
BUSINESS OBJECTIVES AND FUTURE PLANS

BUSINESS OBJECTIVES

To maintain our market share, enhance our service quality and attract more clients to engage our services, we intend to (i) continue to expand our client base and business operations; (ii) strengthen and broaden our existing range of digital marketing services; and (iii) pursue growth through selective mergers and acquisitions.

BUSINESS STRATEGIES

Please refer to the section headed “Business – Business Strategies” in this document for a detailed description of our business objectives and strategies.

IMPLEMENTATION PLANS

We will endeavour to achieve the following milestone events during the period from the Latest Practicable Date to 31 March 2018, and their respective scheduled completion times are based on certain bases and assumptions as set out in “Bases and Key Assumptions” in this section. These bases and assumptions are inherently subject to many uncertainties and unpredictable factors, in particular the risk factors as set out under the section headed “Risk Factors” in this document. Therefore, there is no assurance that our business plans will materialise in accordance with the estimated time frame and that our future plans will be accomplished at all.

For the period from the Latest Practicable Date to 30 September 2015:

Future plans:

Continue to expand our client base and business operations

- Expand sales and proposal team at our Hong Kong office
- Expand service teams at our Hong Kong and Guangzhou offices

Strengthen and broaden our existing range of digital marketing services

- Identify market needs, research on comparable and new technologies through conducting market research
- Recruit technical staff for app development
- Secure cooperation arrangements with popular websites, apps and mobile sites

[REDACTED]

BUSINESS OBJECTIVES AND FUTURE PLANS

For the period from 1 October 2015 to 31 March 2016:

Future plans:

Continue to expand our client base and business operations

- Expand sales and proposal team at our Hong Kong office
- Expand service teams at our Hong Kong and Guangzhou offices
- Provide enhanced customer relationship-related training programmes to our staff members

Strengthen and broaden our existing range of digital marketing services

- Research and expand existing range of digital marketing services and perform beta and pilot tests
- Identify market needs, research on comparable and new technologies through conducting market research
- Recruit technical staff for app development
- Secure cooperation arrangements with popular websites, apps and mobile sites

Pursue growth through selective mergers and acquisitions

- Documentation and due diligence works
- Review the backgrounds and financials of the potential acquisition targets
- Acquire companies with functional-expertise, industry-expertise or regional client-expertise

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BUSINESS OBJECTIVES AND FUTURE PLANS

For the period from 1 April 2016 to 30 September 2016:

Future plans:

Continue to expand our client base and business operations

- Expand sales and proposal team at our Guangzhou office
- Expand service teams at our Hong Kong and Guangzhou offices
- Conduct studies on the digital marketing service industry in Eastern China

Strengthen and broaden our existing range of digital marketing services

- Research and expand existing range of digital marketing services and perform beta and pilot tests
- Update market needs, research on comparable and new technologies through conducting market research
- Recruit technical staff for app development
- Secure cooperation arrangements with popular websites, apps and mobile sites

[REDACTED]

BUSINESS OBJECTIVES AND FUTURE PLANS

For the period from 1 October 2016 to 31 March 2017:

Future plans:

Continue to expand our client base and business operations

- Improve operation process for the Hong Kong operations through implementing information technology systems
- Expand sales and proposal team at our Hong Kong and Guangzhou offices
- Expand service teams at our Hong Kong and Guangzhou offices
- Conduct studies on the digital marketing service industry in Eastern China
- Provide enhanced customer relationship-related training programmes to our staff members

Strengthen and broaden our existing range of digital marketing services

- Research and expand existing range of digital marketing services and perform beta and pilot tests
- Update market needs, research on comparable and new technologies through conducting market research
- Look for opportunities to collaborate with software and programme developers to develop other technologies to address our clients’ needs and preferences
- Expand our internal research and development capabilities
- Recruit technical staff for app development
- Secure cooperation arrangements with popular websites, apps and mobile sites

Pursue growth through selective mergers and acquisitions

- Acquire and settle payment for acquisition targets

[REDACTED]

BUSINESS OBJECTIVES AND FUTURE PLANS

For the period from 1 April 2017 to 30 September 2017:

Future plans:

Continue to expand our client base and business operations

- Improve operation process for the PRC operations through implementing information technology systems
- Expand sales and proposal team at our Hong Kong and Guangzhou offices
- Expand service teams at our Hong Kong and Guangzhou offices

Strengthen and broaden our existing range of digital marketing services

- Research and expand existing range of digital marketing services and perform beta and pilot tests
- Look for opportunities to collaborate with software and programme developers to develop other technologies to address our clients' needs and preferences
- Expand our internal research and development capabilities
- Update market needs, research on comparable and new technologies through conducting market research
- Recruit technical staff for app development
- Secure cooperation arrangements with popular websites, apps and mobile sites

[REDACTED]

BUSINESS OBJECTIVES AND FUTURE PLANS

For the period from 1 October 2017 to 31 March 2018:

Future plans:

Continue to expand our client base and business operations

- Provide enhanced customer relationship-related training programmes to our staff members
- Expand sales and proposal team at our Hong Kong and Guangzhou offices
- Expand service teams at our Hong Kong and Guangzhou offices

Strengthen and broaden our existing range of digital marketing services

- Research and expand existing range of digital marketing services and perform beta and pilot tests
- Look for opportunities to collaborate with software and programme developers to develop other technologies to address our clients’ needs and preferences
- Expand our internal research and development capabilities
- Update market needs, research on comparable and new technologies through conducting market research
- Recruit technical staff for app development
- Secure cooperation arrangements with popular websites, apps and mobile sites

Pursue growth through selective mergers and acquisitions

- Acquire and settle payment for acquisition targets

[REDACTED]

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BASES AND KEY ASSUMPTIONS

The business objectives set out by our Directors are based on the following bases and key assumptions:

- there will be no significant changes in respect of the existing political, legal, fiscal, social or economical conditions in Hong Kong and other places in which our Group operates or intends to operate;
- there will be no disaster, natural, political or otherwise, which would materially disrupt our business operations or cause substantial loss, damage or destruction to our properties or facilities;
- there will be no material change in the existing laws (whether in Hong Kong, the PRC or any part of the world), policies, or industry or regulatory treatment relating to us, or in the political, economic or market conditions in which we operate;
- there will be no material change in the bases or rates of taxation applicable to us;
- there will be no significant change in the business relationships with our major clients and suppliers;
- we will have sufficient financial resources to meet the planned capital expenditure and business development requirements during the period to which the business objectives relate;
- there will be no change in the effectiveness of any licences and permits obtained by us; and
- we will not be materially affected by the risk factors as set out under the section headed “Risk Factors” in this document.

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BUSINESS OBJECTIVES AND FUTURE PLANS

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

To pursue growth through selective mergers and acquisitions, we plan to selectively acquire niche players whose businesses, service growth potential and sales networks are complementary to ours or companies which will have the potential growth upon being acquired by us, thereby expanding the portfolio of our services. In particular, we intend to target (i) companies offering digital marketing services; (ii) companies offering marketing services complementary to digital marketing; (iii) developers of apps which leverage opportunities generated from online-to-offline commerce, e-commerce and mobile-commerce activities; (iv) digital media developers or operators; and (v) companies with established database for digital marketing or e-commerce platform to encourage discussions among Internet users, arouse interest of target audience and generate sales for our clients. As at the Latest Practicable Date, we had not identified any potential acquisition target or initiated negotiations for any acquisition or joint venture and we had no intention to acquire any company or business which would lead to a material change of the current principal business of our Group.

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