漢傳媒集團有限公司*

SEE CORPORATION LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 491)

ANNOUNCEMENT OF FINAL RESULTS FOR THE YEAR ENDED 30 JUNE 2010

The Board of Directors (the "Board") of See Corporation Limited (the "Company") is pleased to announce the audited consolidated results of the Company and its subsidiaries (hereinafter collectively referred to as the "Group") for the year ended 30 June 2010, together with the comparative figures for the previous year, as follows:

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the year ended 30 June 2010

	Notes	2010 HK$'000	2009 HK$'000
Turnover	4	**72,669**	55,455
Cost of sales		**(45,975)**	(44,486)
Gross profit		**26,694**	10,969
Other revenue		**422**	1,306
Distribution costs		**(11,962)**	(9,240)
Administrative expenses		**(31,542)**	(37,333)
Other operating expenses	6	**(41,714)**	(28,608)
Change in fair value of financial assets at fair value through profit or loss		**(1,136)**	(201,088)
Loss from operations	6	**(59,238)**	(263,994)
Finance costs	7	**(18,155)**	(20,479)
Gain on partial disposal of associates	10	**165,864**	–
Profit/(loss) before taxation		**88,471**	(284,473)
Taxation	8	**–**	–
Profit/(loss) for the year		**88,471**	(284,473)
Other comprehensive income		**–**	–
Total comprehensive income/(expense) for the year		**88,471**	(284,473)
Profit/(loss) for the year attributable to:			
Owners of the Company		**95,585**	(284,473)
Non-controlling interests		**(7,114)**	–
		88,471	(284,473)
Total comprehensive income/(expense) attributable to:			
Owners of the Company		**95,585**	(284,473)
Non-controlling interests		**(7,114)**	–
		88,471	(284,473)
Earnings/(loss) per share attributable to the owners of the Company	9		(Restated)
– Basic		**HK$0.24**	HK$(2.07)
– Diluted		**HK$0.24**	HK$(2.07)

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

At 30 June 2010

	Notes	**2010** **HK$'000**	2009 HK$'000
Non-current assets			
Intangible assets		**17**	33
Leasehold land		**14,229**	14,246
Property, plant and equipment		**8,446**	9,505
Interests in associates	*10*	**26,583**	26,583
Loan receivable		**10,000**	–
		59,275	50,367
Current assets			
Film rights		**41,282**	31,986
Film production in progress		**101,534**	119,465
Music production in progress		**556**	370
Inventories		**4**	224
Trade and other receivables, deposits and prepayments	*11*	**11,486**	13,691
Financial assets at fair value through profit or loss		**5,964**	54,929
Cash and bank balances		**300,134**	31,547
		460,960	252,212
Assets held for sale		**–**	45,782
		460,960	297,994
Less: **Current liabilities**			
Trade and other payables	*12*	**36,131**	64,881
Bank overdraft – secured		**9,978**	9,995
Convertible note		**185,386**	99,325
		231,495	174,201
Net current assets		**229,465**	123,793
Total assets less current liabilities		**288,740**	174,160

	2010	2009
	HK$'000	HK$'000
***Less:* Non-current liabilities**		
Convertible note	**–**	170,784
Net assets	**288,740**	3,376
Equity		
Capital and reserves attributable to the owners of the Company		
Share capital	**10,435**	19,388
Reserves	**285,419**	(16,012)
	295,854	3,376
Non-controlling interests	**(7,114)**	–
	288,740	3,376

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

For the year ended 30 June 2010

1. CORPORATE INFORMATION

The Company was incorporated in Bermuda on 27 March 1992 as an exempted company with limited liability under the Companies Act 1981 of Bermuda (as amended) and its shares are listed on The Stock Exchange of Hong Kong Limited (the "Stock Exchange").

The address of the registered office of the Company is Clarendon House, Church Street, Hamilton HM11, Bermuda and the address of the principal place of business of the Company is Office D & E, 20th Floor, EGL Tower, No. 83 Hung To Road, Kwun Tong, Kowloon, Hong Kong.

2. APPLICATION OF NEW AND REVISED HONG KONG FINANCIAL REPORTING STANDARDS ("HKFRSs")

In the current year, the Group has applied, for the first time, the following new standards, amendments and interpretations ("new HKFRSs") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA"), which are effective for the Group's financial year beginning 1 July 2009.

HKFRSs (Amendments)	Improvements to HKFRSs 2008
HKFRSs (Amendments)	Improvements to HKFRSs 2009
HKFRS 1 & HKAS 27 (Amendments)	Cost of an Investment in a Subsidiary, Jointly Controlled Entity or Associate
HKFRS 2 (Amendment)	Share-based Payment – Vesting Conditions and Cancellations
HKFRS 3 (Revised)	Business Combinations
HKFRS 7 (Amendment)	Improving Disclosures about Financial Instruments
HKFRS 8	Operating Segments
HKAS 1 (Revised)	Presentation of Financial Statements
HKAS 23 (Revised)	Borrowing Costs
HKAS 27 (Revised)	Consolidated and Separate Financial Statements
HKAS 32 & 1 (Amendments)	Puttable Financial Instruments and Obligations Arising on Liquidation
HKAS 39 (Amendment)	Eligible Hedged Items
HK(IFRIC) – Int 15	Agreements for the Construction of Real Estate
HK(IFRIC) – Int 16	Hedges of a Net Investment in a Foreign Operation
HK(IFRIC) – Int 17	Distributions of Non-cash Assets to Owners
HK(IFRIC) – Int 18	Transfer of Assets from Customers

Except as described below, the adoption of the new and revised HKFRSs had no material effect on the consolidated financial statements of the Group for the current or prior accounting periods.

HKAS 1 (Revised 2007) Presentation of Financial Statements

HKAS 1 (Revised 2007) has introduced terminology changes (including revised titles for the consolidated financial statements) and changes in the format and content of the consolidated financial statements.

HKFRS 8 Operating Segments

HKFRS 8 requires the presentation of operating segments in a manner consistent with the internal reports that are regularly reviewed by the Group's chief operating decision maker (see note 5 for details). HKFRS 8 replaces HKAS 14 Segment Reporting which required an entity to identify two sets of segments (business and geographical). The adoption of HKFRS 8 has not resulted in a redesignation of the Group's operating segments.

HKFRS 7 Financial Instruments: Disclosures (Amendments)

The amendments to HKFRS 7 expand the disclosures required in relation to fair value measurements in respect of financial instruments which are measured at fair value. A three-level fair value hierarchy has been introduced to categorise the fair value measurements according to the degree to which they are based on observable market date. The Group has not provided comparative information for the expanded disclosures in accordance with the transitional provision set out in the amendments.

HKFRS 3 Business Combinations (Revised) and HKAS 27 Consolidated and Separate Financial Statements (Revised)

The adoption of HKFRS 3 (Revised) may affect any business combination acquired on or after 1 July 2009 will be recognised in accordance with the new requirements and detailed guidance contained in HKFRS 3 (revised 2008). These include the following changes in accounting policies:

– Transaction costs that the Group incurs in connection with a business combination, such as finder's fees, legal fees, due diligence fees, and other professional and consulting fees, will be expensed as incurred, whereas previously they were accounted for as part of the cost of the business combination and therefore impacted the amount of goodwill recognised.

- If the Group holds interests in the acquiree immediately prior to obtaining control, these interests will be treated as if disposed of and re-acquired at fair value on the date of obtaining control. Previously, the step-up approach would have been applied, whereby goodwill was computed as if accumulated at each stage of the acquisition.

- Contingent consideration will be measured at fair value at the acquisition date. Any subsequent changes in the measurement of that contingent consideration will be recognised in profit or loss, unless they arise from obtaining additional information about facts and circumstances that existed at the acquisition date within 12 months from the date of acquisition (in which case they will be recognised as an adjustment to the cost of the business combination). Previously, contingent consideration was recognised at the acquisition date only if payment of the contingent consideration was probable and it could be measured reliably. All subsequent changes in the measurement of contingent consideration and from its settlement were previously recognised as an adjustment to the cost of the business combination and therefore impacted the amount of goodwill recognised.

- If the acquiree has accumulated tax losses or other temporary deductible differences and these fail to meet the recognition criteria for deferred tax assets at the date of acquisition, then any subsequent recognition of these assets will be recognised in profit or loss, rather than as an adjustment to goodwill as was previously the policy.

- In addition to the Group's existing policy of measuring the non-controlling interests (previously known as the "minority interests") in the acquiree at the non-controlling interest's proportionate share of the acquiree's net identifiable assets, in future the Group may elect, on a transaction by transaction basis, to measure then non-controlling interests at fair value.

HKAS 27 (Revised) will affect the accounting treatment for changes in a parent's ownership interest in a subsidiary that do not result in a loss of control, which will be accounted for as equity transactions. As from 1 July 2009 any losses incurred by a non-wholly owned subsidiary will be allocated between the controlling and non-controlling interests in proportion to their interests in that entity, even if this results in a deficit balance within consolidated equity being attributed to the non-controlling interests.

The Group has not early applied the following new and revised standards, amendments or interpretations that have been issued but are not yet effective.

HKFRSs (Amendments)	Improvements to HKFRSs 2009[1]
HKFRSs (Amendments)	Improvements to HKFRSs 2010[3]
HKFRS 1 (Amendment)	Additional Exemptions for First-time Adopters[1]
HKFRS 1 (Amendment)	Limitation Exemption from Comparative HKFRS Disclosure for First-time Adoptors[4]
HKFRS 2 (Amendment)	Group Cash-settled Share-based Payment Transactions[6]
HKFRS 9	Financial Instruments[6]
HKAS 24 (Revised)	Related Party Disclosures[5]
HKAS 32 (Amendment)	Classification of Rights Issues[2]
HK(IFRIC) – Int 14 (Amendment)	Prepayments of a Minimum Funding Requirement[5]
HK(IFRIC) – Int 19	Extinguishing Financial Liabilities with Equity Instruments[4]

1 Amendments that are effective for annual periods beginning on or after 1 January 2010.

2 Effective for annual periods beginning on or after 1 February 2010.

3. Effective for annual periods beginning on or after 1 July 2010 and 1 January 2011, as appropriate.

4 Effective for annual periods beginning on or after 1 July 2010.

5 Effective for annual periods beginning on or after 1 January 2011.

6 Effective for annual periods beginning on or after 1 January 2013.

The Group is in the process of assessing the potential impact of these new HKFRSs but is not yet in position to determine whether these new HKFRSs will have a significant impact on how its results of operations and financial position are prepared and presented.

3. BASIS OF PREPARATION

The consolidated financial statements have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards ("HKFRSs"), which is a collective term that includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards ("HKASs"), and Interpretations ("Ints") issued by the HKICPA and accounting principles generally accepted in Hong Kong. In addition, the consolidated financial statements include applicable disclosures required by the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules") and by the Hong Kong Companies Ordinance.

The consolidated financial statements have been prepared under historical cost convention except for certain financial assets which are carried at fair values. The preparation of the consolidated financial statements in conformity with HKFRSs requires the use of certain critical accounting estimates. It also requires management to exercise its judgment in the process of applying the Company's accounting policies.

4. TURNOVER

Turnover of the Group represents revenue from (i) film and TV programme production, (ii) event production, (iii) artiste and model management, (iv) music production and (v) investment in securities. The amounts of each significant category of turnover recognised during the year are as follows:

	The Group	
	2010	2009
	HK$'000	HK$'000
Turnover		
Film and TV programme production	**53,798**	44,440
Event production	**1,958**	1,264
Artiste and model management	**6,697**	8,690
Music production	**296**	1,061
Net gains from the sale of investments at fair value through profit or loss *(note i)*	**9,920**	–
	72,669	55,455

Note:

(i) Net gains from the sale of investments at fair value through profit or loss for the year ended 30 June 2010 represents the gross proceeds from the disposal of investment in securities of approximately HK$58,078,000 less the carrying value of the securities sold and related cost of disposal amounted to approximately HK$47,829,000 and HK$329,000 respectively.

5. SEGMENT INFORMATION

The Group has adopted HKFRS 8 "Operating Segments" with effect from 1 July 2009. HKFRS 8 is a disclosure standard that requires operating segments to be identified on the basis of internal reports about components of the Group that are regularly reviewed by the chief operating decision maker (the "CODM"), which is a group of executive directors of the Company, for the purpose of allocating resources to segments and to assessing their performance. In contrast, the predecessor standard (HKAS 14 "Segment Reporting") required an entity to identify two sets of segments (business and geographical) using a risks and returns approach, with the entity's "system of internal financial reporting to key management personnel" serving only as the starting point for the identification of such segments. In the past, the Group's primary reporting format was business segment.

In a manner consistent with the way in which information is reported internally to CODM for the purpose of resources allocation and performance assessment, the Group is currently organised into the following operating segments.

- Film and TV programme production
- Event production
- Artiste and model management service
- Music production
- Investment in securities

Accordingly, the application of HKFRS 8 has not resulted in a redesignation of the Group's reportable segments as compared with the primary reportable segments determined in accordance with HKAS 14, nor has the adoption of HKFRS 8 changed the basis of measurement of segment profit or loss.

Information regarding the Group's reportable segments is presented below. Amounts reported for the prior year have been restated to conform to the current year presentation.

(a) Segment revenue and results

	Film and TV programme production HK$'000	Event production HK$'000	Artiste and model management HK$'000	Music production HK$'000	Investment in securities HK$'000	Consolidated HK$'000
2010						
Segment revenue	**53,798**	**1,958**	**6,697**	**296**	**9,920**	**72,669**
Segment results	**13,338**	**663**	**2,482**	**291**	**9,920**	**26,694**
Interest income						**202**
Unallocated gains						**220**
Unallocated corporate expenses						**(19,212)**
Distribution costs	**(11,700)**	**–**	**(192)**	**(60)**	**–**	**(11,952)**
Administrative expenses	**(6,706)**	**(829)**	**(4,637)**	**(168)**	**–**	**(12,340)**
Other operating expenses	**(40,215)**	**–**	**(570)**	**(219)**	**(710)**	**(41,714)**
Change in fair value of financial assets at fair value through profit or loss	**–**	**–**	**–**	**–**	**(1,136)**	**(1,136)**
Loss from operations						**(59,238)**
Finance costs						**(18,155)**
Gain on partial disposal of associates						**165,864**
Profit before taxation						**88,471**
Taxation						**–**
Profit for the year						**88,471**

	Film and TV programme production HK$'000	Event production HK$'000	Artiste and model management HK$'000	Music production HK$'000	Investment in securities HK$'000	Consolidated HK$'000
2009						
Segment revenue	44,440	1,264	8,690	1,061	–	55,455
Segment results	7,701	18	3,138	112	–	10,969
Interest income						2
Unallocated gains						1,304
Unallocated corporate expenses						(25,154)
Distribution costs	(6,188)	(537)	(315)	(2,152)	–	(9,192)
Administrative expenses	(9,730)	(1,438)	(5,768)	(310)	–	(17,246)
Other operating expenses	(20,791)	–	(2,102)	(696)	–	(23,589)
Change in fair value of financial assets at fair value through profit or loss	–	–	–	–	(201,088)	(201,088)
Loss from operations						(263,994)
Finance costs						(20,479)
Loss before taxation						(284,473)
Taxation						–
Loss for the year						(284,473)

Revenue reported above represented revenue generated from external customers. There were no inter-segment sales in the year (2009: Nil).

Segment result represented the profit earned by each segment without allocation of central administration costs including directors' salaries, corporate legal professional fee and financial costs. This is the measure reported to the chief operating decision maker for the purpose of resource allocation and assessment of segment performance.

(b) Segment assets and liabilities

	Film and TV programme production HK$'000	Event production HK$'000	Artiste and model management HK$'000	Music production HK$'000	Investment in securities HK$'000	Consolidated HK$'000
2010						
Segment assets	**163,415**	**120**	**5,030**	**172**	**5,964**	**174,701**
Unallocated assets						**345,534**
						520,235
Segment liabilities	**24,852**	**10,063**	**8,146**	**562**	**–**	**43,623**
Unallocated liabilities						**187,872**
						231,495
2009						
Segment assets	166,388	241	4,260	356	54,929	226,174
Unallocated assets						122,187
						348,361
Segment liabilities	23,738	10,199	7,683	1,011	–	42,631
Unallocated liabilities						302,354
						344,985

For the purpose of monitoring segment performance and allocating resources between segments:

– all assets are allocated to reportable segments other than certain bank and cash balances and other financial assets that are not attributable to segments; and

– all liabilities are allocated to reportable segments other than current tax liabilities and other financial liabilities that are not attributable to segments.

(c) Other segment information

	Film and TV programme production HK$'000	Event production HK$'000	Artiste and model management HK$'000	Music production HK$'000	Investment in securities HK$'000	Unallocated HK$'000	Consolidated HK$'000
2010							
Other segment information:							
Capital expenditures	**76**	**–**	**–**	**–**	**–**	**–**	**76**
Depreciation	**239**	**130**	**118**	**–**	**–**	**648**	**1,135**
Amortisation of trademark	**–**	**–**	**16**	**–**	**–**	**–**	**16**
Amortisation of leasehold land	**–**	**–**	**–**	**–**	**–**	**17**	**17**
Impairment loss recognised in respect of:							
– trade and other receivables, deposits and prepayments	**5,725**	**–**	**570**	**–**	**–**	**710**	**7,005**
– film rights	**30,364**	**–**	**–**	**–**	**–**	**–**	**30,364**
– film production in progress	**4,126**	**–**	**–**	**–**	**–**	**–**	**4,126**
Write down on inventories	**–**	**–**	**–**	**219**	**–**	**–**	**219**
2009							
Other segment information:							
Capital expenditures	115	–	85	–	–	1,323	1,523
Depreciation	212	130	170	–	–	615	1,127
Amortisation of trademark	–	–	16	–	–	–	16
Amortisation of leasehold land	–	–	–	–	–	17	17
Impairment loss recognised in respect of:							
– trade and other receivables, deposits and prepayments	923	–	2,102	165	–	5,019	8,209
– film rights	19,868	–	–	–	–	–	19,868
Write down on inventories	–	–	–	531	–	–	531

(d) Geographical information

The Group's revenue from external customers by geographical location are detailed as below:

	2010	2009
	HK$'000	HK$'000
Hong Kong	**44,527**	23,057
The People's Republic of China	**23,204**	30,034
Others	**4,938**	2,364
	72,669	55,455

As at the end of reporting period, over 90% of the identifiable assets of the Group were located in Hong Kong. Accordingly, no geographical information analysis over non-current assets is presented.

(e) Information about major customers

Included in revenue arising from film and TV programme production of approximately HK$53,798,000 (2009: HK$44,440,000) are revenue of approximately HK$12,336,000 (2009: HK$18,398,000) which contributed from the largest customers of the Group.

6. LOSS FROM OPERATIONS

	2010	2009
	HK$'000	HK$'000
Loss from operations is stated after charging:		
Cost of inventories (included in cost of sales)	**5**	949
Amortisation of film rights (included in cost of sales)	**38,340**	36,540
Auditors' remuneration	**600**	600
Amortisation of trademark	**16**	16
Amortisation of leasehold land	**17**	17
Depreciation of property, plant and equipment	**1,135**	1,127
Operating leases in respect of:		
– land and buildings	**3,029**	3,299
– subleased land and building	**–**	1,375
Impairment loss recognised in respect of:		
– trade and other receivables, deposits and other prepayments*	**7,005**	8,209
– film rights*	**30,364**	19,868
– film production in progress*	**4,126**	–
Write down on inventories*	**219**	531
Loss on disposal of property, plant and equipment	**–**	1,137

* *The aggregation of these items included represented "Other operating expenses" in the consolidated statement of comprehensive income.*

7. FINANCE COSTS

	2010	2009
	HK$'000	HK$'000
Interest on:		
Bank borrowings wholly repayable within five years	**573**	548
Short-term borrowings	**–**	284
Imputed interest on convertible notes	**17,277**	19,496
Others	**305**	151
	18,155	20,479

8. TAXATION

No provision for Hong Kong profits tax has been made as the Company and its subsidiaries incurred taxation loss for the year (2009: Nil).

As at 30 June 2010, the Group had unused tax losses of approximately HK$189.6 million (2009: HK$163.3 million) available for offset against future profits. No deferred tax asset has been recognised due to the unpredictability of future profit streams.

No provision for deferred tax liabilities has been made as the Group and the Company had no material temporary differences between the tax bases of assets and liabilities and their carrying amounts in the financial statements.

9. EARNINGS/(LOSS) PER SHARE ATTRIBUTABLE TO OWNERS OF THE COMPANY

The calculation of basic and diluted earnings/(loss) per ordinary share attributable to owners of the Company is based on the following data:

	2010	2009
	HK$'000	HK$'000
Earnings/(loss) attributable to owners of the Company for the purpose of basic and diluted earnings/(loss) per ordinary share	**95,585**	(284,473)

	Number of shares	Number of shares
	'000	'000
		(Restated)
Weighted average number of ordinary shares for the purpose of basic and diluted earnings/(loss) per share	**406,069**	137,757

For the year ended 30 June 2010, the diluted earnings per share was the same as the basic earnings per share as the conversion of the Company's outstanding convertible notes during the year would be anti-dilutive.

For the year ended 30 June 2009, the dilutive loss per share was the same as the basis loss per share as the outstanding convertible notes had anti-dilutive effect on the basis loss per share.

The weighted average number of ordinary shares for the calculation of basic and diluted earnings per share for both years have been adjusted for the effect of share consolidation and bonus elements of the rights issue of the Company completed in January 2010 and March 2010 respectively.

10. INTERESTS IN ASSOCIATES

	2010	2009
	HK$'000	HK$'000
Share of net assets of associates	**–**	–
Goodwill arising on acquisition of associates	**26,583**	26,583
	26,583	26,583

On 30 June 2009, Enjoy Profits of Limited, a wholly-owned subsidiary of the Company, entered into a conditional agreement to dispose of 31% entire issued ordinary share capital of TVB Pay Vision Holdings Limited ("TVBP") (the "Disposal") at a cash consideration of approximately HK$212,745,000. The Disposal was completed during the year and recorded a gain on the Disposal of approximately HK$165,864,000 in the consolidated statement of comprehensive income. Details of the Disposal were set out in the Company's announcement and circular dated 6 July 2009 and 23 October 2009 respectively. Upon completion of the Disposal, the Group is entitled to 18% equity interest in TVBP and TVB Pay Vision Limited ("TVBPV"). The directors of the Company consider that the Group has retained significant influence over TVBP and TVBPV by the representation of the Group on the board of directors of TVBP and TVBPV despite the interest held by the Group is below 20% and the Group has continuously accounted for TVBP and TVBPV as its associates for the year ended 30 June 2010.

11. TRADE AND OTHER RECEIVABLES, DEPOSITS AND PREPAYMENTS

	The Group	
	2010	2009
	HK$'000	HK$'000
Trade receivables, net	**7,104**	9,367
Other receivables, deposits and prepayments	**4,382**	4,324
	11,486	13,691

The Group allows an average credit period of 90 to 180 days (2009: 90-180 days) to its customers. At 30 June 2010, the balances of trade and other receivables, deposits and prepayments included trade receivables of approximately HK$7,104,000 (2009: HK$9,367,000). An aged analysis of trade receivables prepared on the basis of sales invoice date is as follows:

	The Group	
	2010	2009
	HK$'000	HK$'000
0 to 90 days	**6,737**	6,192
91 to 180 days	**125**	446
Over 181 days	**9,972**	10,159
	16,834	16,797
Less: Impairment loss recognised in respect of trade receivables	**(9,730)**	(7,430)
Total	**7,104**	9,367

Trade receivables of approximately HK$242,000 (2009: HK$2,729,000) that were past due which over 180 days but not impaired for. These balances related to a number of customers that have good track record with the Group. Based on past experience, the management believes that no impairment allowance is necessary in respect of these balances as there has not been significant change in credit quality and the balances are still considered fully recoverable. The Group does not hold any collateral over these balances.

Trade receivables of approximately HK$9,730,000 (2009: HK$7,430,000) that were past due which over 180 days and impaired for. In determining the recoverability of trade receivables, the directors of the Company considered any change in the credit quality of the trade receivables from the date credit were initially granted up to the reporting date. Accordingly, the directors of the Company considered provision for impairment in values be made in respect of trade receivables to their recoverable values and believe that there is no further credit provision required in excess of the allowance for doubtful debts.

Movement in the allowance for doubtful debts:

	The Group	
	2010	2009
	HK$'000	HK$'000
Beginning of year	**7,430**	9,283
Written off for the year	**(2,189)**	(4,899)
Impairment loss recognised in respect of trade receivables	**4,489**	3,046
End of year	**9,730**	7,430

12. TRADE AND OTHER PAYABLES

	The Group	
	2010	2009
	HK$'000	HK$'000
Trade payables	**4,672**	13,270
Other payables	**31,459**	51,611
	36,131	64,881

At 30 June 2010, the balances of trade and other payables included trade payables of approximately HK$4,672,000 (2009: HK$13,270,000). The following is an aged analysis of trade payables at the end of the reporting period:

	2010	2009
	HK$'000	HK$'000
0 to 90 days	**3,217**	6,564
91 days or above	**1,455**	6,706
	4,672	13,270

13. EVENTS AFTER THE REPORTING PERIOD

i) In July 2010, the Company repurchased its own shares through the Stock Exchange. Details are as follows:

Month of Repurchase	No of ordinary shares at HK$0.01 each	Price per Share Highest HK$	Price per Share Lowest HK$	Aggregate consideration paid HK$'000
July 2010	4,568,000*	0.180	0.174	821

* *All repurchased shares were cancelled in July 2010.*

ii) In August 2010, the 2005 Convertible Note has been redeemed at the maturity date by the Company.

iii) On 14 October 2010, Hover Success Limited ("Hover") has disposed of (the "Share Disposal") 236,042,361 shares of HK$0.01 each of the Company (each, a "Share") to Dr. Ma Ho Man, Hoffman ("Dr. Ma") at a total consideration of HK$98,700,000, representing approximately HK$0.418 per Share. Completion of the Share Disposal has taken place on 14 October 2010. Immediately before completion of the Share Disposal, Dr. Ma did not own any Shares. Upon completion of the Share Disposal, Dr. Ma is interested in 236,042,361 Shares, representing approximately 22.73% of the issued share capital of the Company as at the date hereof and Hover ceased to hold any Shares.

iv) The Company appointed Dr. Ma as an Executive Director and the Chairman of the Board with effect from 14 October 2010.

COMMENTARY ON ANNUAL RESULTS

Results

The Group's total turnover during the year ended 30 June 2010 was approximately HK$72.7 million, representing an increase of approximately 31.0% from approximately HK$55.5 million for the year ended 30 June 2009. The Group's gross profit was approximately HK$26.7 million, representing an increase of approximately 142.7% from approximately HK$11.0 million in the previous year. The increase in turnover was mainly attributable to the net gains from the sale of investments at fair value through profit or loss for the year of approximately HK$9.9 million. The Group did not record such gains in pervious year.

Meanwhile, the Group recorded a loss from operations for the year of approximately HK$59.2 million, compared with approximately HK$264.0 million in the previous year. Such significant decrease in the loss from operations was mainly attributable to the decrease in loss on fair value of the Group's investments in listed equity securities from approximately HK$201.1 million in 2009 to approximately HK$1.1 million in 2010. As a result of the recognition of the one-off gain on partial disposal of associates of approximately HK$165.9 million in 2010, the profit for the year of the Group increased significantly to approximately HK$88.5 million from the loss of approximately HK$284.5 million in 2009.

Other operating expenses for the year increased to approximately HK$41.7 million from HK$28.6 million in the previous year. Such increase was mainly contributed by the increase in the impairment of loss in film rights during the year.

The profit attributable to owners for the year was approximately HK$95.6 million, compared with a loss of approximately HK$284.5 million in previous year. The earnings per share for the year ended 30 June 2010 was HK$0.24 compared with the adjusted loss per share of HK$2.07 for the year ended 30 June 2009.

REVIEW OF OPERATIONS

The Group was principally engaged in the entertainment and media business. Our activities can be categorized as (i) film and TV programme production; (ii) music production; (iii) event production; (iv) artiste and model management; (v) investment in a pay TV operation and (vi) investment in securities.

Film and TV programme production

The Group generated turnover of approximately HK$53.8 million from film and TV programme production activities for the year ended 30 June 2010, representing an increase of approximately 21.2% from approximately HK$44.4 million in the previous year. The gross profit derived from these activities was approximately HK$13.3 million, compared with approximately HK$7.7 million in fiscal year 2009. Turnover of this segment for the year was mainly contributed by the five films and two TV programmes released during the year, namely "On his majesty's secret service – 大內密探靈靈狗", "The future X-cops – 未來警察", "The Underdog Knight – 硬漢", "To Live And Die in Mongkok – 旺角監獄" and "Black Ransom – 撕票風雲", respectively for films, "Rough Justice – 十大奇冤" and "The Dragon Gate – 龍門驛站" for TV programmes.

As of 30 June 2010, the total net book value of the Group's film rights stood at approximately HK$41.3 million. The impairment loss recognised in respect of film rights during the year amounted to approximately HK$30.4 million. The Group's total film and TV programme production in progress as of 30 June 2010 amounted to approximately HK$101.5 million.

Music production

The turnover of the Group's music album production business during the year was approximately HK$0.3 million, compared with approximately HK$1.1 million in fiscal year 2009.

Although music production only accounts for a small portion of the Group's total earnings, the Group will continue to produce music albums for our artistes to boost the popularity of our artistes as well as the Group's image.

Event production

The Group organised a number of events during the year. These mainly included promotional activities, live music shows and fashion shows featured with the Group's artistes and models. Turnover from the event production for the year was approximately HK$2.0 million compared with approximately HK$1.3 million in previous year.

Artiste and model management

The Group continued to manage a group of popular artistes and models including 謝婷婷, JJ 賈曉晨, 高皓正, Yedda Chao 趙彤, Yellow, EO2, 狄易達 and a Korean female group Y.E.S.

Turnover and gross profit of the artiste and model management operation for the year were approximately HK$6.7 million and HK$2.5 million respectively, compared with approximately HK$8.7 million and HK$3.1 million respectively in previous year.

Investment in a pay TV operation

On 30 June 2009, Enjoy Profits Limited, a wholly-owned subsidiary of the Company, entered into a conditional agreement to dispose of 31% entire issued ordinary share capital of TVB Pay Vision Holdings Limited (the "TVBP"), (the "Disposal") at a cash consideration of approximately HK$212,745,000. The Disposal was completed during the year and recorded a gain on the Disposal of approximately HK$165.9 million in the consolidated statement of comprehensive income. Details of the Disposal were set out in the Company's announcement and circular dated 6 July 2009 and 23 October 2009 respectively. Upon completion of the Disposal, the Group is entitled to 18% equity interest in TVBP and TVB Pay Vision Limited (the "TVBPV"). The directors of the Company consider that the Group has retained significant influence over TVBP and TVBPV by the representation of the Group on the board of directors of TVBP and TVBPV despite the interest held by the Group is below 20% and the Group has continuously accounted for TVBP and TVBPV as its associates for the year ended 30 June 2010.

Investment in securities

Turnover of the investment in securities operation for the year was approximately HK$9.9 million compared with nil in fiscal 2009. The carrying value of the total segment assets of the investment in securities operation as of 30 June 2010 and 30 June 2009 were approximately HK$6.0 million and HK$54.9 million, respectively. The decrease in the carrying value mainly represented the cost of investment in securities disposed and the loss in change in fair value of financial assets at fair value through profit or loss during the year amounted to approximately HK$47.8 million and HK$1.1 million, respectively.

GEOGRAPHICAL REVIEW

During the year under review, the Group continued to focus on the Hong Kong and Mainland China markets. The revenue derived from Hong Kong and Mainland China amounted to approximately HK$44.5 million and HK$23.2 million, respectively, representing approximately 61.3% and 31.9% of our total turnover.

FUTURE BUSINESS PROSPECTS AND PLANS

The Group has dedicated its efforts in strengthening and opening up distribution channels for their film and TV production in Mainland China. Given the continued opening and expansion of the film and TV production market as well as the continuous growth in the box office in Mainland China, we strongly believe that there is a great potential for the distribution of our film and TV production in Mainland China.

Neither the Group has any future plans for material investments or capital assets and their expected sources of funding in the coming year nor the Group has introduced or announced any new business including new products and services during the year.

We are facing a challenging year ahead with the current global economic uncertainties caused by the global financial turmoil. We are cautiously optimistic in respect to the prospects of the film and TV production industry in Hong Kong. The Group will be cautious in the selection of stories and scripts for the production of our films and TV programmes. Stringent measures will be adopted in the cost control and risk management for the Group's film and TV projects.

FINANCIAL REVIEW AND LIQUIDITY

As at 30 June 2010, the Group's net assets amounted to approximately HK$288.7 million, compared with approximately HK$3.4 million on the same date last year. The current ratio, representing current assets divided by current liabilities was 1.99.

During the year, the Company raised approximately HK$185.5 million before expenses by way of the Rights Issue, issuing 927,520,792 ordinary shares at the subscription price of HK$0.20 per Rights Share on the basis of eight Rights Shares for every ordinary share held on the Record Date.

The net proceeds from the Rights Issue were approximately HK$180.7 million and HK$150.0 million of which was planned to be retained at the bank and was used for repayment of the convertible note when it became due in August 2010, while the remaining balance of approximately HK$30.7 million will be used for the general working capital of the Group.

At the end of the reporting period, the Group had (i) a short-term bank overdraft of approximately HK$10.0 million which bears interest at the lending bank's prime rate per annum or 1% per annum over Hong Kong Inter–bank Offer Rate, whichever is higher, and is repayable on demand; and (ii) a zero-coupon convertible note issued in August 2005 which is due within one year with principal amount, carrying value and fair value of approximately HK$170.0 million, HK$185.4 million and HK$185 million, respectively. Unless previously converted by the note holder, the convertible note is redeemable on the date of maturity at 110% of the principal amount of the convertible note then outstanding. The convertible note was redeemed at the maturity date by the Company in August 2010. The cash and bank balances of the Group were amounted to approximately HK$300.1 million. The gearing ratio, as a ratio of total borrowings over total assets, was 0.38.

The Group had contingent liabilities of approximately HK$24.0 million at the end of the reporting period, mainly as a result of a corporate guarantee provided to a financial institution in respect of banking facilities granted to former subsidiaries. Approximately HK$5.5 million of the banking facilities were utilized by those former subsidiaries and this amount was subject to a claim by the financial institution concerned.

EXPOSURE TO FLUCTUATION IN EXCHANGE RATES AND RELATED HEDGES

During the year, the revenue and cost for film and TV programme production, music album production, event production, artiste and model management services and investment in securities were mainly dominated in Renminbi and Hong Kong dollars. Borrowings in terms of loans and convertible note were denominated in Hong Kong dollars.

As the exchange rates of Hong Kong dollars against Renminbi were relatively stable during the year, the Group's exposure to fluctuations in exchange rates was minimal.

The Group will closely monitor the foreign currency exposure and to arrange for hedging facilities when necessary.

EMPLOYEE SCHEMES

As at 30 June 2010, the Group had 53 employees (All based in Hong Kong). The remuneration policy and package of the Group's employees are periodically reviewed and approved by the executive directors. Apart from provident fund scheme and in-house training programmes, medical insurance scheme, discretionary bonuses and share options may also be awarded to employees according to the assessment of individual performances.

PLEDGE OF ASSETS

As at 30 June 2010, certain assets of the Group with aggregate carrying value of approximately HK$20.8 million (2009: HK$21.0 million) were pledged to secure banking facilities granted to the Company.

MAJOR LITIGATION AND ARBITRATION PROCEEDINGS

1. The Company and its ex-subsidiary, P.N. Electronic Ltd. ("PNE") have been involved in arbitration proceedings with North American Foreign Trading Corporation ("NAFT") in respect of a gross receivable of HK$18 million and related damages from various parties for goods shipped by PNE and NAFT in 1996. The arbitration proceedings were initiated by NAFT against the Company and PNE claiming for alleged damages in New York, USA. The Company has upon legal advice, vigorously contested the alleged claims and has counterclaimed the said sum of HK$18 million as well as other damages. The Company has not received any documents in relation to the arbitration proceedings for a substantial period of time and insofar as the Company is aware, the proceedings remain dormant.

2. On 13 October 2003, a Writ of Summons and Statement of Claim was issued by BII Finance Company Limited ("BII Finance") against the Company under a guarantee allegedly given by the Company in favour of BII Finance in respect of certain liabilities of Welback Enterprises Limited, a former subsidiary of the Company. The claim is for a sum of approximately HK$3,583,000 and US$248,000 (approximately HK$1,936,000), together with interest.

   The Company has issued Third Party proceedings against Mr. Lee Chun Kwok and Mr. Fong Wing Seng, former directors of the Company, seeking a contribution to the extent of 49% of BII Finance's claim in the event that the Company is found liable to BII Finance (which is denied).

   The Company will continue to defend BII Finance's claim, and will also continue to pursue the Third Party proceedings against Mr. Lee Chun Kwok and Mr. Fong Wing Seng. BII Finance has not taken any steps to progress with the action since June 2006.

Save as disclosed above, no member of the Group is engaged in any litigation or claims of material importance and no litigation or claims of material importance is known to the directors to be pending or threatened by or against any member of the Group.

DIVIDENDS

The directors do not recommend the payment of a final dividend for the year ended 30 June 2010 (2009: Nil).

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES OF THE COMPANY

During the year, the Company purchased 432,000 ordinary shares of HK$0.01 each in the capital of the Company at prices ranging from HK$0.176 to HK$0.180 per share on the Stock Exchange.

Month/Year	Number of shares repurchased	Highest price per share HK$	Lowest price per share HK$	Aggregate price paid (excluding expenses) HK$'000
June 2010	432,000	0.180	0.176	77

The repurchased shares were cancelled subsequent to the end of the reporting period and accordingly, the issued share capital of the Company was diminished by the nominal value thereof. The directors considered that such repurchase resulted in an enhancement of the net asset value of the Company and/or its earning per share, thus has benefited the Company and its shareholders.

Save as disclosed above, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities during the year.

CODE ON CORPORATE GOVERNANCE PRACTICES

During the year, save and except as hereinafter mentioned in connection with the vacancy of the position of the chairman of the Board following the resignation of Mr. Yu Kam Kee, Lawrence, *B.B.S., M.B.E., J.P.*, the Company has complied with all the code provisions as set out in the Code on Corporate Governance Practices ("CG Code") contained in Appendix 14 to the Listing Rules.

Pursuant to Code Provision A.2.1 of the CG Code, the roles of chairman and chief executive officer should be separate and should not be performed by the same individual.

The roles of chairman and chief executive officer of the Company are clearly segregated and performed by two executive directors of the Company. Mr. Yu Kam Kee, Lawrence, *B.B.S., M.B.E., J.P.*, former chairman, was responsible for the Company's long term strategic planning and business development as well as the management of the full Board while Dr. Allan Yap was, before he resigned as chief executive officer of the Company on 21 December 2009, responsible for implementing the Company's strategy, managing and monitoring the performance of the management and overseeing the daily operation of the Company. Mr. Wong Kui Shing, Danny was appointed as managing director of the Company on 21 December 2009 and took up the role performed by a chief executive officer.

Since the resignation of Mr. Yu Kam Kee, Lawrence, *B.B.S., M.B.E., J.P.*, as chairman and executive director of the Company on 1 October 2009, the position of chairman has been vacated. In the interim, in order to ensure smooth operation, Mr. Wong Kui Shing, Danny as the managing director of the Company responsible for implementing the Company's strategy, managing and monitoring the performance of the management and overseeing the daily operation of the Company. Dr. Ma Ho Man, Hoffman has been appointed as chairman of the Board and has assumed the role of chairman since 14 October 2010.

Pursuant to Code Provision E.1.2 of the CG Code, the chairman of the board should attend the annual general meeting. However, the position of chairman has been vacated since 1 October 2009 when the resignation of Mr. Yu Kam Kee, Lawrence, *B.B.S., M.B.E., J.P.*, as chairman and executive director took effect. Mr. Heung Pik Lun was elected chairman of the annual general meeting ("AGM") together with other directors maintained an on-going dialogue with shareholders and answered all questions raised by the shareholders throughout the AGM.

Detailed information of the Company's corporate governance practices as set out in the corporate governance report will be included in the Company's annual report to be despatched to the shareholders in due course.

REVIEW OF ANNUAL RESULTS

The annual results for the year have been reviewed by the audit committee of the Company. The audit committee has also reviewed with management and the external auditors the accounting principles and practices adopted by the Group and discussed auditing, internal control and financial reporting matters including the review of the Group's audited annual financial statements for the financial year ended 30 June 2010.

PUBLICATION OF RESULTS ANNOUNCEMENT AND ANNUAL REPORT

This results announcement is published on the designated website of the Stock Exchange at www.hkexnews.hk and on the website of the Company at www.irasia.com/listco/hk/see. The annual report of the Company for the year ended 30 June 2010 containing all the information required by the Listing Rules will be despatched to the shareholders and available on the same websites in due course.

APPRECIATION

The Directors would like to express its gratitude to all employees for their diligence and contribution. At the same time, the Directors are also thankful for the support they have from all the customers, suppliers and shareholders of the Group.

By Order of the Board of
See Corporation Limited
Mr. Wong Yat Cheung
Executive Director

Hong Kong, 21 October 2010

As at the date of this announcement, the Directors are as follows:

Executive Directors:
Dr. Ma Ho Man, Hoffman *(Chairman)*
Mr. Wong Kui Shing, Danny *(Managing Director)*
Dr. Allan Yap
Mr. Wong Yat Cheung

Independent Non-executive Directors:
Mr. Li Fui Lung, Danny
Mr. Ng Hoi Yue, Herman
Mr. Heung Pik Lun

* *for identification purpose only*