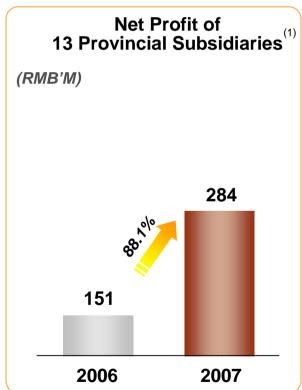


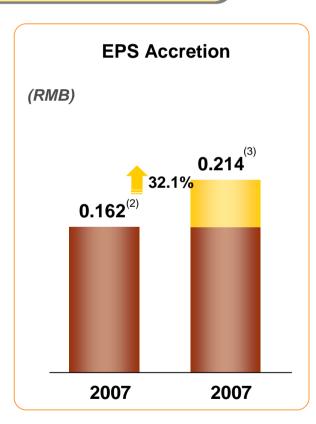
# Remarkable Results on External Growth and Internal Integration



Acquired 13 provincial subsidiaries and realized external growth Realized business & financial synergies through integration







- (1) Net profit of 13 provincial subsidiaries excludes the effects of deficit on revaluation of property, plant and equipment of RMB30 million in 2006
- (2) Excluding the results of 13 provincial subsidiaries
- (3) Reported EPS

# Well Prepared for 3G and Industry New Opportunities



#### **◯** Transforming to meet customers' changing needs

- Transforming from "Service Provider for Telecom Operators" to "Service Provider for Telecom, Media and Technology Companies"
- Innovative business development model brought in venture capital to nurture key products ("Golden Seeds")

#### **◯** 3G preparation

- Participated in TD-SCDMA trial network projects in many cities in 2007
- Accumulated experience on mobile network technologies and resources in personnel and equipments

#### **☒** Acquisition of CITCC

■ Equity transfer agreement signed on 3 April, 2008



#### **Acquisition of CITCC**





**Consideration for 100% equity interests:** 

- RMB505 million
- To be paid in cash within 30 days from execution of the equity transfer agreement

Acquire certain properties necessary for the daily business operation of the CITCC Group

■ Total preliminary appraisal value of the properties was RMB193 million

#### **Benefits**

- CITCC is one of the principal service providers in the telecommunications infrastructure construction market in PRC
- CITCC has particular advantages in the 10 Northern Provinces
- CITCC has strong presence in overseas market



#### **Dividend**



The board of directors recommended a final dividend of RMB0.0682 per share for 2007, representing a payout ratio of 40.02%\*

Dividend Policy: Proper balance between shareholders' cash return requirement and future investment needs for the company's long term sustainable development

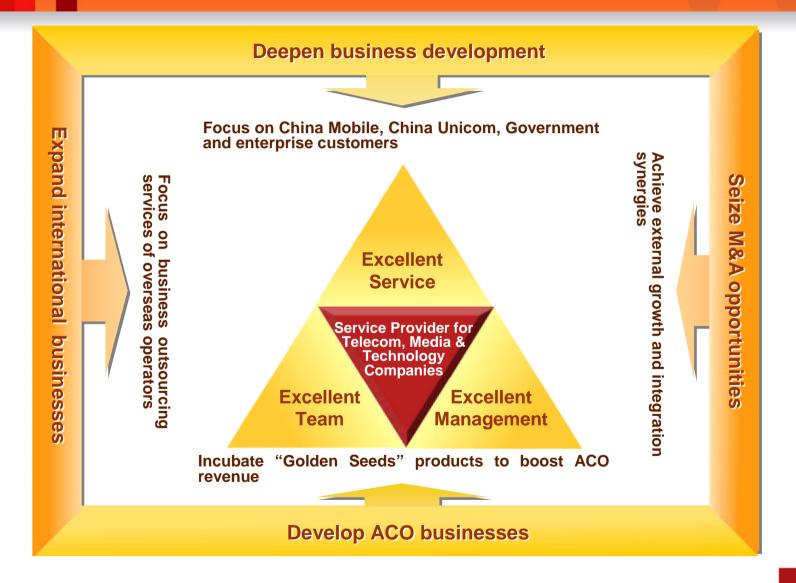
<sup>\*</sup> Exclude the net profit from the newly acquired 13 provincial subsidiaries before 31 August 2007 (i.e. completion date of the acquisition)



### **Prospect** -













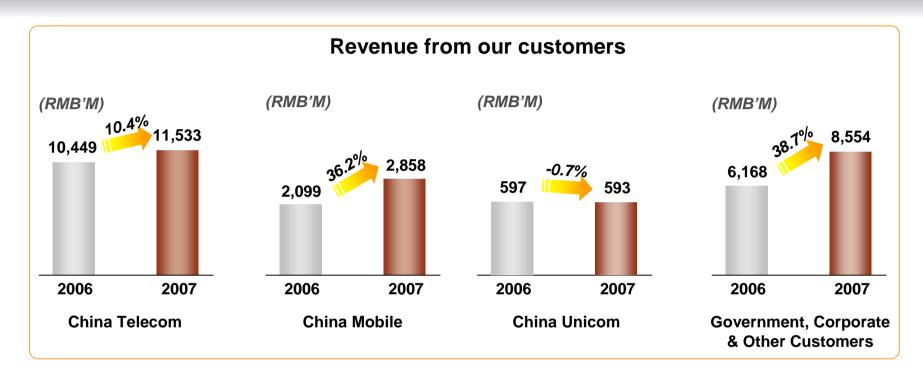
## **Revenue Breakdown**



(RMB'M)	2006	2007	Change	Contribution to total revenue
TIS	10,941	11,093	1.4%	47.1%
Design	2,342	2,436	4.0%	10.3%
Construction	8,082	8,071	-0.1%	34.3%
Supervision	517	586	13.3%	2.5%
ВРО	6,168	9,365	51.8%	39.8 %
Maintenance	723	1,573	117.6%	6.7%
Distribution	4,018	6,097	51.7%	25.9%
Facility Management	1,427	1,695	18.8%	7.2%
ACO	2,204	3,080	39.7%	13.1%
IT Applications	1,009	1,546	53.2%	6.6%
Internet Services	344	478	39.0%	2.0%
Voice VAS	287	326	13.6%	1.4%
Others	564	730	29.4%	3.1%
Total	19,313	23,538	21.9%	100.0%

#### **Customer Services**



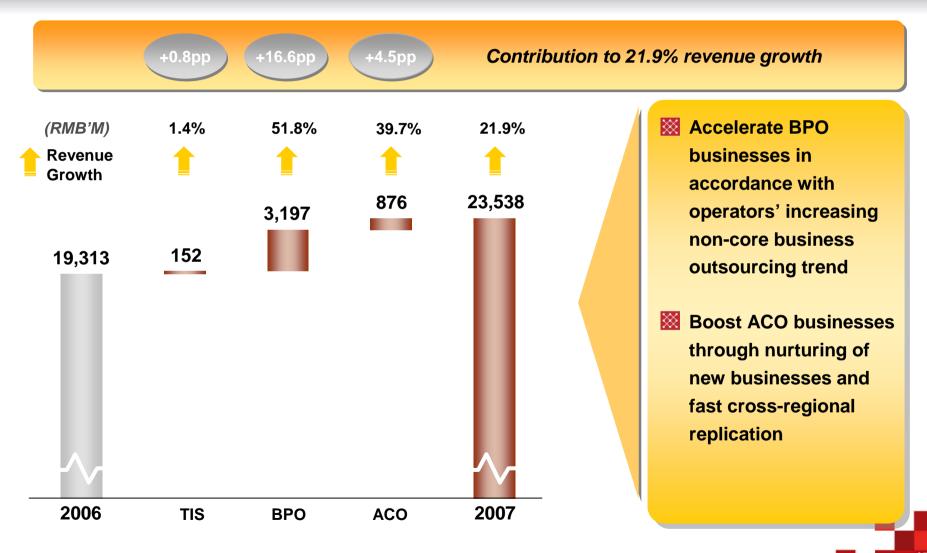


- Set up a three-tier sales & marketing system on key customers
- Provide multi-business solutions and one-stop services to operators
- Develop markets of Government and enterprise customers together with operators and vendors



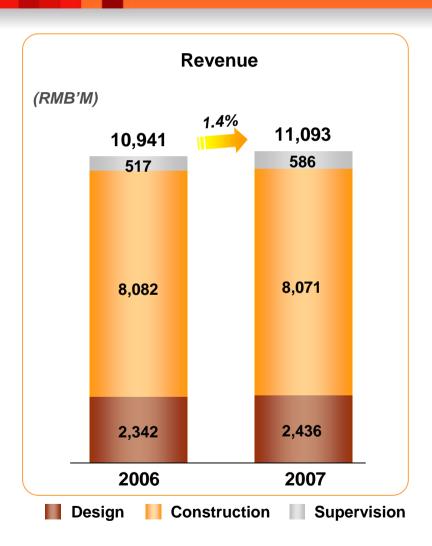
#### **Revenue Growth Drivers**

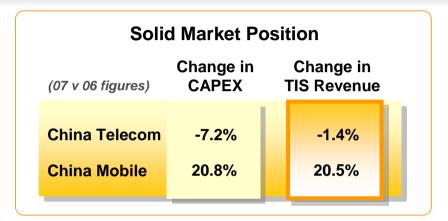


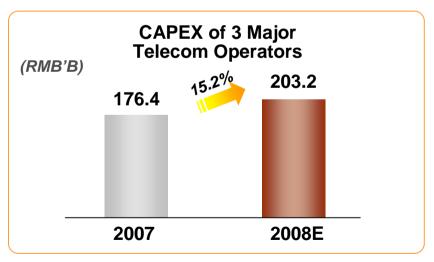


#### TIS Businesses

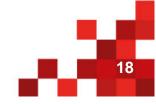






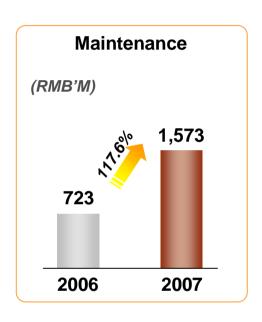


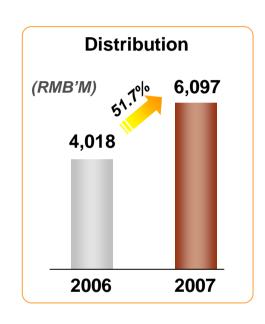
<sup>\*</sup> CAPEX figures of operators are extracted from 2007 annual result announcements of the respective listed companies (China Telecom, China Mobile & China Unicom)

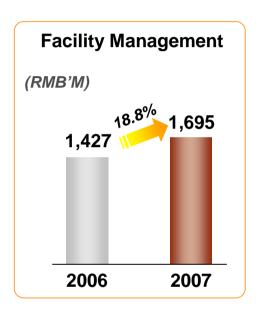


#### **BPO Businesses**





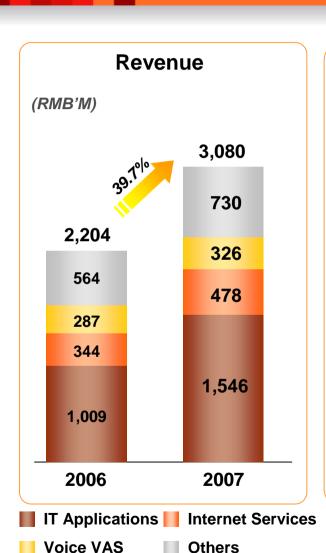




- Endeavor to develop high-end businesses in maintenance and facility management to optimize business structure
- Provide distribution services to satisfy operators and corporate customers
- Provide multi-business solutions to capture the opportunities of operators' increasing non-core business outsourcing trend

#### **ACO Businesses**







Seeds

"552"Freeland

"552" EMOSS "552"Net TV

 $\otimes$ 

Selection

• Integrate resources in R&D, distribution, sales and marketing

 Cooperate with strategic partners to develop innovative products

Rapid replication and promotion



# **Continuously Implement Customer-Oriented Service Strategy**



#### Focus on customers' needs

- Specialized and neutral service teams
- Work closely with telecom operators and vendors
- Support transformation of operators and their non-core business outsourcing

#### **Enhance service capabilities**

- Multi-business solutions and one-stop service
- High-end facility management service
- Core network outsourcing service

# Innovate business development model

- Design services to professional consultancy services
- Bundle maintenance with construction services
- Focus on products & services in ACO's 3I area\*

Solidify Domestic Market

> Expand Overseas Market

Capture Industry Opportunities Transforming from
"Service Provider
for Telecom
Operators" to
"Service Provider
for Telecom,
Media and
Technology
Companies"



<sup>\* 3</sup>I represents the common area of IP, IT, Information/content/application businesses







## **Financial Performance**



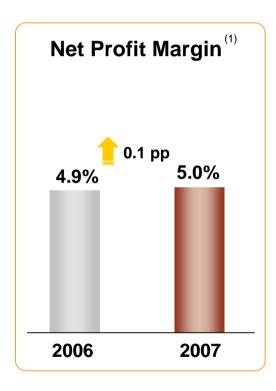
(RMB'M)	2006	2007	Change	% of Revenue
Revenue	19,313	23,538	21.9%	100.0%
Cost of Revenue	15,746	19,473	23.7%	82.7%
Direct personnel	3,937	4,557	15.7%	19.4%
Subcontracting	3,582	4,577	27.8%	19.4%
Materials	5,713	7,632	33.6%	32.4%
D&A	327	305	-6.7%	1.3%
Others	2,187	2,402	9.8%	10.2%
<b>Gross Profit</b>	3,567	4,065	14.0%	17.3%
SG&A	2,477	2,795	12.8%	11.9%
Net Profit	817	1,167	42.8%	5.0%
Net Profit (before reval) <sup>(1)</sup>	952	1,167	22.6%	5.0%
CAPEX (2)	972	720	-25.9%	3.1%

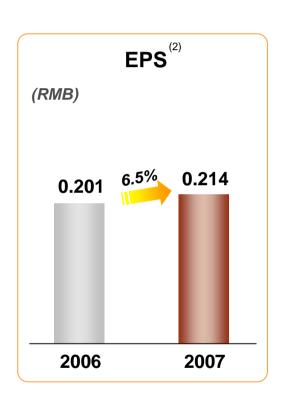
<sup>(1)</sup> Net profit before revaluation deficit excludes the effects of deficit on revaluation of property, plant and equipment of RMB135 million in 2006.

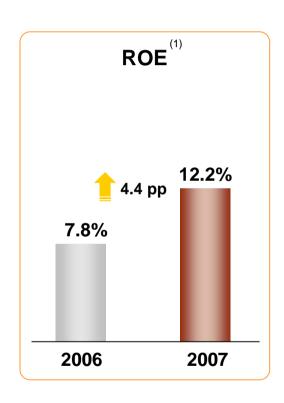
<sup>(2)</sup> CAPEX excludes the acquisition of assets relating to our restructuring in 2006 and acquisition in 2007.

#### **Shareholder Return**





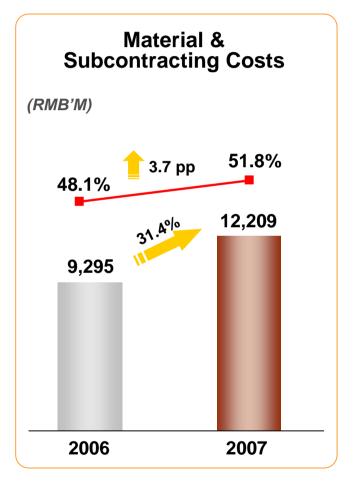


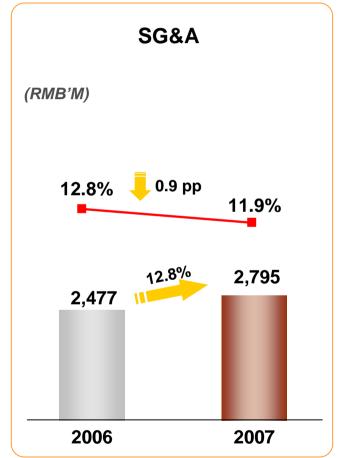


- (1) Net profit margin and ROE exclude the effects of deficit on revaluation of property, plant and equipment of RMB135 million in 2006
- (2) Pursuant to our IPO in December 2006, the weighted average number of shares used in the EPS calculation in 2006 and 2007 are 4,057,643 thousands shares and 5,444,986 thousands shares, respectively.

# **Major Costs**



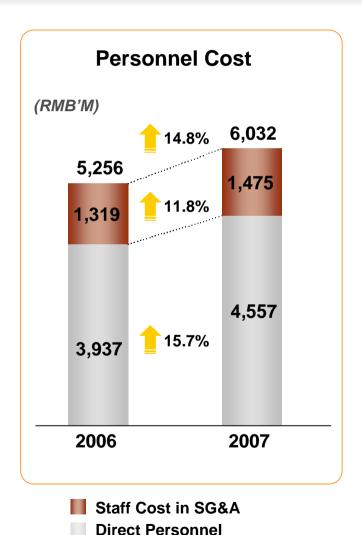


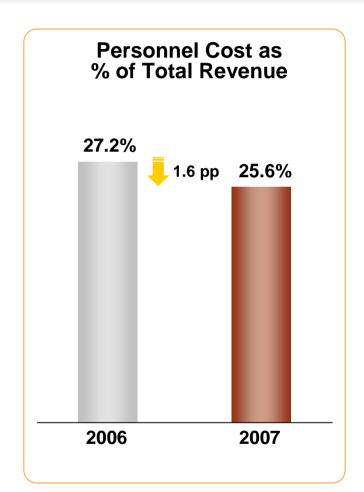




#### **Effective Personnel Cost Control**

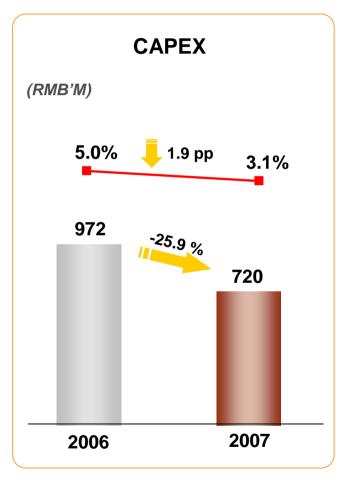


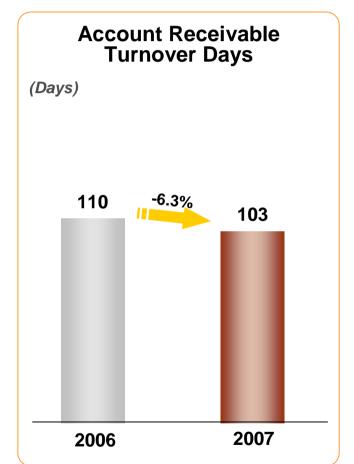


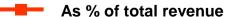


# **CAPEX and Working Capital Management**











# **Financial Position**



(RMB'M)	2006	2007	
Total assets	21,292	21,840	
Cash & cash equivalents	8,164	6,632	
Total liabilities	8,928	12,202	
Total debt	171	2,561	
Total liabilities/Total assets	41.9%	55.9%	
Debt to capitalization ratio	1.4%	21.1%	

## **Strengthen Financial Management**



Focus on customer service and market expansion; optimize resources allocation

Optimize capital structure and strengthen cash management

Enhance financial management, comprehensive budget management and performance appraisal system

Strengthen risk management and improve corporate governance

**Enterprise Value** 





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## **Forward-looking Statements**



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