



**ESSEX BIO-TECHNOLOGY LIMITED**  
**億勝生物科技有限公司**

**Press Release**

**GENERATED IMPRESSIVE INCREASE OF 835.4% IN PROFIT TO  
HK\$9.4 MILLION IN THE FIRST QUARTER OF 2005**

***SALES OF CATEGORY I FLAGSHIP BIOPHARMACEUTICAL PRODUCTS  
BEIFUJI AND BEIFUSHU UP 26.9%***

Hong Kong, 12 May 2005 – Essex Bio-Technology Limited (“Essex” or the “Group” – HK GEM Stock Code: 8151) today announced an unaudited profit attributable to shareholders of approximately HK\$9.4 million for the period ended 31 March 2005, a significant increase when compared to approximately HK\$1 million recorded in the corresponding period of the last financial year.

Turnover from sales of category I flagship biopharmaceutical products 貝復濟 (Beifuji) and 貝復舒 (Beifushu) increased by 26.9% to approximately HK\$7.6 million. It was mainly attributed to the effective execution of and stringent adherence to the Group’s market development and strategies. The market development and strategies include primarily the followings:

- Consistent investment in market development, in particular the establishment of the Direct Representative Offices (“DROs”) which complemented the already established distribution network and are aimed at providing more effective control and management of market coverage and reach. In the period under review, the Group established nine DROs throughout major provinces in the PRC; and
- Conducted more than 80 seminars and market promotion activities, training more than 1,000 doctors and medical practitioners for the clinical applications of the Group’s genetic products, in major cities and provinces in the PRC.

As a result, overall gross profit for the period ended 31 March 2005 increased to approximately HK\$6.6 million as compared to approximately HK\$5.1 million recorded in the same period of the last financial year.

Distribution and selling expenses increased to approximately HK\$4.1 million for the period ended 31 March 2005 when compared to approximately HK\$2.8 million recorded in the corresponding previous period. The increase was mainly attributed to the increase of marketing and promotional activities and increase of sales commission payable that were associated with higher revenue achieved.

Administration expenses increased to approximately HK\$2.3 million for the period ended 31 March 2005 when compared to approximately HK\$1.9 million in the corresponding period of last financial year. It was mainly attributed to higher expenses incurred in the research and development of new products.

The Group maintained a healthy financial position with approximately HK\$36 million cash on hand (2004: approximately HK\$11.3 million).

Essex Chairman Dr Patrick Ngiam said: “The profitability and sustainable results in the first quarter of 2005 is a strong testimony that our business model and strategy is on the right track”.

“The Group will continue to pursue market expansion for its range of existing products and to cultivate market acceptance for its newly formulated product, 貝復新 (Beifuxin).”

***About Essex Bio-Technology Limited***

Essex Bio-Technology Limited (“Essex”) was listed on the Growth Enterprise Market (GEM) of The Stock Exchange of Hong Kong Limited on 27 June 2001. Essex is the first genetic engineering drug developer, manufacturer and distributor listed on GEM. Essex specializes in biopharmaceutical drug development based on recombinant DNA technology and is principally engaged in the manufacture and sale of biopharmaceutical products for the treatment and healing of surface and organ wounds. Essex’s flagship products are Beifuji and Beifushu.

**For more information, please contact:**

**Essex Bio-Technology Limited**

Email: [essex@essexbio.com](mailto:essex@essexbio.com)

Tel: (852) 2587-7838

**Summary of key information:**

	For the period ended 31 March	
	2005	2004
	HK\$'m	HK\$'m
Turnover	7.6	6.0
Gross profit		
- in HK\$'m	6.6	5.1
- in %	86%	84%
Net Profit	9.4	1
Earnings per share		
- basic	HK1.70cents	HK0.18cent
- diluted	HK1.61cents	HK0.18cent
Dividend	Nil	Nil
Cash and bank balances	36	11.3
Bank borrowings	Nil	Nil

*-End-*