This summary aims at giving you an overview of the information contained in this prospectus. Because this is a summary, it does not contain all the information that may be important to you. You should read the whole prospectus before you decide to invest in the Offer Shares.

There are risks associated with any investment. Some of the particular risks in investing in the Offer Shares are set out in the section headed "Risk Factors". You should read that section carefully before you decide to invest in the Offer Shares.

OVERVIEW

As an established distributor and retailer of lifestyle comfort footwear products, we rely substantially on the sales of Clarks branded footwear products supplied by C&J Clark which was our largest supplier during the Track Record Period. Our total revenue generated from our sale of Clarks branded footwear products amounted to approximately HK$296.0 million, HK$400.9 million and HK$404.4 million for the three years ended 31 December 2010, 2011 and 2012, respectively, which accounted for approximately 80.9%, 84.8% and 80.0% of our total revenue for the relevant periods, respectively. Furthermore, C&J Clark granted licences to us to use certain trademarks such as Clarks, in connection with our sale of footwear products supplied by it. Our customers' loyalty to our products, and our sales volume and revenue, rely to a certain extent, on the market's recognition and awareness of the brand of Clarks.

In addition to Clarks branded footwear products, we distribute and sell lifestyle comfort footwear products of other international brands, including Josef Seibel, The Flexx and Yokono in Hong Kong, Taiwan and Macau. With an operating history of over 38 years in Hong Kong, we have developed and maintained strong and successful relationships with our suppliers of international branded footwear products.

During the Track Record Period, we were the exclusive distributor in Hong Kong, Taiwan and Macau for most of our licensed brands, including Clarks, Josef Seibel, the Flexx and Yokono, and our exclusive distributorship extends to the PRC or other Asia countries for several licensed footwear brands, including Josef Seibel and Yokono. We are not required to pay any fees to any of our existing suppliers for obtaining or renewing our distributorship or franchise.

Apart from distribution to wholesale customers, we are also a retailer of our licensed footwear brands through our self-operated Retail Outlets network under the trade names S.Culture, shoe mart and SCOOPS, and individual licensed brands, such as Clarks, Clarks Originals and Josef Seibel.

As at the Latest Practicable Date, we had a total of 98 Retail Outlets comprising 30 self-rented shops and 21 concessions in Hong Kong, eight self-rented shops and 37 concessions in Taiwan and two self-rented shops in Macau. We also sell our products to wholesale customers, such as footwear retail chain stores and department stores. As at 31 December 2010, 2011 and 2012, we had 90, 82 and 79 wholesale customers, respectively.

We do not possess any manufacturing capacity and all of our products are end products supplied to us by suppliers who are Independent Third Parties.

We rely substantially on C&J Clark

We have established business relationship with C&J Clark since 1974 and have been the retailer and exclusive distributor of C&J Clark in Hong Kong, Taiwan and Macau uninterruptedly since 1997. As at the Latest Practicable Date, we had entered into a distributorship agreement and an international franchise agreement with C&J Clark which granted us exclusive distribution rights and rights to open Retail Outlets under its brands, subject to the terms of the agreements, respectively, both for a term of five years and will expire on 31 December 2017. When approaching the expiry of the distributorship and international franchise agreements entered into between our Group and C&J Clark in 2017, we will discuss with C&J Clark to renew the relevant agreements. Our Directors foresee that there would be no difficulty in renewing these agreements, including the exclusive distribution rights, in light of our well-established relationship with C&J Clark since 1974.

In view of the significance of, and our reliance on, C&J Clark, we have been identifying new brands and new product lines under our other existing brands in order to broaden our revenue stream. We believe and anticipate the sales portion to be derived from branded footwear products other than Clarks branded footwear products will gradually increase through our diversified product mix and geographical expansion as, in addition to our new specialty Retail Outlets for Clarks branded footwear products, we also plan to open new specialty Retail Outlets for Josef Seibel and The Flexx branded products in 2013 and 2014. We will introduce new brands, such as launching women footwear products of a new international brand in mid 2013, and enhance our product mix by increasing sales of footwear products with competitive prices in order to reach a wider market base. The sales of other licensed branded footwear products excluding sales of Clarks branded products increased from 5.9% to 15.5% of our total sales during the Track Record Period. Our Directors believe that our long and stable business relationship with C&J Clark will not deteriorate to an extent which will cause our agreements with C&J Clark be terminated. Notwithstanding that, in the event any of our agreements with C&J Clark has to be terminated, which will also lead to the termination of our exclusive distribution right, our Directors believe that our Group will have sufficient time to shift gradually our business focus to other branded footwear products after considering (i) the whole termination process (including the sell-down of remaining inventories and termination or surrender of shop leases) will take up to a year to complete in an orderly manner; (ii) the existing and projected number of multi-branded and specialty Retail Outlets that are carrying other branded footwear products; (iii) the required time from merchandising to production and delivery of other branded footwear products; (iv) the increasing revenue generated by the sales of other branded footwear products during the Track Record Period; and (v) the adequacy of supply of inventories from suppliers of other branded footwear, taking into account of their scales of production and sales worldwide, to replace the number of SKUs historically provided by C&J Clark. For further discussion on our plan to broaden our revenue stream, please refer to section headed ''Business — Business Strategies — Expand Our Retail Network'' in this prospectus.

Terms of the key agreements with our suppliers

We entered distributorship and/or international franchise agreements with our suppliers for our licensed brands. These suppliers have not set any minimum selling prices in the agreements and we determine our retail and wholesale prices according to our standard pricing policy. The following table sets forth the summary of key terms in the respective agreements which were in force as at the Latest Practicable Date for these brands:

	Minimum purchase requirement (in pairs of footwear)	Minimum new outlet requirement
Clarks	certain amount fixed for 2013 with an incremental percentage of approximately 6%, 5%, 5% and 4% from 2013 to 2017, respectively	open three new outlets for each of the year
The Flexx	(i) certain amount fixed for 2012 with an incremental percentage of approximately 100%, 30%, 30% from 2013 to 2015, respectively, in Hong Kong and Taiwan; and (ii) certain amount fixed for 2012 with an incremental percentage of approximately 300%, 87.5% and 233% from 2013 to 2015, respectively, in the PRC *(Note 1)*	no minimum new outlet requirement
Yokono and Yokono K	certain amount fixed for 2013 with an incremental percentage of approximately 50% and 33% from 2014 to 2015, respectively	no minimum new outlet requirement
Streetcars	certain amount fixed for 2009 with an incremental percentage of approximately 73%, 51%, 26% and 24% from 2010 to 2013, respectively *(Note 2)*	no minimum new outlet requirement

Notes:

1. Our Group has not commenced any business in the PRC as at 31 December 2012. Upon discussion with The Flexx, a waiver from strict compliance with the minimum purchase requirement in the PRC for the year ended 31 December 2012 was granted to us. We may introduce The Flexx to the PRC market via wholesale channels in the year 2013.
2. Due to the business strategies of Streetcars, Inc. for its operation in Asia Pacific, a waiver from strict compliance of all minimum purchase requirements during the contractual term was granted to us.

Particulars of business plan with our supplier *(Note)*

	Suggested purchase requirement (in pairs of footwear)	Suggested minimum cumulative total number of outlets opened by end of year
Josef Seibel	no suggested minimum purchase requirement	suggested to maintain the minimum number of outlets at (i) 17, 20, 22 and 25 in Hong Kong; and (ii) 11, 15, 25 and 30 in Taiwan, from 2012 to 2015, respectively

Note:

No minimum purchase requirement or minimum new outlet requirement is stipulated under the agreements entered into between our Group and Josef Seibel. With reference to our Group's business plan agreed with Josef Seibel, there are non-legally binding terms on suggested purchase requirement and suggested minimum cumulative total number of outlet opened by end of year.

Our purchases during the Track Record Period

Clarks

For the three years ended 31 December 2010, 2011 and 2012, we purchased approximately 383,100 SKUs, 439,600 SKUs and 448,700 SKUs from C&J Clark which represented approximately 3%, 14% and 12% above the minimum purchase requirements for the same periods, respectively, stipulated under our relevant distributorship agreement and international franchise agreement with C&J Clark.

Josef Seibel

For the three years ended 31 December 2010, 2011 and 2012, we purchased approximately 54,000 SKUs, 88,000 SKUs and 162,900 SKUs from Josef Seibel GmbH, respectively.

The Flexx

For the year ended 31 December 2012, we purchased approximately 19,800 SKUs in Hong Kong and Taiwan from Ka & Ka which represented approximately 9% above the minimum purchase requirement for Hong Kong and Taiwan for 2012 stipulated under our distribution agreement with Ka & Ka.

Yokono and Yokono K

For the year ended 31 December 2012, we purchased approximately 5,500 SKUs from Yukon S.L. which represented approximately 9% above the minimum purchase requirement stipulated under our distribution agreement with Yukon S.L. for 2013.

Streetcars

For the three years ended 31 December 2010, 2011 and 2012, we purchased approximately 19,400 SKUs, 14,600 SKUs and 21,100 SKUs from Streetcars, Inc., respectively.

With reference to the minimum purchase requirements, it is mutually understood between our suppliers and us that the actual purchase quantities are negotiable if necessary. During the Track Record Period, we were able to meet all minimum purchase and minimum new outlet requirements and we did not negotiate over the minimum purchase requirements with our suppliers. For details, please refer to section headed ''Business — Brands and Products'' in this prospectus.

Revenue by brands

The table below sets forth our revenue breakdown by brands and ASP for the periods indicated:

	For the year ended 31 December											
	2010				2011				2012			
	(HK$'000)	*%*	*Units*	*ASP*	*(HK$'000)*	*%*	*Units*	*ASP*	*(HK$'000)*	*%*	*Units*	*ASP*
Clarks	295,993	80.9	354,857	834	400,853	84.8	425,986	941	404,434	80.0	417,193	969
Josef Seibel	21,391	5.9	43,730	489	43,452	9.2	78,345	555	67,164	13.3	119,790	561
The Flexx	—	—	—	—	5,954	1.3	8,638	689	9,558	1.9	14,949	639
Yokono and Yokono K	—	—	—	—	—	—	—	—	1,382	0.3	2,374	582
Others(Note)	48,462	13.2	105,222	461	22,184	4.7	122,522	181	22,751	4.5	106,684	213
Total	365,846	100.0	503,809	726	472,443	100.0	635,491	743	505,289	100.0	660,990	764

Note:

Others include footwear products of other brands and accessories.

SELECTED COMBINED STATEMENTS OF COMPREHENSIVE INCOME AND STATEMENTS OF FINANCIAL POSITION LINE ITEMS

	Year ended/As at 31 December		
	2010	**2011**	**2012**
	(HK$'000)	*(HK$'000)*	*(HK$'000)*
Revenue	365,846	472,443	505,289
Gross profit	217,338	296,533	326,963
Profit for the year attributable to owners of our Company	18,085	31,502	25,079
Current assets	186,140	193,741	222,523
Current liabilities	121,965	125,497	129,593
Net current assets	64,175	68,244	92,930
Net assets	100,959	124,128	149,672
Total assets	240,966	265,625	294,625

During the Track Record Period, our revenue was substantially generated from retail. The table below sets forth our revenue breakdown by channels through retail and wholesale for the Track Record Period:

	For the year ended 31 December					
	2010		2011		2012	
	(HK$'000)	*(%)*	*(HK$'000)*	*(%)*	*(HK$'000)*	*(%)*
Total retail	305,154	83.4	403,638	85.4	441,968	87.5
Total wholesale	60,692	16.6	68,805	14.6	63,321	12.5
Total	365,846	100.0	472,443	100.0	505,289	100.0

Our revenue generated from retail was continuously increasing during the Track Record Period as per our Group's strategic development plan of targeting retail market over wholesale. Our revenue from retail for the years ended 31 December 2010, 2011 and 2012 was approximately HK$305.2 million, HK$403.6 million and HK$442.0 million, representing approximately 83.4%, 85.4% and 87.5% of the total revenue, respectively, and also representing a CAGR of approximately 20.3%, while our revenue generated from wholesale for the years ended 31 December 2010, 2011 and 2012 was approximately HK$60.7 million, HK$68.8 million and HK$63.3 million, representing approximately 16.6%, 14.6% and 12.5% of the total revenue, respectively, and also representing an increase of approximately 4.3% from FY2010 to FY2012.

The following table sets out revenue by geographical segments and the percentage contribution of each geographical segment to our total revenue for the Track Record Period:

	For the year ended 31 December					
	2010		2011		2012	
	(HK$'000)	*(%)*	*(HK$'000)*	*(%)*	*(HK$'000)*	*(%)*
Hong Kong	330,655	90.4	369,834	78.3	393,516	77.9
Taiwan	24,180	6.6	88,267	18.7	96,989	19.2
Macau	11,011	3.0	14,342	3.0	14,784	2.9
Total	365,846	100.0	472,443	100.0	505,289	100.0

Our increases in revenue derived from Hong Kong, Taiwan and Macau were attributable to the increases in sale of footwear products from our Retail Outlets. For the years ended 31 December 2010, 2011 and 2012, our revenue derived from Hong Kong amounted to approximately HK$330.7 million, HK$369.8 million and HK$393.5 million, representing approximately 90.4%, 78.3% and 77.9% of our total revenue, respectively. Our revenue derived from Taiwan increased by approximately HK$64.1 million or 264.9% from approximately HK$24.2 million for FY2010 to approximately HK$88.3 million for FY2011, and further increased by approximately HK$8.7 million or 9.9% to approximately HK$97.0 million for FY2012, representing a CAGR of approximately 100.2%. Our revenue derived from Macau increased by approximately HK$3.8 million or 34.5% from approximately HK$11.0 million for FY2010 to approximately HK$14.8 million for FY2012, representing a CAGR of approximately 16.0%.

Gross profit and gross profit margin

Our gross profit were approximately HK$217.3 million, HK$296.5 million and HK$327.0 million, representing approximately 59.4%, 62.8% and 64.7% of the total revenue for the years ended 31 December 2010, 2011 and 2012, respectively.

Our gross profit margin of total revenue increased from approximately 59.4% for the year ended 31 December 2010 to approximately 62.8% for the year ended 31 December 2011 and to approximately 64.7% for the year ended 31 December 2012, primarily attributable to the increase in ASP of our footwear products. The increase in our ASP were approximately 2.3% between FY2010 and FY2011 and approximately 2.8% between FY2011 and FY2012, primarily reflected by our careful positioning and management of each brand and sales channel, and the offering of products which highlight each brand's unique style and image, which allowed us to position products of these brands with premium pricing. As a result, we were able to maintain the gross profit margin from overall sales of our footwear products during the Track Record Period.

Our gross profit margin from retail increased from approximately 64.2% for the year ended 31 December 2010 to approximately 66.4% for the year ended 31 December 2011, primarily attributable to an increase in ASP of our products sold via our Retail Outlets. Our gross profit margin from retail remained relatively stable at approximately 66.4% and 67.4% for the two years ended 31 December 2012, respectively.

Net profit for the year ended 31 December 2012

Our net profit decreased by approximately HK$6.4 million or 20.4% from approximately HK$31.5 million for the year ended 31 December 2011 to approximately HK$25.1 million for the year ended 31 December 2012, primarily due to (i) the increase in selling and distribution costs of approximately HK$35.6 million or 23.3%; and (ii) the listing expenses of approximately HK$3.1 million which incurred in FY2012.

SELECTED COMBINED STATEMENTS OF CASH FLOWS

	For the year ended 31 December		
	2010	**2011**	**2012**
	(HK$'000)	*(HK$'000)*	*(HK$'000)*
Net cash from / (used in) operating activities	49,763	12,874	(15,857)
Net cash used in investing activities	(40,714)	(523)	(5,719)
Net cash from financing activities	427	1,032	16,941
Cash and cash equivalents at the end of the year, representing bank balances and cash	19,471	32,448	28,028

For the FY2012, our Group experienced a net cash used in operating activities of approximately HK$15.9 million. The net cash used in operating activities was a result of (i) operating cash inflow before movement in working capital of approximately HK$38.0 million; (ii) the net working capital outflow of approximately HK$45.9 million; and (iii) profit tax paid in the amount of approximately HK$8.0 million. The net working capital outflow primarily consisted of (i) an increase in inventories of approximately HK$26.7 million; (ii) a decrease in trade and other payables of approximately HK$12.5 million; (iii) an increase in rental deposits of approximately HK$4.2 million; and (iv) an increase in trade and other receivables of approximately HK$2.5 million.

KEY FINANCIAL RATIOS

	As at/for the year ended 31 December		
	2010	**2011**	**2012**
Current ratio(1)	1.5 times	1.5 times	1.7 times
Gearing ratio(2)	54.4%	54.5%	62.2%
Net profit margin(3)	4.9%	6.7%	5.0%

Notes:

1. Current ratio is calculated based on the total current assets divided by the total current liabilities as at the relevant year end.
2. Gearing ratio is calculated based on the total debt divided by the total equity as at the relevant year end and multiplied by 100%.

3. Net profit margin is calculated by net profit after taxes divided by the revenue for the relevant year and multiplied by 100%.

For further details on the reasons for the fluctuations of the above financial ratios, please refer to the section headed ''Financial Information — Other Key Financial Ratios'' in this prospectus.

INVENTORY MANAGEMENT

Inventory turnover days

The following table sets forth our average inventory turnover days for the periods indicated:

	For the year ended 31 December		
	2010	2011	2012
Average inventory turnover days[(1)]	229.4	192.0	225.5
Average inventory turnover days at Retail Outlets[(2)]	187.0	180.8	188.5

Notes:

1. Average inventory turnover days equal to the average inventory divided by cost of goods sold and multiplied by 365 days. Average inventory equals inventory at the beginning of the year plus inventory at the end of the year divided by two.
2. Average inventory turnover days at Retail Outlets equal to the average inventory at Retail Outlets divided by the relevant cost of goods sold multiplied by 365 days. Average inventory at Retail Outlets equal to average inventory at Retail Outlets at the beginning of the year plus inventory at the Retail Outlets at the end of the year divided by two.

The table below sets forth our inventory at Retail Outlets by brands as at 31 December 2012 and subsequent sale of inventories until 31 May 2013:

	Inventory at Retail Outlets as at 31 December 2012		Subsequent sale until 31 May 2013		
	SKUs	*(HK$'000)*	*SKUs*	*(HK$'000)*	*%*
Clarks	154,501	61,934	123,974	44,365	71.6
Josef Seibel	47,657	10,601	41,779	10,421	98.3
The Flexx	7,899	1,942	5,715	1,256	64.7
Yokono and Yokono K	3,024	670	745	153	22.9
Others	41,983	5,826	29,989	3,617	62.1
Total	255,064	80,973	202,202	59,812	73.9

Our Directors believe that our footwear products by nature are not fast-moving and have a relatively long product life cycle. Our inventory turnover days are in line with the industry norm. Our Group intends to maintain an inventory benchmark level of approximately 1,000 to 3,000 SKUs per Retail Outlet (based on the size of the Retail Outlet) by 31 December 2013 and thus to improve our cash flow and liquidity position. Based on the latest average monthly sales figures per Retail Outlet of approximately 500 SKUs and average inventory balance per Retail Outlet of approximately 1,000 to 3,000 SKUs for the year ended 31 December 2012, if we could maintain our target level of sales in the coming financial year, we believe that the current level of inventory of footwear products for sales through our Retail Outlets would be fully turned-around before the end of 2013. If our inventory level rises significantly above the optimal level or this is anticipated to happen, we will reduce our aged inventories by selling them in our chain stores under trade name ''shoe mart'', which operate under the concept of selling footwear products from different brands mostly of previous seasons at a discounted price to avoid possible excessive level of inventory. For further details of the inventory control, please refer to the section headed ''Our Business — Inventory Control and Logistics'' in this prospectus.

We try to maintain an optimal level of inventory by comparing the level of inventory with the sales revenue within a particular period, subject to the prevailing market conditions, and as reserve inventory to support the new Retail Outlets to be opened within the following four to six months. The inventory of our footwear products has to be stocked for the following purposes: (i) as rolling inventory for turnover and replenishing sold footwear products; (ii) to support the expansion of our Retail Outlets; and (iii) to cater for the seasonality of our business, as we generally have a relatively high level of inventory at the end of each year comprising fall and winter footwear products in anticipation of the sales peak during the Chinese New Year holidays. Our fall and winter footwear products generally have higher unit cost than those of our spring and summer footwear which lead to our relatively high inventory balance at year end; and (iv) our diverse offering of footwear products, which requires us to maintain a relatively high inventory level to accommodate a broad range of product offerings. As at 31 May 2013, approximately HK$85.7 million or 68.1% of the finished goods as at 31 December 2012 were subsequently sold.

Inventory management, cash flow and Retail Outlet expansion

To ensure our Group's operating cash flow can maintain at a sufficient level, our management closely monitors the pace of our Group's expansion and inventory level of each Retail Outlet. We believe that by targeting to achieve and maintain such inventory benchmark level as a key performance indicator, we will incentivise our management of merchandising department and sales department to stringently control and closely monitor the inventory level, so that we will be able to improve the efficiency in our cash flow and resource management while maintaining just the right level of inventory to allow for our continuous growth and expansion. With the adoption of the foregoing target inventory benchmark, based on our current estimate and assuming that there will not be material change in (i) the sales trends of our footwear products; (ii) the credit period for receipt of our trade receivables; and (iii) the credit terms for payment of our trade payables and barring any other unforeseen circumstances. Furthermore, our expansion plan of opening Retail Outlets will use 42.8% of net proceeds from the Global Offering and will be adjusted according to the financial condition and market demand in order that our operating cash flow will be maintained at a sufficient and healthy level.

DIVIDEND POLICY

Our Board has absolute discretion in deciding whether to declare any dividend for any year and, if it decides to declare a dividend, how much is to be declared. During the three years ended 31 December 2012, we declared dividends of approximately HK$1.4 million, HK$7.7 million and nil, respectively. On 11 June 2013, we declared a dividend of HK$20.0 million which will be paid from part of the net proceeds (which represents approximately 26.7% of the net proceeds) from the Global Offering. Our Directors have considered several factors such as entitlements of existing Shareholders to our retained profits and reserves and our bank balance and cash, being HK$149.7 million and HK$28.0 million as at 31 December 2012, respectively when declaring the dividend. Our Directors, having considered that the use of part of the net proceeds from the Global Offering to fund the dividend declared would not adversely affect our Group's operating cash flow, are of the view that the dividend declared is fair and reasonable and in the best interest of our Company and the Shareholders as a whole. Please refer to the section headed ''Financial Information — Dividends and Dividend Policy'' in this prospectus for details.

We currently intend to pay dividends of approximately 20% to 60% of our profits available for distribution beginning from the year ending 31 December 2013. Going forward, we will re-evaluate our dividend policy in light of our financial position and the prevailing economic climate. However, the determination to pay dividends will be made at the discretion of our Board and will be based upon our earnings, cash flow, financial condition, capital requirements, statutory fund reserve requirements and any other conditions that our Directors deem relevant. The payment of dividends may also be limited by legal restrictions and by financing agreements that we may enter into in the future.

GLOBAL OFFERING STATISTICS(1)

	Based on an Offer Price of HK$1.51 per Share	Based on an Offer Price of HK$2.13 per Share
Market capitalisation of the Shares(2):	HK$302.0 million	HK$426.0 million
Unaudited pro forma adjusted net tangible asset value per Share(3):	HK$1.05	HK$1.20
Price/earnings multiple on a pro forma basis:	12.0 times	17.0 times

Offer size	:	Initially 25% (excluding Shares to be offered pursuant to the exercise of the Over-allotment Option) of the enlarged issued share capital of our Company, which will comprise 50,000,000 new Shares which include (i) the Public Offer of initially 5,000,000 new Shares; and (ii) the International Placing of initially 45,000,000 new Shares
Board lot	:	2,000 Shares
Offering structure(1)	:	90% International Placing and 10% Public Offer
Employee Preferential Offering	:	10% of the number of Offer Shares initially available under the Public Offer
Over-allotment Option	:	Up to 15% of the number of Offer Shares initially available under the Global Offering

Use of proceeds:

The aggregate net proceeds from the Global Offering (after deducting underwriting fees and estimated expenses in connection with the Global Offering and assuming an Offer Price of HK$1.82 per Share, being the mid-point of the indicative Offer Price range of HK$1.51 per Share to HK$2.13 per Share) will be approximately HK$75.0 million, of which approximately:

— 17.1% will be used for opening approximately four, 12 and 15 specialty Retail Outlets to be operated under the trade name of Josef Seibel in the PRC for each of the years ending 31 December 2013, 2014 and 2015, respectively;
— 25.7% will be used for opening approximately four, four and six Retail Outlets in Hong Kong for each of the years ending 31 December 2013, 2014 and 2015, respectively, and approximately four, seven and 10 Retail Outlets in Taiwan for each of the years ending 31 December 2013, 2014 and 2015, respectively;
— 30.7% will be used to settle outstanding amounts due to existing Shareholders (including dividend of HK$20 million declared and remaining balance of amounts due to related parties) and amount due to immediate holding company;
— 8.0% will be used for renovating our Retail Outlets in Hong Kong and Taiwan;

— 5.0% will be used for upgrading our information technology systems;
— 5.0% will be used for revamping our logistics facilities in Hong Kong and Taiwan;
— 5.0% will be used for marketing and promotion; and
— 3.5% will be used for additional working capital and other general corporate purposes.

For further details, please refer to the section headed ''Future Plans and Use of Proceeds'' in this prospectus.

Notes:

1. All statistics in this table are based on assumption that the Over-allotment Option is not exercised.
2. The calculation of the market capitalisation of our Company is based on 200,000,000 Shares in issue immediately after completion of the Global Offering and without taking into account the exercise of the Over-allotment Option and any option which may be granted under the Share Option Scheme or any Shares which may be allotted and issued or repurchased by our Company pursuant to the mandates granted to our Directors by the written resolutions of our Shareholders dated 11 June 2013.
3. The unaudited pro forma adjusted net tangible asset value per Share has been arrived at after the adjustments set forth in Appendix II to this prospectus and on the basis of 200,000,000 Shares in issue immediately following completion of the Global Offering and without taking into account the exercise of the Over-allotment Option and any options which may be granted under the Share Option Scheme or any Shares which may be allotted and issued or repurchased by our Company pursuant to the mandates granted to our Directors by the written resolutions of our Shareholders dated 11 June 2013.

PRICING AND DISCOUNT POLICY

Our profitability depends on the competitiveness of our products in terms of prices. The following factors are taken into consideration in determining the retail prices of our products:

- cost incurred from our orders to suppliers;
- retail prices of similar products in the market;
- market positioning of our products;
- features and designs of our products; and
- anticipated market trends and demand.

Our Group, as a distributor, can determine the retail or wholesale prices and no minimum selling prices would be set by the suppliers. Our standard pricing policy generally applies to all Retail Outlets across the same geographical region. Please refer to the section headed ''Business — Pricing and Discount Policy'' in this prospectus for details.

RISK FACTORS

We believe that there are certain risks and uncertainties involved in our business operations which are set out in the section headed ''Risk Factors'' in this prospectus. Additional risks and uncertainties not presently known to us, or not expressed or implied below; or that we deem immaterial, could harm our results of operations, financial position and business.

SHAREHOLDER INFORMATION

Controlling Shareholders

Immediately following the completion of the Global Offering and the Capitalisation Issue, assuming the Over-allotment Option and any option which may be granted under the Share Option Scheme are not exercised, Mr. H. S. Chong, Mr. H. H. Chong, Mr. Charles Chong, Mr. Chu and KTS International will, together, be entitled to control the exercise of voting rights attaching to 146,550,000 Shares (representing approximately 73.27% of the enlarged issued share capital of the Company). Please refer to the section headed ''Relationship with Our Controlling Shareholders'' in this prospectus for details.

RECENT DEVELOPMENT OF OUR GROUP SUBSEQUENT TO THE TRACK RECORD PERIOD

The following is a summary of our selected unaudited financial information for the five months ended 31 May 2013 which was prepared on the same basis as our audited financial information in Appendix I to this prospectus. Our Group has engaged the Reporting Accountants to report factual findings in respect of selected financial information, including the total revenue for the four months ended 30 April 2013, in accordance with Hong Kong Standard on Investment Circular Reporting Engagements 400 ''Comfort Letters and Due Diligence Meetings'' issued by the Hong Kong Institute of Certified Public Accountants (the ''HKICPA''). The Directors confirm that there has been no material adverse change in our financial or trading position or prospects of our Company since 31 December 2012, being the last date of our latest audited financial results as set out in the Accountants' Report in Appendix I, up to the date of this prospectus. As far as we are aware, there was no material change in the general conditions in the footwear products distributions and retail market in Hong Kong, Taiwan and Macau that had affected or would affect our business operations or financial conditions materially and adversely.

Based on our unaudited financial information, we recorded a total revenue of approximately HK$211.2 million, or a monthly average of approximately HK$42.2 million, for the five months ended 31 May 2013. Comparatively, our monthly average for the five months ended 31 May 2012 and the year ended 31 December 2012 were approximately HK$40.3 million and HK$42.1 million, respectively. The increase in monthly average revenue for the five months ended 31 May 2013, as compared with that for the five months ended 31 May 2012 and the year ended 31 December 2012, was primarily due to the substantially higher revenue recognised from sales of our footwear products in the Chinese New Year holiday which occurred in February 2013 but January 2012. The shift in the Chinese New Year holiday period allowed the Group to capture the peak Chinese New Year revenue in January and February 2013 where the Group only captured the peak Chinese New Year revenue in January 2012. This resulted in the increase in average monthly sales in 2013.

The Directors confirm that we did not have any material non-recurring income or expenses for the five months ended 31 May 2013 save for certain expenses incurred in relation to the Listing. As at 31 May 2013, 98.6% of the trade receivables as at 31 December 2012 have been subsequently settled. As at 31 May 2013, 73.9% of the inventories as at 31 December 2012 were subsequently sold at our Retail Outlets.

EXPANSION OF OUR RETAIL NETWORK

While we plan to further penetrate into our existing markets in Hong Kong and Taiwan by increasing the number of Retail Outlets, we will also expand our retail network to the PRC by the year ending 31 December 2013. As at the Latest Practicable Date, among our licensed brands, we intend only introducing Josef Seibel branded footwear products to the PRC. Please refer to the section headed ''Business — Business Strategies — Expand Our Retail Network'' in this prospectus for details.

NO MATERIAL ADVERSE CHANGE

Our Directors have confirmed that, up to the Latest Practicable Date, there had been no material adverse change in the financial or trading position or prospects of our Group since 31 December 2012, and there had been no event since 31 December 2012 which would materially affect the information shown in the Accountants' Report set out in Appendix I to this prospectus, in each case except as otherwise disclosed herein.

Our Directors have also confirmed that there has not been any material change in our indebtedness and contingent liabilities since 31 December 2012.