



Directel Holdings Limited
直通電訊控股有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 8337



Annual Report **2010**

CHARACTERISTICS OF THE GROWTH ENTERPRISE MARKET (“GEM”) OF THE STOCK EXCHANGE OF HONG KONG LIMITED (THE “STOCK EXCHANGE”)

GEM has been positioned as a market designed to accommodate companies to which a higher investment risk may be attached than other companies listed on the Stock Exchange. Prospective investors should be aware of the potential risks of investing in such companies and should make the decision to invest only after due and careful consideration. The greater risk profile and other characteristics of GEM mean that it is a market more suited to professional and other sophisticated investors.

Given the emerging nature of companies listed on GEM, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board and no assurance is given that there will be a liquid market in the securities traded on GEM.

Hong Kong Exchanges and Clearing Limited and the Stock Exchange take no responsibility for the contents of this report, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this report.

This report, for which the directors (the “Director(s)”) of Directel Holdings Limited (the “Company”) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange (“GEM Listing Rules”) for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this report is accurate and complete in all material respects and not misleading or deceptive; and (2) there are no other matters the omission of which would make any statement herein or this report misleading.

Contents

2	Corporate Information
4	Chairman's Statement
5	Management Discussion and Analysis
16	Directors' Report
27	Corporate Governance Report
34	Profile of Directors and Senior Management
37	Independent Auditor's Report
	Audited Consolidated Financial Statements
39	Consolidated Income Statement
40	Consolidated Statement of Comprehensive Income
41	Consolidated Balance Sheet
42	Balance Sheet
43	Consolidated Statement of Changes in Equity
44	Consolidated Cash Flow Statement
45	Notes to the Financial Statements
84	Financial Summary

CHAIRMAN AND NON-EXECUTIVE DIRECTOR

Li Kin Shing

EXECUTIVE DIRECTORS

Pang Kwok Chau

Li Wang

NON-EXECUTIVE DIRECTOR

Wong Kin Wa

INDEPENDENT NON-EXECUTIVE DIRECTORS

Chen Xue Dao

Chu, Howard Ho Hwa

Lee Man Yee, Maggie

AUTHORIZED REPRESENTATIVES

Pang Kwok Chau

Chan Wai Ching

COMPLIANCE OFFICER

Pang Kwok Chau

COMPANY SECRETARY

Chan Wai Ching, *CPA*

AUDIT COMMITTEE

Lee Man Yee, Maggie (*Chairman*)

Chen Xue Dao

Chu, Howard Ho Hwa

REMUNERATION COMMITTEE

Li Kin Shing (*Chairman*)

Chen Xue Dao

Lee Man Yee, Maggie

NOMINATION COMMITTEE

Pang Kwok Chau (*Chairman*)

Lee Man Yee, Maggie

Chen Xue Dao

REGISTERED OFFICE

Clifton House, 75 Fort Street

PO Box 1350,

Grand Cayman KY1-1108

Cayman Islands

HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

Office Nos. 1, 2, 14 and 15

37th Floor, Hong Kong Plaza

No. 188 Connaught Road West

Hong Kong

PRINCIPAL BANKERS

Bank of China (Hong Kong) Limited

Gilman Street Branch

136 Des Voeux Road

Central, Hong Kong

Citibank N.A.

18th Floor, Three Exchange Square

8 Connaught Place

Central, Hong Kong

PRINCIPAL SHARE REGISTRAR AND TRANSFER OFFICE IN THE CAYMAN ISLANDS

Appleby Trust (Cayman) Ltd.

Clifton House, 75 Fort Street

P.O. Box 1350, Grand Cayman KY1-1108

Cayman Islands

CORPORATE INFORMATION**BRANCH SHARE REGISTRAR AND TRANSFER
OFFICE IN HONG KONG**

Tricor Investor Services Limited
26th Floor Tesbury Centre
28 Queen's Road East
Wanchai, Hong Kong

COMPLIANCE ADVISOR

Guotai Junan Capital Limited
27/F., Low Block, Grand Millennium Plaza
181 Queen's Road Central
Hong Kong

AUDITORS

KPMG
Certified Public Accountants
8th Floor Prince's Building
10 Chater Road
Central, Hong Kong

STOCK CODE

8337

To all shareholders,

On behalf of the Board of Directors (the "Board") of Directel Holdings Limited (the "Company"), I am pleased to present the annual results of the Company and its subsidiaries (collectively referred to as the "Group") for the year ended 31 December 2010 to all the shareholders.

RESULTS OF THE YEAR

For the year ended 31 December 2010, the Group recorded revenue of approximately HK\$68,766,000, representing an increase of 32.6% as compared with last year. Profit for the year attributable to equity shareholders of the Company in 2010 amounted to approximately HK\$20,813,000, representing a 105.3% increase from the year of 2009. Basic and diluted earnings per ordinary share rose 64.3% to 2.3 HK cents for 2010 as compared with 1.4 HK cents for 2009.

The Board of Directors will propose at the annual general meeting a final dividend of 0.5 HK cents per share for the year ended 31 December 2010.

REVIEW FOR THE YEAR

This year was meaningful to the Group, especially because of the successful listing of the shares of the Company on the GEM of the Stock Exchange on 2 June 2010 (the "Listing"). Along with the bounce-back of Hong Kong's economy and strong growth in China's mainland, the Group's performance was fairly strong for the year of 2010 compared to 2009. The monthly average number of activated phone numbers increased by approximately 69.5% to 186,019 in the year of 2010 when compared to 2009. The volume of the Group's airtime sold increased from approximately 102.0 million minutes for the year of 2009 to approximately 184.6 million minutes for the year of 2010.

FUTURE PROSPECTS

In view of new challenges and fierce competitions, the Group will continuously to expand the geographical coverage of mobile phone services through development and expansion in Asia Pacific. Also the Group will provide a wider variety of value-added services for its users to increase the revenue through upgrading the Group's telecommunications equipment to be compatible with the 3G mobile networks of operators in Hong Kong and the PRC enabling the Group's users to enjoy 3G mobile data services, and introducing RF-SIM in Hong Kong and Macau to broaden the customer base of the Group. I believe these plans, especially the introduction of RF-SIM, will enhance the Group's competitiveness, differentiate the Group from other competitors and assist the Group in capturing a larger share of the market.

I would like to take this opportunity to thank the shareholders, customers and business partners for their trust in, understanding of and support to the Group over the years. Moreover, I would also like to thank all staff for their tremendous effort and contribution. With a focused senior management and professional team, I believe the Group will succeed in achieving our business goals and create significant value for our shareholders in the forthcoming years.

On behalf of the Board

Li Kin Shing
Chairman

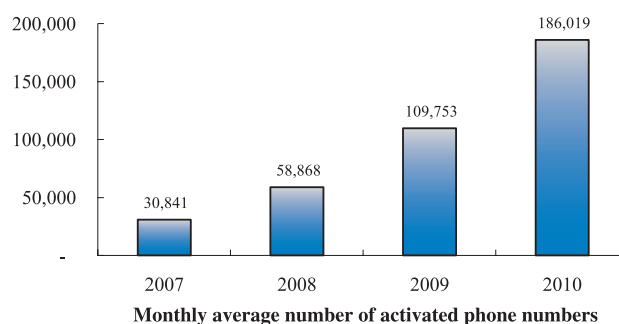
Hong Kong, 25 March 2011

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS REVIEW

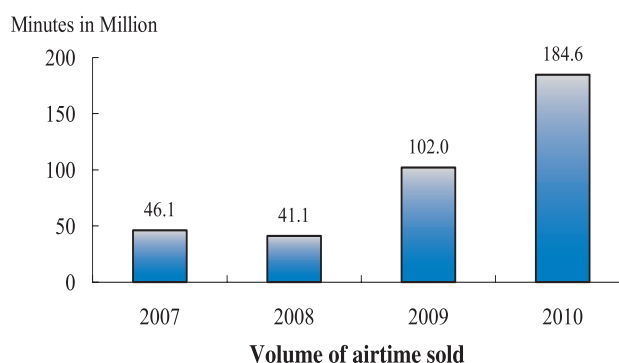
The Group is a mobile virtual network operator (“MVNO”) which is principally engaged in the provision of mobile phone services. The Group does not have its own telecommunications network infrastructure and its business mainly involves the trading of the airtime sourced from two mobile network operators (“MNOs”) in Hong Kong and one MNO in the People’s Republic of China (“the PRC”), and subsequently sold the airtime through different channels and in various forms to users, dealers or MNOs. The Group’s mobile phone services include “One Card Multiple Number” service and Hong Kong local mobile phone services. The Group also provides services of resale of airtime to MNOs, telesales dealership services and other services.

The Group’s performance was fairly strong for the year ended 31 December 2010 compared to 2009. Total number of activated phone numbers increased by approximately 61.1% to 231,166 as of 31 December 2010 compared to 143,483 as of 31 December 2009. The monthly average number of activated phone numbers increased by approximately 69.5% to 186,019 in the year of 2010 when compared to 2009.



Owing to the fierce competition in the mobile services industry in Hong Kong and the greater popularity of mobile phone usage, the competitiveness of the Group’s business has been adversely affected and both the average revenue per user (“ARPU”) of the Group and the revenue per minute of airtime sold showed a decreasing trend. The ARPU of the Group was approximately HK\$27.5 for the year ended 31 December 2010, lower than approximately HK\$30.8 for the last year.

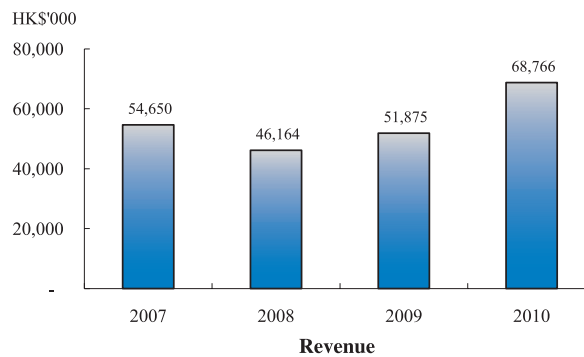
The volume of the Group’s airtime sold increased from approximately 102.0 million minutes for the year of 2009 to approximately 184.6 million minutes for the year of 2010; and the revenue derived from “One Card Multiple Number” service, Hong Kong local mobile phone services and resale of airtime to MNOs increased from approximately HK\$45.6 million to approximately HK\$64.9 million during the same period. The Group’s revenue per minute of airtime sold decreased from approximately HK\$0.45 for the year of 2009 to approximately HK\$0.35 for the year of 2010. Such decrease was mainly attributable to the relatively lower ARPU of most newly activated mobile phone numbers which belong to Hong Kong local mobile phone services plans and the cancellation of domestic roaming fees when making international long distance calls in the PRC since 1 January 2010 under the rules and regulations promulgated by the relevant authorities of the PRC in December 2009.



FINANCIAL REVIEW

Revenue

For the year ended 31 December 2010, the turnover of the Group increased to approximately HK\$68,766,000 compared to approximately HK\$51,875,000 for the last year, represented an increase of approximately 32.6%. The increase in turnover was mainly attributed to the increase in the monthly average number of activated phone numbers which overweighed the effect of the decrease in the Group's ARPU.



Cost of Sales

The Group's cost of sales increased by approximately 8.2% to approximately HK\$27,683,000 for the year ended 31 December 2010 compared to approximately HK\$25,594,000 for the last year, in which the cost of sales in respect of the provision of mobile phone services and resale of airtime to MNOs increased by approximately 17.4% whereas the cost of sales in respect of the provision of telesales dealership services decreased by approximately 24.1%. The cost of sales was in line with the respective changes regarding the revenue derived from the Group's provision of mobile phone services and resale of airtime to MNOs as well as provision of telesales dealership services.

Gross Profit

The gross profit of the Group for the year ended 31 December 2010 increased to approximately HK\$41,083,000 compared to approximately HK\$26,281,000 for the last year due to an improvement in gross profit margin to 59.7% for the year ended 31 December 2010 from 50.7% for the last year. The improvement in gross profit and gross profit margin was mainly attributable to the decrease of average unit cost of Hong Kong airtime resulting from mass purchase and then satisfying the minimum monthly airtime purchase amount adopted by two MNOs.

Administrative Expenses

The Group's administrative expenses for the year ended 31 December 2010 decreased by approximately 2.2% to approximately HK\$17,617,000 compared to approximately HK\$18,020,000 for the last year. The decrease was mainly attributable to the listing expenses incurred of approximately HK\$5,911,000 in the fourth quarter of 2009 and approximately HK\$2,780,000 in the first half year of 2010 respectively.

MANAGEMENT DISCUSSION AND ANALYSIS

Finance Income

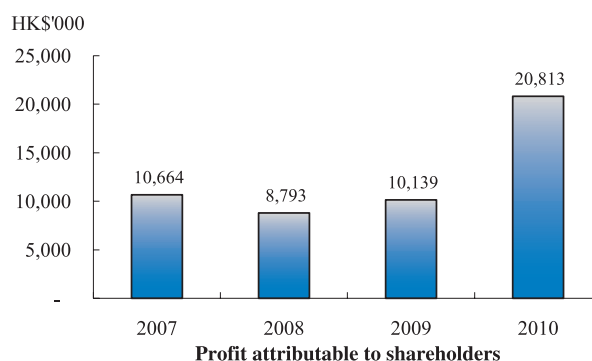
The Group's finance income for the year ended 31 December 2010 decreased by approximately 57.9% to approximately HK\$1,172,000 compared to approximately HK\$2,786,000 for the last year. The decrease was mainly attributed to the foreign exchange gain arising from foreign currency transactions, where in June 2009 the Group fully settled the balances with certain third parties and related parties denominated in RMB with reference to the historical exchange rate in prior years when such balances were made, while no such transaction occurred in the year of 2010.

Income Tax

The Group's income tax for the year ended 31 December 2010 increased by approximately 397.0% to approximately HK\$4,523,000 compared to approximately HK\$910,000 for the last year. The increase was mainly attributed to the improvement of operation profit, while the listing fee incurred was not tax deductible.

Profit Attributable to Shareholders

The Group's profit attributable to equity shareholders of the Company for the year ended 31 December 2010 increased by approximately 105.3% to approximately HK\$20,813,000 compared to approximately HK\$10,139,000 for the last year. The increase was mainly due to the improvement of operation profit.



BUSINESS OUTLOOK

Following the recovery of the global economy since the fourth quarter of 2009, the Group is optimistic and sees enormous opportunities and challenges in the market. Going forward in year of 2011, the Group will continue seeking opportunities in existing business to broaden the Group's customer base and expand the Group's operations by means of strengthening relationship with existing dealers, exploring new qualifying dealers and maintaining its low cost strategy for its marketing activities. Also, the Group will execute its business plan continuously to expand the geographical coverage of mobile phone services provided by the Group through development and expansion of such services in Asia Pacific and the Group will provide a wider variety of value-added services for its users to increase the revenue derived from users' airtime usage through (i) upgrading the Group's telecommunications equipment to be compatible with the 3G mobile networks operated by the Group's service operators in Hong Kong and the PRC as a MVNO enabling its users to enjoy 3G mobile data services; and (ii) introducing RF-SIM in Hong Kong and Macau to broaden the customer base of the Group.

COMPARISON OF BUSINESS PLAN WITH ACTUAL BUSINESS PROGRESS

The following is a comparison of the Group's business plan as set out in the Company's prospectus dated 28 May 2010 (the "Prospectus") with actual business progress for the year ended 31 December 2010:

	Business plan up to 31 December 2010 as set out in the Prospectus	Actual business progress up to 31 December 2010
Expanding the business of mobile phone services in other Asia Pacific territories		
Investment in the equipment	Investing in equipment to develop the business of "One Card Multiple Number" service in Macau from June 2010 and onwards; Investing in equipment to expand the business of "One Card Multiple Number" service in Taiwan from August 2010 and onwards	The Group has liaised with two telecommunications equipment manufacturers in relation to the system upgrade, and accepted quotation in respect of the equipment from one of the manufacturers
Marketing	Marketing and promotion of the "One Card Multiple Number" service to enhance the popularity of such service in Macau and Taiwan	The Group is preparing a detailed marketing and promotion plan, and continues to monitor the customers' pattern in Macau and Taiwan closely
Human resources	To hire staff responsible for sales and distribution	The Group is searching for qualified people by itself and through agents.

MANAGEMENT DISCUSSION AND ANALYSIS

**Business plan up to
31 December 2010 as set
out in the Prospectus**

**Actual business progress
up to 31 December 2010**

Upgrading the Group's telecommunications equipment to be compatible with the 3G mobile networks in Hong Kong and China

Investment in the equipment

To upgrade the HLR data base system and roaming gateway, so that the Group's system for "One Card Multiple Number" service and Hong Kong local mobile phone services can be compatible with 3G platforms of Hong Kong network operators. After the completion of the first phase of the upgrade, the Group's users of "One Card Multiple Number" service and Hong Kong local mobile phone services can use 3G mobile data services in Hong Kong (while still using the 2G network when roaming in the PRC).

The Group may consider to revise its plan tariffs with reference to the local telecommunications market in Hong Kong.

The Group has liaised with two telecommunications equipment manufacturers in relation to the system upgrade, and accepted quotation in respect of the equipment from one of the manufacturers.

	Business plan up to 31 December 2010 as set out in the Prospectus	Actual business progress up to 31 December 2010
Introducing RF-SIM to the Group's mobile phone services in Hong Kong and Macau		
Investment in the equipment	Investing in BOSS system, servers and application system in Hong Kong	The Group is at the negotiation stage on the purchase of equipment
Purchase of specialised SIM cards for RF-SIM	To develop RF-SIM users' base in Hong Kong by (1) replacing ordinary SIM cards of existing users with RF-SIM cards free of charge or at a preferential price; (2) introducing to new users RF-SIM cards free of charge or at a preferential price or subsidies of usage fee; and (3) promoting to dealers or operators via existing sales channels	The Company is at the negotiation stage on the purchase of SIM cards
Purchase of RF-SIM card readers	Testing of RF-SIM readers in Hong Kong; Purchase of RF-SIM card Readers for (1) housing estates and car parks; (2) the delivery of commercial advertisements and coupons; and (3) receiving the coupons (all the card readers will be placed in Hong Kong)	Sample RF-SIM readers were tested with satisfactory results and the Company is at the negotiation stage on the purchase of RF-SIM readers
Payment for technical fee for the system installation	Outsourcing costs to install card readers and system testing in shops and/or housing estates and/or car parks in Hong Kong	The Group has liaised with several service providers and is at the negotiation stage on the service fees

MANAGEMENT DISCUSSION AND ANALYSIS

	Business plan up to 31 December 2010 as set out in the Prospectus	Actual business progress up to 31 December 2010
Marketing	To announce the introduction of RF-SIM through promotion campaigns to replace ordinary SIM cards and introduce new users	The Group is preparing a detailed marketing and promotion plan and it is expected to launch campaigns when RF-SIM cards are ready.
Human resources	To hire additional staff to carry out promotion and maintenance	The Group is searching for qualified people by itself and through agents

USE OF PROCEEDS

The net proceeds from the Placing were approximately HK\$69.2 million, which was different from the estimated net proceeds of approximately HK\$69.9 million as disclosed in the Company's announcement dated 1 June 2010 and the estimated net proceeds of approximately HK\$49.8 million estimated on the assumption that the placing price would be the mid-point of the stated range as stated in the Prospectus. We intend to adjust the use of proceeds in the same manner and in the same proportion as shown in the Prospectus. As stated in the Prospectus, we plan to expand the business of mobile phone services in other Asia Pacific territories, upgrade the Group's telecommunications equipment to be compatible with the 3G mobile networks in Hong Kong and China and introduce RF-SIM to the Group's mobile phone services in Hong Kong and Macau in the forthcoming future. As at the date of this report, we do not anticipate any change to this plan. During the period between 2 June 2010, being the date of Listing, and 31 December 2010, there was no significant amount of usage made out of the net proceeds from the Placing as the Group needed more time to negotiate with suppliers and service providers for better terms. The net proceeds from the issue of new shares from the date of Listing to 31 December 2010 had been applied as follows:

	Adjusted use of proceeds in the same manner and proportion as stated in the Prospectus from the 20 May 2010, being the latest practicable date as defined in the Prospectus, to 31 December 2010 <i>HK\$ million</i>	Actual use of proceeds from the date of Listing to 31 December 2010 <i>HK\$ million</i>
Expansion of mobile phone services in Macau, Taiwan and other Asia Pacific territories		
- Macau	8.9	0.0
- Taiwan	1.8	0.0
- other Asia Pacific territories	0.0	0.0
	10.7	0.0
Upgrading the Group's telecommunications equipment for compatible with the 3G mobile network operated by the Group's service operators in Hong Kong and the PRC	9.7	0.0
Development and implementation of RF-SIM business plans in Hong Kong and Macau	11.5	0.0
Working capital	3.6	1.6
	35.5	1.6
Total	35.5	1.6

MANAGEMENT DISCUSSION AND ANALYSIS

Notes:

The business objectives as stated in the Prospectus were based on the best estimation of the future market conditions made by the Group at the time of preparing the Prospectus. The use of proceeds was applied in accordance with the actual development of the market.

- (1) Since the Listing on 2 June 2010, the Group proceeded to commence with its expansion and business development. The remaining proceeds were not fully applied by the end of December 2010 in order for the Group to negotiate with suppliers and service providers for better terms.
- (2) On expansion of mobile phone services in Macau, Taiwan and other Asia Pacific territories, the Company is at the negotiation stage on the partnership terms with potential partnership MNOs and dealers in Macau and Taiwan.
- (3) On upgrading the Group's telecommunications equipment for compatible with the 3G mobile network operated by the Group's service operators in Hong Kong and the PRC, the Company has liaised with two telecommunications equipment manufacturers in relation to the system upgrade, and accepted quotation in respect of the equipment from one of the manufacturers.
- (4) On development and implementation of RF-SIM business plans in Hong Kong and Macau, the Company is at the negotiation stage on the purchase of equipment and SIM cards.
- (5) The unused net proceeds as at 31 December 2010 have been placed as interest bearing deposits in banks in Hong Kong.

CAPITAL STRUCTURE

As at 31 December 2010, the Group had no outstanding loan or borrowing, and the gearing ratio (being ratio of total long term borrowings to equity) was therefore inapplicable. As at 31 December 2010, total equity attributable to equity holders of the Company amounted to approximately HK\$112,662,000 (31 December 2009: approximately HK\$13,975,000), which was primarily attributable to the proceeds from the Placing and earnings.

LIQUIDITY AND FINANCIAL POSITION

The Group normally finances its operations with internally generated cash flows and capital contribution from shareholders. As at 31 December 2010, the Group had net current assets of approximately HK\$109,226,000 (31 December 2009: approximately HK\$9,660,000), including cash balance of approximately HK\$79,387,000 (31 December 2009: approximately HK\$4,812,000). The current ratio was 11.5 as at 31 December 2010, higher than 1.5 as at 31 December 2009. The increase was mainly due to the funds raised from the Placing.

FOREIGN EXCHANGE EXPOSURE

The Group is exposed to currency risk primarily through sales and purchases which give rise to receivables, payables and cash balances that are denominated in a foreign currency, i.e. a currency other than the functional currency of the operations to which the transactions relate. The currencies giving rise to this risk are primarily Renminbi ("RMB"). The Group currently does not have hedging policy in respect of the foreign currency risk. However, management monitors the related foreign currency risk exposure closely and will consider hedging significant foreign currency risk exposure should the need arise. As at 31 December 2010, the Group did not have any derivatives for hedging against the exchange rate risk.

PLEDGE OF ASSETS

As at 31 December 2010, the Group did not have any pledges on its assets.

CONTINGENT LIABILITIES

Elitel Limited failed to register as a non-Hong Kong company within the prescribed time limit under Part XI of the Hong Kong Companies Ordinance, which shall be within one month of the establishment of the place of business in Hong Kong.

As at the date of this report, the Companies Registry was still considering whether to take any action against Elitel Limited in relation to its possible breaches of the Hong Kong Companies Ordinance in respect of its failure to register promptly under Part XI of the Hong Kong Companies Ordinance. Elitel Limited may be subject to certain penalty in this respect.

The Group did not recognise any provision in respect of the abovementioned issue as the amount of the obligation cannot be measured with sufficient reliability.

During the year ended 31 December 2010, no claims had been made against the Group by the Companies Registry in respect of Elitel Limited's failure to register as a non-Hong Kong company under Part XI of the Hong Kong Companies Ordinance.

SIGNIFICANT ACQUISITION, DISPOSAL OR INVESTMENT

As at 31 December 2010, the Group has no specific acquisition target. The Group did not have any material acquisition and disposals of subsidiaries and affiliated companies, and investment during the year under review.

MANAGEMENT DISCUSSION AND ANALYSIS

STAFF AND REMUNERATION POLICY

As at 31 December 2010, the Group had 13 employees (2009: 13 employees).

Breakdown of the Group's staff by functions as at 31 December 2010 is as follows:

Function	As at 31 December 2010	As at 31 December 2009
Management	2	2
Financial and accounting	2	2
Sales and marketing	1	1
Information technology, repair and maintenance	3	3
Customer service	2	2
Administration and human resource	3	3
Total	<u>13</u>	<u>13</u>

The total staff remuneration including directors' remuneration paid or payable by the Group in 2010 was approximately HK\$3,296,000 (2009: approximately HK\$2,955,000). Remuneration paid to staff, including Directors, is determined with reference to market terms and the performance, qualification and experience of individual employee. Year-end bonus based on individual performance will be paid to employees as recognition of and reward for their contributions. Other benefits include medical insurance, share option scheme and contributions to statutory mandatory provident fund scheme to its employees in Hong Kong.

DISCLOSURE UNDER CHAPTER 17 OF THE GEM LISTING RULES

The Directors confirmed that they were not aware of any circumstances which would give rise to a disclosure requirement under Rules 17.22 to 17.24 of the GEM Listing Rules during the year.

The Directors present their annual report together with the audited financial statements of the Group for the year ended 31 December 2010.

PRINCIPAL ACTIVITIES

The principal activity of the Company is investment holding. Its subsidiaries are principally engaged in the provision of mobile phone services. The Group also provides services of resale of airtime to MNOs and telesales dealership services. The principal activities and other particulars of its subsidiaries are set out in note 13 to the financial statements.

PRINCIPAL PLACE OF BUSINESS

The Company has established a principal place of business in Hong Kong at Office Nos. 1, 2, 14 and 15, 37th Floor, Hong Kong Plaza, No. 188 Connaught Road West.

FINANCIAL INFORMATION

Financial Summary

A summary of the consolidated income statement and the assets and liabilities of the Group for the last four financial years is set out on page 84 of this report.

Results and Dividends

The results of the Group for the year ended 31 December 2010 are set out in the consolidated income statement, page 39 of this report.

The Board recommended the payment of a final dividend of HK\$0.005 per ordinary share for the year ended 31 December 2010 (2009: Nil). The proposed final dividend will be paid on 25 May 2011 to the shareholders whose names appear on the register of members of the Company on 28 April 2011 if this proposal is approved by the Company's shareholders at the forthcoming annual general meeting.

Major Customers

For the year ended 31 December 2010, the turnover attributable to the largest customer and the five largest customers accounted for approximately 19.8% and approximately 60.5% of the Group's turnover respectively.

Major Suppliers

Purchases from largest supplier accounted for approximately 25.3% of the Group's total purchases. Purchases from the five largest suppliers accounted for approximately 81.2% of the Group's total purchases.

None of the Directors, or any of their respective associates, or any shareholders (whom to the knowledge of the Directors own more than 5% of the issued share capital of the Company), had any interests in any of the Group's five largest customers or five largest suppliers during the year.

Share Capital

Details of movements in the share capital of the Company during the year are set out in note 20 to the financial statements.

DIRECTORS' REPORT

Convertible Derivatives

The Group has not granted any convertible securities, futures, options, warrants or other similar rights save as disclosed in the Prospectus.

Reserves

Details of movements in reserves of the Company and the Group during the year are set out in note 20 to the financial statements and the consolidated statement of changes in equity respectively.

Distributable Reserve and Share Premium

According to the articles of association of the Company and the Companies Law, Chapter 22 (Law 3 of 1961, as consolidated and revised) of the Cayman Islands, after passing the review of debt paying ability of the Group, the share premium account can be attributed to shareholders. As at 31 December 2010, the Company had reserves of approximately HK\$58,567,000 (As at 31 December 2009, HK\$Nil) available for distribution to equity shareholders of the Company.

Property, Plant and Equipment

Details of movements in property, plant and equipment of the Group are set out in note 14 to the financial statement.

Continuing Connected Transactions

For the year ended 31 December 2010, approximately HK\$4,831,000 under the category of the services provided by related parties and approximately HK\$528,000 under the category of the rental of properties from related parties as disclosed in note 23 to the financial statements fell under the definition of continuing connected transactions under Chapter 20 of the GEM Listing Rules. Details are disclosed in note 23 to the financial statements.

Continuing connected transactions exempt from the reporting, announcement and independent Shareholders' approval requirements

- A. Service agreement between China-Hongkong Telecom Limited ("China-HK Telecom") and China Elite Information Technology Ltd. in respect of data processing and billing management services.
- B. Licence agreement between China-HK Telecom and Directel Limited in respect of RF-SIM.
- C. Tenancy agreement between the Company and Talent Information Engineering Co., Limited in respect of the Company's office in Hong Kong.

During the year under review, the Group has obtained waiver from strict compliance with Chapter 20 of the GEM Listing Rules from the Stock Exchange for the following various continuing connected transactions as disclosed in the Prospectus.

Continuing connected transactions exempt from the independent Shareholders' approval requirements

- D. Service agreements
 - 1. Service agreement between Elitel Limited and PacificNet Communications Limited — Macao Commercial Offshore ("PacificNet Communications") in respect of built-in secretary ("BIS") services; and
 - 2. Service agreement between China-HK Telecom and PacificNet Communications in respect of BIS and customer hotline services.

E. Service agreement between China-HK Telecom and PacificNet Communications in respect of telesales services.

Details of the above connected transactions are disclosed in note 23 to the financial statements and the Prospectus.

The Company, under Rule 20.42(3) of the GEM Listing Rules, has applied for, and the Stock Exchange has granted to the Company, a waiver with respect to the continuing connected transactions as referred to in paragraphs D and E above from the announcement requirements under Rule 20.47 of the GEM Listing Rules, provided that the said continuing connected transactions are conducted in compliance with the conditions (including the respective proposed cap amounts) imposed by the Stock Exchange.

The continuing connected transactions had been entered into in accordance with the actual relevant agreements and pricing policies and have not exceeded the cap disclosed in the Prospectus.

The independent non-executive Directors have reviewed the continuing connected transactions and have confirmed that these continuing connected transactions were entered into (i) in the ordinary and usual course of business of the Group; (ii) on normal commercial terms or on terms no less favorable to the Group than terms available with independent third parties; and (iii) in accordance with the relevant agreements governing them on terms that are fair and reasonable and in the interest of the shareholders of the Company as a whole.

The auditors of the Company have performed certain procedures on such continuing connected transactions and have provided a letter to the Company stating that:

- a. nothing has come to their attention that causes them to believe that the disclosed continuing connected transactions have not been approved by the Company's board of directors.
- b. nothing has come to their attention that causes them to believe that the transactions were not entered into, in all material respects, in accordance with the relevant agreements governing such transactions.
- c. with respect to the aggregate amount of each of the continuing connected transactions set out in paragraphs D and E, nothing has come to their attention that causes us to believe that the continuing connected transactions have exceeded the maximum aggregate annual value disclosed in the Company's prospectus dated 28 May 2010 in respect of each of the continuing connected transactions set out in paragraphs D and E.

The Directors confirm that the Group has complied with the disclosure requirements in accordance with Chapter 20 of the GEM Listing Rules.

Post Balance-Sheet Events

The Board proposed after the balance sheet date the payment of a final dividend of HK\$0.005 per ordinary share for the year ended 31 December 2010. There are no other significant post balance-sheet events up to the date of this report.

THE PRE-EMPTIVE RIGHTS

There is no provision for pre-emptive rights under the Company's articles of association or the laws of the Cayman Islands which would oblige the Company to issue new shares on a pro-rata basis to existing shareholders of the Company.

DIRECTORS' REPORT

CLOSURE OF REGISTER OF MEMBERS

The register of members will be closed from 21 April 2011 to 28 April 2011, both days inclusive. In order to qualify for the recommended final dividend and for the purpose of ascertaining the members' entitlement to the attendance of the forthcoming annual general meeting of the Company, all share transfers documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar and transfer office in Hong Kong, namely Tricor Investor Services Limited at 26/F Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong not later than 4:30 p.m. on 20 April 2011.

DIRECTORS

The Directors who held office during the year and up to the date of this report were:

Chairman and Non-executive Directors

Li Kin Shing (李健誠)

Executive Directors

Pang Kwok Chau (彭國洲)

Li Wang (李宏)

Non-executive Directors

Wong Kin Wa (黃建華)

Independent Non-executive Directors

Chen Xue Dao (陳學道)

Chu, Howard Ho Hwa (朱賀華)

Lee Man Yee, Maggie (李敏怡)

In accordance with the Company's articles of association, Mr. Li Kin Shing, Mr. Wong Kin Wa and Mr. Chen Xue Dao shall retire by rotation at the forthcoming annual general meeting of the Company, and, being eligible, will offer themselves for re-election at the forthcoming annual general meeting of the Company.

Confirmation of Independence

The Company has received from each of its independent non-executive Directors an annual confirmation of his independence pursuant to Rule 5.09 of the GEM Listing Rules and considers that all the independent non-executive Directors are independent.

Directors' Service Contracts

Each of the executive Directors has entered into a service agreement with the Company. The terms and conditions of each of such service agreements are similar in all material aspects and are briefly described as follows:

- (a) Each service contract is for an initial term of three years commencing on 1 May 2010. Each of these service contracts may be terminated by either party thereto giving to the other not less than three months' prior notice in writing.
- (b) The annual remuneration (including director's fee, basic salary, allowance, non-cash benefit and retirement scheme contribution) payable to Mr. Pang Kwok Chau and Mr. Li Wang under their respective service agreements shall be approximately HK\$631,230 and HK\$216,500 respectively.
- (c) Each of the executive Directors is entitled to a management bonus, the amount of which is determined with reference to the operating results of the Group and the performance of the executive Director; and
- (d) Each of the executive Directors shall abstain from voting and not be counted in the quorum in respect of any resolution of the Board regarding the amount of annual salary and management bonus payable to himself.

Each of the non-executive Directors has entered into a service agreement with the Company. The terms and conditions of each of the such service agreements are similar in all material aspects and are briefly described as follows:

- (a) Each service contract is for an initial term of three years commencing on 1 May 2010. Each of these service contracts may be terminated by either party thereto giving to the other not less than three months' prior notice in writing.
- (b) The annual director's fee payable to Mr. Li Kin Shing and Mr. Wong Kin Wa under their respective service agreement shall be HK\$80,000 and HK\$80,000 respectively.
- (c) Each of the non-executive Directors is entitled to a management bonus, the amount of which is determined with reference to the operating results of the Group and the performance of the non-executive Director.
- (d) Each of the non-executive Directors shall abstain from voting and not be counted in the quorum in respect of any resolution of the Board regarding the amount of annual salary and management bonus payable to himself.

Each of the independent non-executive Directors has entered into a service agreement with the Company under which each of them agreed to act as independent non-executive Director for a period of three years, commencing on 1 June 2010, unless terminated in accordance with the terms and conditions specified therein. The annual director's fee payable to Mr. Chen Xue Dao, Mr. Chu, Howard Ho Hwa and Ms. Lee Man Yee, Maggie under their respective service agreements shall be HK\$80,000, HK\$80,000 and HK\$80,000 respectively.

None of the Directors, including those to be re-elected at the forthcoming annual general meeting, has a service agreement which is not determinable by the Group within one year without the payment of compensation (other than statutory compensation).

DIRECTORS' REPORT

Contract of significance

Save for the service contracts of the Directors and the contracts under the paragraph named "Continuing Connected Transaction" as disclosed above and note 23 to the financial statements, no contract of significance in relation to the Group's business to which the Company, its subsidiaries and controlling shareholders and their controlled entities was a party and in which a Director had a material interest, whether directly or indirectly, subsisted at the end of the year under review or at any time during the year under review.

DIRECTORS AND SENIOR MANAGEMENT

The brief biographical details of Directors and senior management are set out in pages 34 to 36 of this report.

Emolument Policy

A remuneration committee is set up for reviewing the Group's emolument policy and structure for all remuneration of the directors and senior management having regard to the Group's operating results, individual performance and comparable market practices.

Directors Remunerations and Five Employees with Highest Emolument

Details of directors' remunerations and five employees with highest emolument are set out in note 9 and note 10 to the financial statements.

No emoluments have been paid to the Directors as an inducement to join or upon joining the Group or as compensation for loss of office during the year ended 31 December 2010 (2009: Nil). No Director waived or agreed to waive any emoluments during the year ended 31 December 2010 (2009: Nil).

During the year ended 31 December 2010, no emoluments were paid by the Group to any of the five highest paid individuals as an inducement to join or upon joining the Group or as compensation for loss of office (2009: Nil).

Staff Contribution Retirement Schemes

The amounts of contributions and details of the Group's defined contribution retirement schemes are set out in note 7(a) to the financial statements.

SHARE INTERESTS

DIRECTORS' AND CHIEF EXECUTIVES' INTERESTS AND SHORT POSITIONS IN THE SHARES, UNDERLYING SHARES AND DEBENTURES

As at 31 December 2010, so far as it is known to the Directors, the Directors and the chief executive of the Company had the following interests and short positions in the shares, underlying shares or the debentures of the Company or any of its associated corporations within the meaning of part XV of the Securities and Futures Ordinance (the "SFO"), which would have to be notified to the Company and the Stock Exchange pursuant to the provision of Divisions 7 and 8 of Part XV of the SFO (including interests and/or short positions of which they were taken or deemed to have under such provisions of the SFO) and/or required to be entered in the register required to be kept under Section 352 of the SFO or as otherwise notified to the Company and the Stock Exchange pursuant to Rule 5.46 of the GEM Listing Rules:

Long position in shares of the Company:

Name of Director	Nature of Interest/ Capacity	Number of Ordinary Shares	Percentage of Shareholding
Mr. Li Kin Shing	Interest of controlled corporation Beneficial owner	716,250,000 (Note)	69.04%
Ms. Kwok King Wa	Interest of controlled corporation Beneficial owner	716,250,000 (Note)	69.04%

Note: The 716,250,000 shares are owned by New Everich Holdings Limited ("New Everich") which is owned by Mr. Li Kin Shing and Ms. Kwok King Wa as to 54% and 46% respectively. Mr. Li Kin Shing is the spouse of Ms. Kwok King Wa. Accordingly, each of Mr. Li Kin Shing and Ms. Kwok King Wa is deemed to be interested in the 716,250,000 shares under the SFO.

Save as disclosed above, as at 31 December 2010, none of the Directors nor the chief executives of the Company had any interests or short positions in any shares, underlying shares and/or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) which were notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interest and/or short positions which were taken or deemed to have under such provisions of the SFO), or which were recorded in the register maintained by the Company pursuant to Section 352 of the SFO, or which would have to be notified to the Company and the Stock Exchange pursuant to Rule 5.46 of the GEM Listing Rules.

DIRECTORS' REPORT

SUBSTANTIAL SHAREHOLDERS' AND OTHER PERSONS' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES OF THE COMPANY

As at 31 December 2010, so far as it is known to the Directors, the persons (other than the Directors or chief executive of the Company) with interests or short positions in the shares or underlying shares of the Company which would fall to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO or which would be recorded in the register of the Company required to be kept under section 336 of the SFO or who are directly or indirectly interested in 5% or more of the nominal value of any class of share capital carrying rights to vote in all circumstances at general meetings of any member of the Group were as follows:

Long position in shares of the Company:

Name	Capacity	Number of Ordinary Shares	Percentage of Shareholding
New Everich (Note 1)	Beneficial owner	716,250,000 (Note 2)	69.04%
Cam Global Funds SPC	Beneficial owner	61,600,000	5.94%

Notes:

- (1) New Everich, a company incorporated on 23 April 2009 under the laws of the BVI with limited liability, is owned by Mr. Li Kin Shing and Ms. Kwok King Wa as to 54% and 46% respectively.
- (2) The 716,250,000 shares are owned by New Everich which is owned by Mr. Li Kin Shing and Ms. Kwok King Wa as to 54% and 46% respectively. Mr. Li Kin Shing is the spouse of Ms. Kwok King Wa. Accordingly, each of Mr. Li Kin Shing and Ms. Kwok King Wa is deemed to be interested in the 716,250,000 shares under the SFO.

Save as disclosed above, as at 31 December 2010, so far as it is known to the Directors, there was no other person (other than the Directors or chief executive of the Company) with interests or short positions in the shares or underlying shares of the Company which would fall to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO or which would be recorded in the register of the Company required to be kept under section 336 of the SFO or who are directly or indirectly interested in 5% or more of the nominal value of any class of share capital carrying rights to vote in all circumstances at general meetings of any member of the Group.

COMPETING INTERESTS

During the year ended 31 December 2010, save as disclosed below, none of the Directors of the Company nor their respective associates is considered to have interests in a business that competes or is likely to compete, either directly or indirectly, with the businesses of the Group other than those businesses where the Directors have been appointed or were appointed as directors to represent the interests of the Company and/or the Group.

Directel Limited, a company incorporated in the Cayman Islands, is held as to 50% and 50% by Mr. Li Kin Shing, a non-executive director, the chairman of the Company, a controlling shareholder and a substantial shareholder of the Company, and Ms. Kwok King Wa, a controlling shareholder and a substantial shareholder of the Company and the spouse of Mr. Li Kin Shing, respectively. According to the GEM Listing Rules, Directel Limited is an associate of Mr. Li Kin Shing and Ms. Kwok King Wa and thus a connected person.

Directel Limited is the legal and beneficial owner of the RF-SIM intellectual property rights in Hong Kong and Macau. Further, Directel Limited is the licensee of the operation rights of RF-SIM in markets other than the PRC in addition to its owned RF-SIM intellectual property rights in Hong Kong and Macau and it has the right to grant licences of the operation rights of RF-SIM intellectual property rights to others in markets other than the PRC. There is a risk that such services provided by Directel Limited may compete with the services provided by the Group as Directel Limited is expected to grant licences of the operation rights of RF-SIM intellectual property rights in other regions in the future.

International Elite Ltd. ("IEL") is a company incorporated in the Cayman Islands and a listed company on the Main Board of The Stock Exchange with Mr. Li Kin Shing and Ms. Kwok King Wa as controlling shareholders. According to the GEM Listing Rules, International Elite Ltd. is an associate of Mr. Li Kin Shing and Ms. Kwok King Wa and thus a connected person. Sunward Telecom Limited ("Sunward Telecom") and its wholly-owned subsidiaries (collectively, the "Sunward Group") are wholly-owned subsidiaries of International Elite Ltd. The Sunward Group, as a whole, is principally engaged in (i) the research and development, production and sales of RF-SIM products; and (ii) licensing of the RF-SIM operations rights in markets other than Hong Kong and Macau.

The Directors confirm that as China-Hongkong Telecom Limited, a wholly-owned subsidiary of the Company, has obtained the exclusive licence of the operation rights of RF-SIM intellectual property rights in Hong Kong and Macau and since the services provided by the Group are mainly in Hong Kong and Macau, there will be no direct competition between the services provided by Directel Limited, which are in territories other than the PRC, Hong Kong and Macau. There will also be no direct competition between the services provided by the International Elite Ltd., which its strategy is to concentrate on the application of the RF-SIM intellectual property rights in the PRC. Nevertheless, Mr. Li Kin Shing, Ms. Kwok King Wa and Directel Limited (as Covenantors) executed a deed of non-competition undertaking in favour of the Company on 24 May 2010 pursuant to which the Covenantors have undertaken to the Company inter alia, that (i) the Covenantors shall not, directly or indirectly, engage in, invest in, participate in, or attempt to participate in, whether on his/her/its own account or with each other or in conjunction with or on behalf of any person or company, any business which will or may compete with the RF-SIM business of the Group in Hong Kong and Macau; and (ii) in the event the Covenantors or their associates were given any business opportunities that is or may involve in direct or indirect competition with the business of the Group, the Covenantors shall assist the Company in obtaining such business opportunities in the terms being offered to the Covenantors, or more favourable terms being acceptable to the Company.

DIRECTORS' REPORT

SHARE OPTION SCHEME

The Company has conditionally adopted the share option scheme in the written resolutions of the shareholders of the Company passed on 20 May 2010 (the "Share Option Scheme").

The Share Option Scheme became unconditional after the listing of the Company's shares on GEM on 2 June 2010. The Company did not grant or cancel any options under the Share Option Scheme any time during the year, and as at 31 December 2010, there was no outstanding share option under the Share Option Scheme.

DIRECTORS' RIGHT TO ACQUIRE SHARES OR DEBENTURES

Save as disclosed in this report, during the year ended 31 December 2010, there was no rights to acquire benefits by means of the acquisition of shares in or debentures of the Company or of any other body corporate granted to any Directors or their respective spouse or children under 18 years of age, or were any such rights exercised by them; or was the Company, its holding company or any of its subsidiaries a party to any arrangements to enable the Directors, their respective spouse or children under 18 years of age to acquire such rights in the Company or any other body corporate.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S SHARES

Save as disclosed in the Prospectus, during the year ended 31 December 2010, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any share of the Company.

CORPORATE GOVERNANCE

The corporate governance report adopted by the Company is set out in pages 27 to 33 of this report.

SUFFICIENCY OF PUBLIC FLOAT

Based on information that is publicly available to the Company and within the knowledge of the Directors, at least 25% of the Company's total issued share capital was held by the public throughout the period from the date of the Listing to 31 December 2010 and as at the date of this report.

INTEREST OF COMPLIANCE ADVISER

As at 31 December 2010, as notified by the Company's compliance adviser, Guotai Junan Capital Limited ("Compliance Adviser"), except for the agreement entered into between the Company and the Compliance Adviser dated 28 May 2010, neither the Compliance Adviser or its directors, employees or associates had any interests as notified to the Group pursuant to Rule 6A.32 of the GEM Listing Rules and all Directors and controlling shareholders and their respective associates and referred to in Rule 11.04 of the GEM Listing Rules.

AUDITORS

KPMG will retire and being eligible, offer themselves for re-appointment as auditors of the Company at the forthcoming annual general meeting of the Company. A resolution for the re-appointment of KPMG as auditors of the Company is to be proposed at the said meeting.

On behalf of the Board

Li Kin Shing

Chairman

Hong Kong, 25 March 2011

CORPORATE GOVERNANCE REPORT

CORPORATE GOVERNANCE REPORT

The Company have committed to maintaining high standards of corporate governance to protect the interests of the shareholders of the Company. In the opinion of the Directors, the Company has complied with all the code provisions as set out in Appendix 15 to the GEM Listing Rules from the date of Listing up to 31 December 2010.

MODEL CODE FOR DIRECTORS' SECURITIES TRANSACTIONS

The Company has adopted the required standard of dealings as set out in Rules 5.48 to 5.67 of the GEM Listing Rules as the code of conduct regarding the directors' securities transactions in securities of the Company. Having made specific enquiry of all Directors, the Directors have confirmed that they have complied with the required standard of dealings as set out in the adopted code of conduct regarding directors' securities transactions.

BOARD OF DIRECTORS

The Company is governed by the Board, which is responsible for overseeing the overall strategy and development of the Company, as well as monitoring the internal control policies, succession planning, risk management, significant acquisitions, evaluating the financial performance of the Group and other significant operational and financial issues. The Board sets the overall strategies and directions for the Group with a view to developing its business and enhancing the shareholders value. The Board delegates to the Company's management the following duties: preparation of financial statements for the Board's review before their publication, formulation of business execution strategy, definition and enforcement of company policies, implementation of adequate internal control systems, and compliance with the relevant laws and regulations.

The Board currently comprises two executive Directors, two non-executive Directors and three independent non-executive Directors ("INEDs"). The biographical details of the Directors are set out in pages 34 to 35 of this report.

After the Listing on 2 June 2010, the Board met two times up to 31 December 2010. The attendances of individual at these Board meetings were as follows:

Name of Directors	Number of Meetings Attended
Mr. Li Kin Shing (李健誠) (Chairman and Non-Executive Director)	2/2
Mr. Pang Kwok Chau (彭國洲) (Executive Director and Chief Executive Officer)	2/2
Mr. Li Wang (李宏) (Executive Director)	2/2
Mr. Wong Kin Wa (黃建華) (Non-Executive Director)	2/2
Mr. Chu, Howard Ho Hwa (朱賀華) (Independent Non-Executive Director)	2/2
Mr. Chen Xue Dao (陳學道) (Independent Non-Executive Director)	2/2
Ms. Lee Man Yee, Maggie (李敏怡) (Independent Non-Executive Director)	2/2

In compliance with Rules 5.05 (1) and (2) of the GEM Listing Rules, the Company has appointed sufficient number of INEDs with at least one of them having appropriate professional qualifications or accounting or related financial management expertise. The INEDs, together with the executive Director, ensure that the Board prepares its financial and other mandatory reports in strict compliance with the relevant standards and that appropriate systems are in place to protect the interest of the Company and its shareholders. The Company has received an annual confirmation of independence from each of the INEDs and considers that their independence is in compliance the GEM Listing Rules as at the date of this report.

The term of appointment of each non-executive director and independent non-executive director is for a period of three years, subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the articles of association of the Company.

NON-COMPETITION UNDERTAKING

Each of the Controlling Shareholders and Directel Limited (collectively, the “Covenantors” and each a “Covenantor”) entered into a deed of non-competition undertaking with the Company on 24 May 2010 pursuant to which each of the Covenantors has, jointly and severally, among other things, irrevocably and unconditionally undertaken with the Company that at any time during the Relevant Period (as defined below), each of the Covenantors shall:

- (i) not, directly or indirectly, engage in, invest in, participate in, or attempt to participate in, whether on his/her/its own account or with each other or in conjunction with or on behalf of any person or company, any business which will or may compete with the business then engaged and from time to time engaged by the Group in any territory, saved and except for the RF-SIM business in any territories outside Hong Kong and Macau (the “Restricted Business”);
- (ii) take all possible actions (including any acts and omissions) to procure that his/her/its associates (other than members of the Group) not, directly or indirectly, engage in, invest in, participate in, or attempt to participate in, whether on his/her/its own account or with each other or in conjunction with or on behalf of any person or company, the Restricted Business;
- (iii) not, directly or indirectly, engage in, invest in, participate in, or attempt to participate in, whether on his/her/its own account or with each other or in conjunction with or on behalf of any person or company, any business which will or may compete with the RF-SIM business of the Group in Hong Kong and Macau;
- (iv) take all possible actions (including any acts and omissions) to procure that his/her/its associates (other than members of the Group) shall not, directly or indirectly, engage in, invest in, participate in, or attempt to participate in, whether on its own account or with each other or in conjunction with or on behalf of any person or company, any business which will or may compete with the RF-SIM business of the Group in Hong Kong and Macau; and
- (v) not, and procure that his/her/its associates (other than members of the Group) not, for the purpose of competing with the business then engaged and from time to time engaged by the Group, to solicit or endeavor to cause any employee, former employee, or then existing employee of the Company and the members of the Group to work for the Covenantors or his/her/its associates (other than members of the Group); and shall not, without the Company's consent, make use of any information pertaining to the business of the Group which may have come to his/her/its knowledge in his/her/its capacity, as the case may be, as the controlling shareholders or his/her/its associates.

CORPORATE GOVERNANCE REPORT

The above restrictions do not apply in the following cases:

- (i) each of the Covenantors and his/her/its associates (excluding members of the Group) may hold securities of any company which conducts or is engaged in any Restricted Business provided that (a) such securities are listed on a recognised stock exchange (as defined in the SFO); and (b) the aggregate number of securities held by the Covenantors and their respective associates (excluding members of the Group) do not exceed 5% of the issued shares of such company;
- (ii) each of the Covenantors and his/her/its associates (excluding members of the Group) may invest in the Group; and
- (iii) the interests of Mr. Li Kin Shing and Ms. Kwok King Wa, jointly and/or severally, in Directel Limited. The Company agreed that each of Mr. Li Kin Shing and Ms. Kwok King Wa may continue to hold such interests in Directel Limited.

Under the deed of non-competition undertaking, the Covenantors further undertake to the Company the following:

- (i) the Covenantors shall allow, and shall procure that the relevant associates (excluding members of the Group) to allow, the Directors and the Company's auditors to have access to such financial records of such Covenantors and/or their respective associates as may be necessary for the Company to determine whether the terms of the deed of non-competition have been complied with;
- (ii) the Covenantors shall allow, and shall procure that their associates (excluding members of the Group) to allow, the independent non-executive Directors to review, at least on an annual basis, the Covenantors' compliance with the deed of non-competition undertaking and the warrant, preferred warrant or right of first refusal set up by the Covenantors in current or future competitive business activities;
- (iii) the Covenantors shall provide all information necessary for the annual review by the independent non-executive Directors in making a fair and reasonable assessment of the Covenantors' compliance with the deed of non-competition undertaking including but not limited to, (i) a list of listed companies in which he/she/it and/or his/her/its associates are beneficially interested or legally holds 5% or more shareholding interest and the nature of business of each of such companies; and (ii) a list of private companies in which he/she/it and/or his/her/its associates beneficially and/or legally holds and the nature of business of each of such companies;
- (iv) without prejudicing the generality of paragraph (i) above, the Covenantors shall provide to the Company with a declaration annually for inclusion by the Company in its annual report, in respect of their compliance with the terms of the deed of non-competition undertaking and disclose such information in the corporate governance report under the annual report of the Company (any such disclosure would be consistent with the principles of making voluntary disclosures in the corporate governance report);
- (v) the Company shall disclose decisions on matters reviewed by the independent non-executive Directors relating to the compliance and enforcement of the deed of non-competition undertaking either through the annual report, or by way of announcements to the public;

- (vi) in the event the Covenantors or their associates (excluding members of the Group) were given any business opportunity that is or may involve in direct or indirect competition with the business of the Group, the Covenantors shall assist, and shall procure their relevant associates to assist, the Company in obtaining such business opportunity directly or in the event that such business opportunity relates to the provision of any service(s) which is/are supplementary to the core business of such Covenantors or the relevant associates, by ways of subcontracting or outsourcing in the terms being offered to the Covenantors or the relevant associates, or more favourable terms being acceptable to the Company if the Covenantors give up the business opportunity, it is deemed to give up such business opportunity and the Covenantors cannot involve in the business derived from such business activities; and
- (vii) each of the Covenantors agrees to indemnify the Company from and against any and all losses, damages and costs which loss, damage or cost is resulted from any failure to comply with the terms of the deed of non-competition by the Covenantors or any of their respective associates.

For the above purpose, the “Relevant Period” means the period commencing from the date of the deed of non-competition undertaking and shall expire on the earlier of (i) the date on which the Covenantors (together with their respective associates), whether directly or indirectly, cease to be interested in 10% or more of the issued share capital of the Company; and (ii) the date on which the Shares cease to be listed on the Stock Exchange.

The independent non-executive Directors will review, at least on an annual basis, the compliance with the deed of non-competition undertaking by the Covenantors.

AUDIT COMMITTEE

The Company has established an audit committee (“Audit Committee”) on 20 May 2010 with written terms of reference in compliance with the GEM Listing Rules. The Audit Committee consists of the three independent non-executive Directors, namely, Ms. Lee Man Yee, Maggie, Mr. Chen Xue Dao and Mr. Chu, Howard Ho Hwa. Ms. Lee Man Yee, Maggie is the chairman of the Audit Committee.

During the year under review, the audit committee held two meetings. The attendance record of the meetings is as follows:

Name of Directors	Number of Meetings Attended
Ms. Lee Man Yee, Maggie (李敏怡) (Independent Non-Executive Director)	2/2
Mr. Chu, Howard Ho Hwa (朱賀華) (Independent Non-Executive Director)	2/2
Mr. Chen Xue Dao (陳學道) (Independent Non-Executive Director)	2/2

The primary duties of the Audit Committee are to review the Company’s annual report and consolidated financial statements, half-yearly report and quarterly reports and to provide advice and comment thereon to the Board. The Audit Committee is also responsible for reviewing and supervising the financial reporting process and internal control of the Group.

CORPORATE GOVERNANCE REPORT

During the year of 2010, the audit committee has (i) reviewed the quarterly and half-yearly results; (ii) reviewed the accounting policies adopted by the Group and issues related to accounting practice; and (iii) assisted the Board to evaluate on the effectiveness of financial reporting procedure and internal control.

The Group's audited results for the year ended 31 December 2010 have been reviewed by the Audit Committee and which was of the opinion that such results complied with the applicable accounting standards and that adequate disclosures had been made.

Auditors' Remuneration

For the year ended 31 December 2010, the remuneration paid/payable to the auditor, KPMG, in respect of audit services amounted to approximately HK\$732,000 (2009: Nil), tax service assignment amounted to approximately HK\$66,000 (2009: Nil) and the services provided as reporting accountants and tax adviser before the Listing amounted to approximately HK\$ 742,000 (2009: approximately HK\$ 1,902,000).

NOMINATION COMMITTEE

The Company has established a nomination committee on 20 May 2010 with written terms of reference. The nomination committee comprises one executive Director namely Mr. Pang Kwok Chau and two independent non-executive Directors namely Ms. Lee Man Yee, Maggie and Mr. Chen Xue Dao. Mr. Pang Kwok Chau has been appointed as the chairman of the nomination committee. The nomination committee is mainly responsible for making recommendations to the Board on appointment of Directors and succession planning for the Directors.

The Board took into consideration criteria such as expertise, experience, the market situation and applicable laws and regulations when considering new director appointments. The Directors held a meeting on 14 March 2011 for the nominations of Directors. The attendance record of the meeting is as follows:

Name of Directors	Number of Meeting Attended
Mr. Pang Kwok Chau (彭國洲) (Executive Director)	1/1
Mr. Chen Xue Dao (陳學道) (Independent Non-Executive Director)	1/1
Ms. Lee Man Yee, Maggie (李敏怡) (Independent Non-Executive Director)	1/1

In the latest meeting, the nomination committee members considered and passed resolutions recommending that all the Directors shall be retained. In addition, resolutions were passed pursuant to the articles of association of the Company, and subject to the proposed arrangement being passed at the forthcoming annual general meeting, that Mr. Li Kin Shing, Mr. Wong Kin Wa and Mr. Chen Xue Dao will retire and, being eligible, will offer themselves for re-election at the forthcoming annual general meeting.

REMUNERATION COMMITTEE

The Company has established a remuneration committee with written terms of reference in compliance with the Code on Corporate Governance Practices as set out in Appendix 15 of the GEM Listing Rules. The remuneration committee comprises one non-executive Director, namely, Mr. Li Kin Shing and two independent non-executive Directors, namely Mr. Chen Xue Dao and Ms. Lee Man Yee, Maggie. Mr. Li Kin Shing has been appointed as the chairman of the remuneration committee. The primary duties of the remuneration committee are, amongst other things, to review and determine the terms of remuneration packages, bonuses and other compensation payable to the Directors and senior management and to make recommendation to the Board on the Group's policy and structure for all remuneration of the Directors and senior management.

Remuneration committee held a meeting on 14 March 2011. The attendance record of the meeting is as follows:

Name of Directors	Number of Meeting Attended
Mr. Li Kin Shing (李健誠) (Non-Executive Director)	1/1
Ms. Lee Man Yee, Maggie (李敏怡) (Independent Non-Executive Director)	1/1
Mr. Chen Xue Dao (陳學道) (Independent Non-Executive Director)	1/1

Remuneration committee members have considered and reviewed the service contracts of the executive Directors and senior management and the provisions of independent non-executive Directors. The remuneration committee members are of the opinion that the provisions of the service contracts of the executive Directors and senior management and the independent non-executive Directors are fair.

INTERNAL CONTROL

The Board recognises the importance of maintaining an adequate and effective internal control system to safeguard the Group's assets against unauthorised use of disposition, and to protect the interests of shareholders of the Company. The Board assumes the overall responsibility for reviewing the adequacy and integrity of the Group's internal control system.

The Board has conducted a review of its system of internal control periodically to ensure the effective and adequate internal control system of the Group. The Board convened meeting periodically to discuss financial, operational and risk management control. The Directors are of the opinion that internal controls at present have been valid and adequate.

INVESTOR RELATIONS

The executive directors and senior management of the Company believe that maintaining a high level of transparency is a key to enhancing investor relations. It is committed to a policy of open and timely disclosure of corporate information to its shareholders and investors.

The Company updates its shareholders on its latest business developments and financial performance through its annual, interim and quarterly report and notices, announcements and circulars. The corporate website of the Company (www.directel.hk) provides a communication platform to the public and the shareholders.

FINANCIAL REPORTING

The Directors are responsible for the preparation of the financial statements for each financial year, which give a true and fair view of the financial position and operating results of the Group. The auditors are responsible to form an independent opinion based on the audit, on the financial statements prepared by the Directors and report the opinion solely to the shareholders of the Company.

CHAIRMAN AND NON-EXECUTIVE DIRECTORS

Mr. Li Kin Shing (李健誠), aged 53, is the chairman and a non-executive Director of the Company. Mr. Li has over 21 years of experience in the telecommunications industry. Mr. Li is an executive director and chief executive officer of International Elite Ltd., a company listed on the Main Board and controlled by Mr. Li and his spouse Ms. Kwok King Wa. Mr. Li was the chief executive officer and president of ChinaCast Education Corporation, a limited liability company incorporated in the State of Delaware, US, whose shares are displayed on the Over the Counter Bulletin Board when he resigned from these positions on 2 February 2007 following the acquisition of ChinaCast Education Corporation by an Independent Third Party, in December 2006. Mr. Li has confirmed that there were no disagreements between Mr. Li and ChinaCast Education Corporation on any matter relating to the ChinaCast Education Corporation's operations, policies or practices that resulted in his resignation. ChinaCast Education Corporation is a for-profit, post-secondary education and e-learning services provider in China of which its total revenue amounted to approximately RMB346.5 million as at 31 December 2009 according to annual report filed with the U.S. Securities and Exchange Commission. Save as disclosed herein, Mr. Li has not been a director of any publicly listed company during the three years preceding the date of this report. He was appointed as the chairman and non-executive Director on 31 August 2009.

EXECUTIVE DIRECTORS

Mr. Pang Kwok Chau (彭國洲), aged 50, is the chief executive officer and an executive Director of the Company. He is responsible for the overall marketing strategic planning and direction of the Group. Mr. Pang obtained a craft certificate in radio servicing (無線電修理行業技能證書) after the completion of a two-year part-time evening course from a Technical Institute under the Education Department, Hong Kong in July 1979 immediately following his graduation from secondary school and has over 16 years of experience in the telecommunications industry, especially in international roaming operation. Since joining the Group, Mr. Pang has actively involved in the Group's business of "One Card Multiple Number" service in Hong Kong and the PRC. He has also involved in the Group's overall corporate governance since 2007. Before joining the Group as the general manager in 2001, Mr. Pang served as the manager of China-Hong Kong Telelink Company Limited since 1995. Mr. Pang has not been a director of any publicly listed company during the three years preceding the date of this report. He was appointed as an executive Director on 31 August 2009.

Mr. Li Wang (李宏), aged 40, is the executive Director of the Company. He is responsible for the overall management, corporate planning and business development of the Group. Mr. Li has over 7 years of experience in telecommunications industry. Mr. Li worked as a manager of a PRC telecommunications company namely, 廣州天龍信息工程公司(Guangzhou Talent Information Engineering Company Limited) from 1993 to 1997 and was responsible for the management and promotion of pager and mobile telecommunications services business. Mr. Li then worked as a vice-general manager of 廣東直通電訊股份有限公司(Guangdong Zhitong Telecommunications Limited) from 1997 to 1999, and gained experience in marketing of telecommunication service business. He also worked as a director of Directel Communications Limited from 1995 to 2000, a director of Target Link Enterprises Limited, a private company engaged in investment of software, from 1997 to 2004 and a director and a legal representative of 廣東直通投資有限公司(Guangdong Zhitong Investment Ltd.) from 1992 to 2009. He is the brother of Mr. Li Kin Shing, the chairman and non-executive Director of the Company. Mr. Li has not been a director of any publicly listed company during the three years preceding the date of this report. He was appointed as an executive Director on 31 August 2009.

PROFILE OF DIRECTORS AND SENIOR MANAGEMENT

NON-EXECUTIVE DIRECTOR

Mr. Wong Kin Wa (黃健華), aged 43, is a non-executive Director of the Company. Mr. Wong obtained a diploma in auditing from Guangzhou Radio & TV University in 1988. Mr. Wong has over 10 years of finance and marketing experience, in particular in the telecommunications industry in Hong Kong and Macau. Mr. Wong is an executive director and chief financial officer of IEL, a company listed on the Main Board and controlled by Mr. Li Kin Shing and his spouse, Ms. Kwok King Wa. Before joining IEL in 2000, he was the manager of China-Hong Kong Telelink Co., Ltd. From 1997 to 1999. Mr. Wong joined Denway Motors Limited (駿威汽車有限公司) (previously known as Denway Investment Limited), a company listed on the Main Board, as the vice general manager of the Finance Department from 1993 to 1997. Save as disclosed herein, Mr. Wong has not been a director of any publicly listed company during the three years preceding the date of this report. He was appointed as a non-executive Director on 31 August 2009.

INDEPENDENT NON-EXECUTIVE DIRECTORS

Mr. Chen Xue Dao (陳學道), aged 68, was appointed as an independent non-executive Director on 20 May 2010. Mr. Chen is currently a member of the Telecommunications Technology Committee of the Ministry of Information Industry of the PRC (中國信息產業部通信科學技術委員會), member of the Economic Specialists in the Telecommunications Committee of the Ministry of Information Industry of the PRC (中國信息產業部電信經濟專家委員會), fellow member of the China Institute of Communications (中國通信學會), chairman of the Guangdong Institute of Communications (廣東省通信學會), honorable chairman of Guangdong Communication Industry Association (廣東省通信行業協會), honorable chairman of Guangdong Internet Society (廣東省互聯網協會) and committee member of the Guangdong Provincial Association for Science and Technology (廣東省科學技術協會). Mr. Chen also holds the qualification of a senior engineer at Professor grade, and he has been granted the special subsidy by the State Council of the PRC for his prominent contributions to engineering science since 1992. Mr. Chen has been an independent non-executive director of IEL since 2007. Save as disclosed herein, Mr. Chen has not been a director of any publicly listed company during the three years preceding the date of this report.

Mr. Chu, Howard Ho Hwa (朱賀華), aged 46, was appointed as an independent non-executive Director on 20 May 2010. Mr. Chu has over 10 years of business experience and over 4 years of experience in corporate governance. He is currently the chief financial officer of Trony Solar Holdings Co., Ltd. and has previously worked for Shanghai Century Acquisition Corporation, a company listed on the American Stock Exchange, and United Energy Group Limited, a company listed on the Stock Exchange. Mr. Chu obtained a master degree of business administration from the Columbia University and a bachelor degree of science from the University of Rochester in 1999 and 1986 respectively. In the three years preceding the date of this report, Mr. Chu did not hold any directorship in listed public companies.

Ms. Lee Man Yee, Maggie (李敏怡), aged 40, was appointed as an independent non-executive Director on 20 May 2010. Ms. Lee has over 10 years of accounting, finance, taxation, audit and corporate governance experience and is a member of Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants. Ms. Lee obtained a diploma in business administration in the PRC from the Hong Kong Productivity Council. In the three years preceding the date of this report, Ms. Lee did not hold any directorship in listed public companies.

SENIOR MANAGEMENT

Ms. Chan Wai Ching (陳惠貞), aged 48, joined the Group in 2009 and was appointed as the Company's company secretary on 6 August 2009. Ms. Chan has over 25 years of experience in accounting, finance, taxation and corporate governance and is an associate member of the Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants. Ms. Chan holds a master degree of professional accounting from The Hong Kong Polytechnic University. Ms. Chan has been the qualified accountant and company secretary of IEL since June 2007.

Mr. Wu Guo Neng (伍國能), aged 32, joined the Group in 2009 and is the financial controller of the Group. He is responsible for the financial and accounting issues of the Group. Prior to joining the Group, Mr. Wu served as the senior accounting officer of 廣州盛華信息有限公司 (China Elite Info. Co. Ltd. (Guangzhou)) from 2007. Mr. Wu has more than 8 years of experience in accounting and worked in KPMG China for more than 6 years. Mr. Wu is a member of Chinese Institute of Certified Public Accountants (中國註冊會計師協會) and a member of the Association of Chartered Certified Accountants. Mr. Wu holds a bachelor degree of accountancy from the Sun Yat-Sen University (中山大學).

Mr. Hui Luen Sing, Anthony (許聯星), aged 44, joined the Group in 2006 and has been the manager of the information technology and network department of the Group since 2006. He is responsible for the overall management and to provide advice on various information technology and network technical issues to the Group. Mr. Hui has more than 20 years of experience in telecommunications industry. Prior joining the Group, Mr. Hui has worked for several telecommunications service providers for over 10 years. Mr. Hui obtained a certificate in electronics from the Vocational Training Council and completed a certificate programme on supervisory of management for managers from The Hong Kong Management Association.

INDEPENDENT AUDITOR'S REPORT



To the shareholders of Directel Holdings Limited
(incorporated in the Cayman Islands with limited liability)

We have audited the consolidated financial statements of Directel Holdings Limited ("the Company") and its subsidiaries (together "the Group") set out on pages 39 to 83, which comprise the consolidated and company balance sheets as at 31 December 2010, the consolidated income statement, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated cash flow statement for the year then ended and a summary of significant accounting policies and other explanatory information.

DIRECTORS' RESPONSIBILITY FOR THE CONSOLIDATED FINANCIAL STATEMENTS

The directors of the Company are responsible for the preparation of consolidated financial statements that give a true and fair view in accordance with International Financial Reporting Standards issued by the International Accounting Standards Board and the disclosure requirements of the Hong Kong Companies Ordinance and for such internal control as the directors determine is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. This report is made solely to you, as a body, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the consolidated financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion, the consolidated financial statements give a true and fair view of the state of affairs of the Company and of the Group as at 31 December 2010 and of the Group's profit and cash flows for the year then ended in accordance with International Financial Reporting Standards and have been properly prepared in accordance with the disclosure requirements of the Hong Kong Companies Ordinance.

KPMG

Certified Public Accountants
8th Floor, Prince's Building
10 Chater Road
Central, Hong Kong

14 March 2011

CONSOLIDATED INCOME STATEMENT

For the year ended 31 December 2010

	Note	2010 HK\$'000	2009 HK\$'000
Turnover	5	68,766	51,875
Cost of sales		(27,683)	(25,594)
Gross profit		41,083	26,281
Other income		698	2
Administrative expenses		(17,617)	(18,020)
Profit from operations		24,164	8,263
Finance income	6	1,172	2,786
Profit before taxation	7	25,336	11,049
Income tax	8(a)	(4,523)	(910)
Profit for the year attributable to equity shareholders of the Company		20,813	10,139
Earnings per share			
Basic and diluted earnings per share	12	HK\$0.023	HK\$0.014

The notes on pages 45 to 83 form part of these financial statements. Details of dividends payable to equity shareholders of the Company attributable to the year are set out in note 20(c).

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the year ended 31 December 2010

The Group had no components of comprehensive income other than "Profit for the year attributable to equity shareholders of the Company" in the years presented. Accordingly, no separate consolidated statement of comprehensive income is presented as the Group's "Total comprehensive income for the year" was the same as the "Profit for the year attributable to equity shareholders of the Company" in the years presented.

The notes on pages 45 to 83 form part of these financial statements.

CONSOLIDATED BALANCE SHEET

At 31 December 2010

	Note	2010 HK\$'000	2009 HK\$'000
Non-current assets			
Property, plant and equipment	14	793	1,837
Deferred tax assets	19(b)	2,711	2,814
Total non-current assets		3,504	4,651
Current assets			
Inventories	15	171	1,473
Trade and other receivables	16	39,584	20,967
Income tax recoverable	19(a)	454	—
Cash and cash equivalents	17	79,387	4,812
Total current assets		119,596	27,252
Current liabilities			
Trade and other payables	18	7,977	10,458
Current tax payable	19(a)	2,393	7,134
Total current liabilities		10,370	17,592
Net current assets		109,226	9,660
Total assets less current liabilities		112,730	14,311
Non-current liabilities			
Deferred tax liabilities	19(b)	68	336
Total non-current liabilities		68	336
Net assets		112,662	13,975
Capital and reserves			
Share capital	20	10,375	—
Share premium		67,499	—
Other reserve		—	—
Retained earnings		34,788	13,975
Total equity		112,662	13,975

Approved and authorised for the issue by the board of directors on 14 March 2011.

Mr. Pang Kwok Chau
Director

Mr. Li Wang
Director

The notes on pages 45 to 83 form part of these financial statements.

BALANCE SHEET

At 31 December 2010

	Note	2010 HK\$'000	2009 HK\$'000
Non-current assets			
Investments in subsidiaries	13	—	—
Total non-current assets		—	—
Current assets			
Amounts due from subsidiaries	16	1,159	—
Other receivables and prepayments	16	232	583
Cash and cash equivalents	17	68,695	—
Total assets		70,086	583
Current liabilities			
Amount due to a subsidiary	18	526	5,540
Other payables	18	553	1,539
Current tax payable	19(a)	65	—
Total current liabilities		1,144	7,079
Net current assets/(liabilities)		68,942	(6,496)
Net assets/(liabilities)		68,942	(6,496)
Capital and reserves			
Share capital	20	10,375	—
Share premium		67,499	—
Accumulated losses		(8,932)	(6,496)
Total equity		68,942	(6,496)

Approved and authorised for the issue by the board of directors on 14 March 2011.

Mr. Pang Kwok Chau
Director

Mr. Li Wang
Director

The notes on pages 45 to 83 form part of these financial statements.

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the year ended 31 December 2010

	Note	Share capital HK\$'000	Share premium HK\$'000	Other reserve HK\$'000	Retained earnings HK\$'000	Total equity HK\$'000
At 1 January 2009		—	—	—	3,836	3,836
Profit for the year and total comprehensive income for the year		—	—	—	10,139	10,139
Shares issued upon incorporation	20(b)(i)	—	—	—	—	—
Arising from the Reorganisation	20(b)(i)&(d)(ii)	—	—	—	—	—
At 31 December 2009		<u>—</u>	<u>—</u>	<u>—</u>	<u>13,975</u>	<u>13,975</u>
At 1 January 2010		—	—	—	13,975	13,975
Profit for the year and total comprehensive income for the year		—	—	—	20,813	20,813
Shares issued under the Placing, net of share issuing expenses	20(b)(ii)	2,875	74,999	—	—	77,874
Capitalisation issue	20(b)(iii)	7,500	(7,500)	—	—	—
At 31 December 2010		<u>10,375</u>	<u>67,499</u>	<u>—</u>	<u>34,788</u>	<u>112,662</u>

The notes on pages 45 to 83 form part of these financial statements.

CONSOLIDATED CASH FLOW STATEMENT

For the year ended 31 December 2010

	Note	2010 HK\$'000	2009 HK\$'000
Cash flows from operating activities			
Profit before taxation		25,336	11,049
Adjustments for:			
Depreciation	7(b)	1,209	1,475
Allowance for doubtful debts	7(b)	59	302
Write down of inventories	15(b)	1,354	161
Interest income from bank deposits	6	(59)	(1)
		<u>27,899</u>	<u>12,986</u>
Change in inventories		(52)	(971)
Change in trade and other receivables		(18,676)	(6,688)
Change in trade and other payables		(2,481)	(30,035)
Cash generated from/(used) in operations		<u>6,690</u>	<u>(24,708)</u>
Income tax paid		(9,883)	(124)
Net cash used in operating activities		<u>(3,193)</u>	<u>(24,832)</u>
Cash flows from investing activities			
Interest received	6	59	1
Acquisition of property, plant and equipment	14	(165)	(213)
Advances made to related parties	23(c)	—	(7,434)
Repayments received from related parties	23(c)	—	29,796
Net cash (used in)/generated from investing activities		<u>(106)</u>	<u>22,150</u>
Cash flows from financing activities			
Proceeds from issuance of shares under the Placing, net of share issuing expenses	20(b)(ii)	77,874	—
Repayments made to related parties	23(c)	—	(3,081)
Repayments made to an ultimate shareholder	23(c)	—	(632)
Net cash generated from/(used in) financing activities		<u>77,874</u>	<u>(3,713)</u>
Net increase/(decrease) in cash		<u>74,575</u>	<u>(6,395)</u>
Cash at beginning of the year	17	<u>4,812</u>	<u>11,207</u>
Cash at end of the year	17	<u>79,387</u>	<u>4,812</u>

The notes on pages 45 to 83 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

1. BACKGROUND OF THE COMPANY

Directel Holdings Limited (“the Company”) was incorporated in the Cayman Islands on 28 July 2009 as an exempted company with limited liability under the Companies Law, Chapter 22 (Law 3 of 1961, as consolidated and revised) of the Cayman Islands. The Company has established a place of business in Hong Kong and was registered in Hong Kong under Part XI of the Companies Ordinance as a non-Hong Kong company on 25 September 2009. On 2 June 2010, the Company listed its shares with a par value of HK\$0.01 each on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited (“the Stock Exchange”) (the “Listing”).

The Company and its subsidiaries (together referred to as “the Group”) are principally engaged in provision of telecommunications services.

2. BASIS OF PREPARATION

Pursuant to the group reorganisation to rationalise the Group’s structure in the preparation of the Listing (the “Reorganisation”), the Company allotted and issued 100 shares to New Everich Holdings Limited pursuant to a share swap agreement entered into among the Company, Mr. Li Kin Shing, Ms. Kwok King Wa and Elitel Limited on 7 September 2009. Since then, the Company became the holding company of the Group.

As the companies that took part in the Reorganisation were controlled by the same group of ultimate shareholders, Mr. Li Kin Shing and Ms. Kwok King Wa (referred to as the “Controlling Shareholders”), before and after the Reorganisation and, consequently, there was a continuation of the risks and benefits to the controlling shareholders and therefore the Reorganisation is considered as a business combination under common control and merger accounting has been applied in the accounting of the Reorganisation. The consolidated income statement, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated cash flow statement of the Group include the results of operations of the Group as if the Reorganisation had been in existence and remained unchanged throughout the entire periods presented.

All material intra-group transactions and balances have been eliminated on consolidation.

3 SIGNIFICANT ACCOUNTING POLICIES

(a) Statement of compliance

The financial statements have been prepared in accordance with all applicable International Financial Reporting Standards (“IFRSs”), which collective term includes International Accounting Standards and related interpretations, issued by the International Accounting Standards Board (“IASB”).

These financial statements also comply with the disclosure requirements of the Hong Kong Companies Ordinance and the applicable disclosure provisions of the Rules Governing the Listing of Securities on the Stock Exchange. A summary of the significant accounting policies adopted by the Group is set out below.

The IASB has issued certain new and revised IFRSs that are first effective or available for early adoption for the current period of the Group and the Company. Note 4 provides information on any changes in accounting policies resulting from initial application of these developments to the extent that they are relevant to the Group for the current and prior accounting periods reflected in these financial statements.

(b) Basis of measurement

Items included in the financial statements of each entity in the Group are measured using the currency that best reflects the economic substance of the underlying events and circumstances relevant to the entity (“functional currency”).

These financial statements are presented in Hong Kong dollars, rounded to the nearest thousand except per share data. They are prepared on the historical cost basis.

(c) Use of estimates and judgements

The preparation of financial statements in conformity with IFRSs requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Judgements made by management in the application of IFRSs that have significant effect on the financial statements and major sources of estimation uncertainty are discussed in note 25.

NOTES TO THE FINANCIAL STATEMENTS

3 SIGNIFICANT ACCOUNTING POLICIES *(Continued)*

(d) Subsidiaries

Subsidiaries are entities controlled by the Group. Control exists when the Group has the power to govern the financial and operating policies of an entity so as to obtain benefits from its activities. In assessing control, potential voting rights that presently are exercisable are taken into account.

An investment in a subsidiary is consolidated into the consolidated financial statements from the date that control commences until the date the control ceases. Merger accounting is adopted for common control combinations in which all of the combining entities or businesses are ultimately controlled by the same party or parties before and after the business combination, and that control is not transitory.

Intra-group balances and transactions and any unrealised profits arising from intra-group transactions are eliminated in full in preparing the consolidated financial statements. Unrealised losses resulting from intra-group transactions are eliminated in the same way as unrealised gains but only to the extent that there is no evidence of impairment.

In the Company's balance sheet, investments in subsidiaries are stated at cost less impairment losses (note 3(g)(ii)).

(e) Property, plant and equipment

Property, plant and equipment are stated in the balance sheet at cost less accumulated depreciation and impairment losses (note 3(g)(ii)).

Cost includes expenditures that are directly attributable to the acquisition of an asset.

Gains or losses arising from the retirement or disposal of an item of property, plant and equipment are determined as the difference between the net disposal proceeds and the carrying amount of the item and are recognised in profit or loss on the date of retirement or disposal.

Depreciation is calculated to write off the cost of items of property, plant and equipment, less their estimated residual value, if any, using the straight line method over their estimated useful lives as follows:

- Furniture and fixtures 5 years
- Facilities equipment 5 years
- Office equipment 5 years

Both the useful life of an asset and its residual value, if any, are reviewed annually.

(f) Operating lease charges

Leases of assets under which the lessor has not transferred substantially all the risks and rewards of ownership are classified as operating leases.

Where the Group has the use of assets under operating leases, payments made under the leases are charged to profit or loss in equal instalments over the accounting periods covered by the lease term, except where an alternative basis is more representative of the pattern of benefits to be derived from the leased asset. Lease incentives received are recognised in profit or loss as an integral part of the aggregate net lease payments made.

3 SIGNIFICANT ACCOUNTING POLICIES *(Continued)*

(g) Impairment of assets

(i) *Impairment of trade and other receivables*

Trade and other receivables that are stated at amortised cost are reviewed at each balance sheet date to determine whether there is objective evidence of impairment. Objective evidence of impairment includes observable data that comes to the attention of the Group about one or more of the following loss events:

- significant financial difficulty of the debtor;
- a breach of contract, such as a default or delinquency in interest or principal payments;
- it becoming probable that the debtor will enter bankruptcy or other financial reorganisation; and
- significant changes in the technological, market, economic or legal environment that have an adverse effect on the debtor.

If any such evidence exists, any impairment loss is determined and recognised as the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the financial asset's original effective interest rate (i.e. the effective interest rate computed at initial recognition of these assets), where the effect of discounting is material. This assessment is made collectively where financial assets carried at amortised cost share similar risk characteristics, such as similar past due status, and have not been individually assessed as impaired. Future cash flows for financial assets which are assessed for impairment collectively are based on historical loss experience for assets with credit risk characteristics similar to the collective group.

If in a subsequent period the amount of an impairment loss decreases and the decrease can be linked objectively to an event occurring after the impairment loss was recognised, the impairment loss is reversed through profit or loss. A reversal of an impairment loss shall not result in the asset's carrying amount exceeding that which would have been determined had no impairment loss been recognised in prior years.

Impairment losses are written off against the corresponding assets directly, except for impairment losses recognised in respect of trade debtors included within trade and other receivables, whose recovery is considered doubtful but not remote. In this case, the impairment losses for doubtful debts are recorded using an allowance account. When the Group is satisfied that recovery is remote, the amount considered irrecoverable is written off against trade debtors directly and any amounts held in the allowance account relating to that debt are reversed. Subsequent recoveries of amounts previously charged to the allowance account are reversed against the allowance account. Other changes in the allowance account and subsequent recoveries of amounts previously written off directly are recognised in profit or loss.

NOTES TO THE FINANCIAL STATEMENTS

3 SIGNIFICANT ACCOUNTING POLICIES *(Continued)*

(g) Impairment of assets *(Continued)*

(ii) *Impairment of other assets*

Internal and external sources of information are reviewed at each balance sheet date to identify indications that the following assets may be impaired or an impairment loss previously recognised no longer exists or may have decreased:

- Property, plant and equipment; and
- Investments in subsidiaries.

If any such indication exists, the asset's recoverable amount is estimated.

- Calculation of recoverable amount

The recoverable amount of an asset is the greater of its fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. Where an asset does not generate cash inflows largely independent of those from other assets, the recoverable amount is determined for the smallest group of assets that generates cash inflows independently (i.e. a cash-generating unit).

- Recognition of impairment losses

An impairment loss is recognised in profit or loss if the carrying amount of an asset, or the cash-generating unit to which it belongs, exceeds its recoverable amount. Impairment losses recognised in respect of cash-generating units are allocated to reduce the carrying amount of the other assets in the cash-generating unit (or group of units) on a pro rata basis, except that the carrying value of an asset will not be reduced below its individual fair value less costs to sell, or value in use, if determinable.

- Reversals of impairment losses

An impairment loss is reversed if there has been a favourable change in the estimates used to determine the recoverable amount. A reversal of an impairment loss is limited to the asset's carrying amount that would have been determined had no impairment loss been recognised in prior years. Reversals of impairment losses are credited to profit or loss in the year in which the reversals are recognised.

3 SIGNIFICANT ACCOUNTING POLICIES *(Continued)*

(h) Inventories

Inventories are carried at the lower of cost and net realisable value.

Cost is calculated using the first-in, first-out formula and comprises all costs of purchase, cost of conversion and other costs incurred in bringing the inventories to their present location and condition.

Net realisable value is the estimated selling price in the ordinary course of business less the estimated costs of completion and the estimated costs necessary to make the sale.

When inventories are sold, the carrying amount of those inventories is recognised as an expense in the period in which the related revenue is recognised. The amount of any write-down of inventories to net realisable value and all losses of inventories are recognised as an expense in the period the write-down or loss occurs. The amount of any reversal of any write-down of inventories is recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

(i) Trade and other receivables

Trade and other receivables are initially recognised at fair value and thereafter stated at amortised cost less allowance for impairment of doubtful debts (note 3(g)(i)), except where the receivables are interest-free loans made to related parties without any fixed repayment terms or the effect of discounting would be immaterial. In such cases, the receivables are stated at cost less allowance for impairment of doubtful debts.

(j) Trade and other payables

Trade and other payables are initially recognised at fair value and thereafter stated at amortised cost unless the effect of discounting would be immaterial, in which case they are stated at cost.

(k) Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other financial institutions, and short-term, highly liquid investments that are readily convertible into known amounts of cash and which are subject to an insignificant risk of changes in value, having been within three months of maturity at acquisition.

(l) Employee benefits

Salaries, annual bonuses, paid annual leave, contributions to defined contribution retirement plans and the cost of non-monetary benefits are accrued in the year in which the associated services are rendered by employees. Where payment or settlement is deferred and the effect would be material, these amounts are stated at their present values.

NOTES TO THE FINANCIAL STATEMENTS

3 SIGNIFICANT ACCOUNTING POLICIES *(Continued)*

(m) Income tax

Income tax for the year comprises current tax and movements in deferred tax assets and liabilities. Current tax and movements in deferred tax assets and liabilities are recognised in profit or loss except to the extent that they relate to items recognised in other comprehensive income or directly in equity, in which case the relevant amounts of tax are recognised in other comprehensive income or directly in equity, respectively.

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantively enacted at the balance sheet date, and any adjustment to tax payable in respect of previous years.

Deferred tax assets and liabilities arise from deductible and taxable temporary differences respectively, being the differences between the carrying amounts of assets and liabilities for financial reporting purposes and their tax bases. Deferred tax assets also arise from unused tax losses and unused tax credits.

Apart from certain limited exceptions, all deferred tax liabilities, and all deferred tax assets to the extent that it is probable that future taxable profits will be available against which the asset can be utilised, are recognised. Future taxable profits that may support the recognition of deferred tax assets arising from deductible temporary differences include those that will arise from the reversal of existing taxable temporary differences, provided those differences relate to the same taxation authority and the same taxable entity, and are expected to reverse either in the same period as the expected reversal of the deductible temporary difference or in periods into which a tax loss arising from the deferred tax asset can be carried back or forward. The same criteria are adopted when determining whether existing taxable temporary differences support the recognition of deferred tax assets arising from unused tax losses and credits, that is, those differences are taken into account if they relate to the same taxation authority and the same taxable entity, and are expected to reverse in a period, or periods, in which the tax loss or credit can be utilised.

The limited exceptions to recognition of deferred tax assets and liabilities are those temporary differences arising from the initial recognition of assets or liabilities that affect neither accounting nor taxable profit (provided they are not part of a business combination), and temporary differences relating to investments in subsidiaries to the extent that, in the case of taxable differences, the Group controls the timing of the reversal and it is probable that the differences will not reverse in the foreseeable future, or in the case of deductible differences, unless it is probable that they will reverse in the future.

The amount of deferred tax recognised is measured based on the expected manner of realisation or settlement of the carrying amount of the assets and liabilities, using tax rates enacted or substantively enacted at the balance sheet date. Deferred tax assets and liabilities are not discounted.

The carrying amount of a deferred tax asset is reviewed at each balance sheet date and is reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow the related tax benefit to be utilised. Any such reduction is reversed to the extent that it becomes probable that sufficient taxable profits will be available.

3 SIGNIFICANT ACCOUNTING POLICIES *(Continued)*

(m) Income tax *(Continued)*

Current tax balances and deferred tax balances, and movements therein, are presented separately from each other and are not offset. Current tax assets are offset against current tax liabilities, and deferred tax assets against deferred tax liabilities, if the Group has the legally enforceable right to set off current tax assets against current tax liabilities and the following additional conditions are met:

- in the case of current tax assets and liabilities, the Group intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously; or
- in the case of deferred tax assets and liabilities, if they relate to income taxes levied by the same taxation authority on either:
 - the same taxable entity; or
 - different taxable entities, which, in each future period in which significant amounts of deferred tax liabilities or assets are expected to be settled or recovered, intend to realise the current tax assets and settle the current tax liabilities on a net basis or realise and settle simultaneously.

(n) Provisions and contingent liabilities

Provisions are recognised for liabilities of uncertain timing or amount when the Group has a legal or constructive obligation arising as a result of a past event, it is probable that an outflow of economic benefits will be required to settle the obligation and a reliable estimate can be made. Where the time value of money is material, provisions are stated at the present value of the expenditure expected to settle the obligation.

Where it is not probable that an outflow of economic benefits will be required, or the amount cannot be estimated reliably, the obligation is disclosed as a contingent liability, unless the probability of outflow of economic benefits is remote. Possible obligations, whose existence will only be confirmed by the occurrence or non-occurrence of one or more future events are also disclosed as contingent liabilities unless the probability of outflow of economic benefits is remote.

(o) Revenue recognition

Revenue is measured at the fair value of the consideration received or receivable. Provided it is probable that the economic benefits will flow to the Group and the revenue and costs, if applicable, can be measured reliably, revenue is recognised in profit or loss as follows:

- (i) Revenue from the provision of telecommunications services is recognised when the services have been rendered.
- (ii) Revenue from the provision of telesales dealership services is recognised when the services have been rendered and the Group has obtained the rights to demand payment for the services rendered.
- (iii) Interest income is recognised as it accrues using the effective interest method.

NOTES TO THE FINANCIAL STATEMENTS

3 SIGNIFICANT ACCOUNTING POLICIES *(Continued)*

(p) Translation of foreign currencies

Foreign currency transactions during the year are translated at the exchange rates ruling at the transaction dates. Monetary assets and liabilities denominated in foreign currencies are translated at the exchange rates ruling at the balance sheet date. Exchange gains and losses are recognised in profit or loss.

Non-monetary assets and liabilities that are measured in terms of historical cost in a foreign currency are translated using the exchange rates ruling at the transaction dates.

(q) Related parties

For the purposes of these financial statements, a party is considered to be related to the Group if:

- (i) the party has the ability, directly or indirectly through one or more intermediaries, to control the Group or exercise significant influence over the Group in making financial and operating policy decisions, or has joint control over the Group;
- (ii) the Group and the party are subject to common control;
- (iii) the party is an associate of the Group or a joint venture in which the Group is a venturer;
- (iv) the party is a member of key management personnel of the Group or the Group's parent, or a close family member of such an individual, or is an entity under the control, joint control or significant influence of such individuals;
- (v) the party is a close family member of a party referred to in (i) or is an entity under the control, joint control or significant influence of such individuals; or
- (vi) the party is a post-employment benefit plan which is for the benefit of employees of the Group or of any entity that is a related party of the Group.

Close family members of an individual are those family members who may be expected to influence, or be influenced by, that individual in their dealings with the entity.

(r) Segment reporting

IFRS 8 introduces a "management approach" to segment reporting, i.e. the identification of segments and the preparation of segment information must be based on the internal reports that the entity's chief operating decision maker reviews regularly in allocating resources to segments and in assessing their performance.

The financial information provided to the chief operating decision maker does not contain profit or loss information of each service line and the chief operating decision maker reviews the operating results of the Group as a whole. Therefore, the operations of the Group constitute one single reportable segment.

4. CHANGES IN ACCOUNTING POLICIES

The IASB has issued two revised IFRSs, a number of amendments to IFRSs and two new Interpretations that are first effective for the current accounting period of the Group. Of these developments, the amendments introduced by "Improvements to IFRSs (2009)" are relevant to the Group's financial statements. However, these amendments have had no material impact on the Group's financial statements as the amendments were consistent with policies already adopted by the Group.

The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

5 TURNOVER

The principal activities of the Group are the provision of telecommunications services. Turnover represents the sales value of services rendered to customers. The amount of each significant category of revenue recognised in turnover during the year is as follows:

	2010 <i>HK\$'000</i>	2009 <i>HK\$'000</i>
Provision of telecommunications services	64,900	45,555
Provision of telesales dealership services	3,866	5,817
Others	—	503
	<u>68,766</u>	<u>51,875</u>

Revenue from transactions with external customers, including revenue derived from individual customers which are known to the Group to be subject to common control, amounting to 10% or more of the Group's aggregate turnover during the year are as follows:

	2010 <i>HK\$'000</i>	2009 <i>HK\$'000</i>
The largest customer	13,597	8,234
The second largest customer	12,631	6,379

Substantially all of the Group's revenue are derived from Hong Kong and the Group's property, plant and equipment are located in Hong Kong.

NOTES TO THE FINANCIAL STATEMENTS

6 FINANCE INCOME

	2010 <i>HK\$'000</i>	2009 <i>HK\$'000</i>
Interest income from bank deposits	59	1
Net foreign exchange gain	1,113	2,785
	<u>1,172</u>	<u>2,786</u>

7 PROFIT BEFORE TAXATION

Profit before taxation is arrived at after charging:

(a) *Staff costs*

	2010 <i>HK\$'000</i>	2009 <i>HK\$'000</i>
Salaries, wages and other benefits	3,157	2,826
Contributions to defined contribution retirement plan	139	129
	<u>3,296</u>	<u>2,955</u>

Staff costs include directors' remuneration (note 9).

The Group operates a Mandatory Provident Fund Scheme (the "MPF Scheme") under the Hong Kong Mandatory Provident Fund Schemes Ordinance for employees employed under the jurisdiction of the Hong Kong Employment Ordinance. The MPF Scheme is a defined contribution retirement plan administered by an independent trustee. Under the MPF Scheme, the employer and its employees are each required to make contributions to the plan at 5% of the employees' relevant income, subject to a cap of monthly relevant income of HK\$20,000. Contributions to the plan vest immediately.

The Group has no other obligations for payment of retirement and other post-retirement benefits of employees other than the contribution described above.

7 PROFIT BEFORE TAXATION (Continued)

(b) Other items

	Note	2010 HK\$'000	2009 HK\$'000
Depreciation	14	1,209	1,475
Licence charges		1,710	1,791
Operating lease charges in respect of			
– rental of properties	23(b)	528	496
– rental of transmission lines		337	228
Auditors' remuneration			
– audit services		794	60
– other compliance services		66	13
Utilities		68	57
Repair and maintenance		417	345
Bad debts written off		—	107
Allowance for doubtful debts	16(b)	59	302
Listing expenses		2,780	5,911

8 INCOME TAX IN THE CONSOLIDATED INCOME STATEMENT

(a) Income tax in the consolidated income statement represents:

	2010 HK\$'000	2009 HK\$'000
Current tax - Hong Kong Profits Tax		
Provision for the year	4,688	2,279
Over-provision in respect of prior years	—	(22)
	<u>4,688</u>	<u>2,257</u>
Deferred tax		
Origination and reversal of temporary differences	(165)	(1,347)
	<u>(165)</u>	<u>(1,347)</u>
	<u>4,523</u>	<u>910</u>

NOTES TO THE FINANCIAL STATEMENTS

8 INCOME TAX IN THE CONSOLIDATED INCOME STATEMENT *(Continued)*

(a) *Income tax in the consolidated income statement represents: (Continued)*

(i) Hong Kong Profits Tax

The Company's Hong Kong subsidiaries are subject to Hong Kong Profits Tax. In addition, the Company and Elitel Limited, although incorporated in the Cayman Islands, are also considered as having a taxable presence in Hong Kong, since they are primarily managed and controlled in Hong Kong. They are subject to tax on an entity basis on income arising in or derived from Hong Kong. The provision for Hong Kong Profits Tax for the year ended 31 December 2010 is calculated at 16.5% (2009: 16.5%) of the estimated assessable profits for the year. The payments of dividends by Hong Kong companies are not subject to any Hong Kong withholding tax.

(b) *Reconciliation between income tax expense and accounting profit at applicable tax rates:*

	2010 HK\$'000	2009 HK\$'000
Profit before taxation	25,336	11,049
Notional tax on profit before taxation, calculated at the rates applicable to profits in Hong Kong	4,180	1,823
Tax effect of non-deductible expenses	457	1,072
Utilisation of previously unrecognised tax losses	(114)	(114)
Recognition of tax losses not recognised previously	—	(1,849)
Over-provision in prior years	—	(22)
Actual tax expense	4,523	910

9 DIRECTORS' REMUNERATION

Details of directors' remuneration disclosed pursuant to Section 161 of the Hong Kong Companies Ordinance are as follows:

	2010				Total HK\$'000
	Directors' fees HK\$'000	Salaries, allowances and benefits in kind HK\$'000	Contributions to retirement benefit plan HK\$'000	Bonuses HK\$'000	
Executive Directors					
Pang Kwok Chau	53	488	27	59	627
Li Wang	53	121	7	10	191
Subtotal	106	609	34	69	818
Non-executive Directors					
Li Kin Shing	53	—	—	—	53
Wong Kin Wa	53	—	—	—	53
Subtotal	106	—	—	—	106
Independent Non-executive Directors					
Chen Xue Dao	47	—	—	—	47
Chu, Howard Ho Hwa	47	—	—	—	47
Lee Man Yee, Maggie	47	—	—	—	47
Subtotal	141	—	—	—	141
Total	353	609	34	69	1,065

NOTES TO THE FINANCIAL STATEMENTS

9 DIRECTORS' REMUNERATION (Continued)

	2009				
	Directors' fees HK\$'000	Salaries, allowances and benefits in kind HK\$'000	Contributions to retirement benefit plan HK\$'000	Bonuses HK\$'000	Total HK\$'000
Executive Directors					
Pang Kwok Chau	—	488	29	108	625
Li Wang	—	—	—	—	—
Subtotal	—	488	29	108	625
Non-executive Directors					
Li Kin Shing	—	—	—	—	—
Wong Kin Wa	—	—	—	—	—
Subtotal	—	—	—	—	—
Independent Non-executive Directors					
Chen Xue Dao	—	—	—	—	—
Chu, Howard Ho Hwa	—	—	—	—	—
Lee Man Yee, Maggie	—	—	—	—	—
Subtotal	—	—	—	—	—
Total	—	488	29	108	625

During the current and prior years, there were no amounts paid or payable by the Group to any of the directors as an inducement to join or upon joining the Group or as compensation for loss of office. There was no arrangement under which a director waived or agreed to waive any remuneration during the current and prior years.

10 INDIVIDUALS WITH HIGHEST EMOLUMENTS

Of the five individuals with the highest emoluments, one (2009: one) is a director whose emoluments for the year ended 31 December are disclosed in note 9. The aggregate of the emoluments in respect of the other four individuals with highest emoluments are as follows:

	2010 <i>HK\$'000</i>	2009 <i>HK\$'000</i>
Salaries and other emoluments	1,131	1,072
Contributions to defined contribution retirement plan	44	58
Bonuses	17	275
	<u>1,192</u>	<u>1,405</u>

An analysis of the emoluments of the four individuals with the highest emoluments is with the following bands:

	2010 <i>Number of individuals</i>	2009 <i>Number of individuals</i>
HK\$Nil - HK\$1,000,000	<u>4</u>	<u>4</u>

During the current and prior years, there were no amounts paid or payable by the Group to any of the highest paid individuals as an inducement to join or upon joining the Group or as compensation for loss of office. There was no arrangement under which a director waived or agreed to waive any remuneration during the current or prior years.

11 PROFIT ATTRIBUTABLE TO EQUITY SHAREHOLDERS OF THE COMPANY

The consolidated profit attributable to equity shareholders of the Company includes a loss of approximately HK\$2,436,000 (2009: loss of approximately HK\$6,496,000) which has been dealt with in the financial statements of the Company.

NOTES TO THE FINANCIAL STATEMENTS

12 EARNINGS PER SHARE

(a) Basic earnings per share

The calculation of basic earnings per share for the year ended 31 December 2010 is based on the profit attributable to the equity shareholders of the Company of approximately HK\$20,813,000 (2009: approximately HK\$10,139,000) and the weighted average number of 917,774,000 (2009: 750,000,000) ordinary shares of the Company (after adjusting for the effect of shares issued upon incorporation, the Reorganisation and capitalisation issue as if all of those shares were outstanding throughout the years ended 31 December 2009 and 2010), calculated as follows:

Weighted average number of ordinary shares

	<i>Note</i>	2010 <i>Number of</i> <i>shares</i>	2009 <i>Number of</i> <i>shares</i>
Issued ordinary shares at 1 January		200	—
Effect of issuance of shares upon incorporation	20(b)(i)	—	100
Effect of issuance of shares on the Reorganisation	20(b)(i)	—	100
Effect of issuance of shares under the Placing	20(b)(ii)	167,774,000	—
Effect of capitalisation issue	20(b)(iii)	749,999,800	749,999,800
Weighted average number of ordinary shares during the year		<u>917,774,000</u>	<u>750,000,000</u>

(b) Diluted earnings per share

There were no potential dilutive ordinary shares during the current and prior years, therefore, diluted earnings per share are the same as the basic earnings per share.

13 INVESTMENTS IN SUBSIDIARIES

	2010 <i>HK\$'000</i>	2009 <i>HK\$'000</i>
Unlisted shares, at cost	—	—

At 31 December 2010, the Company has direct or indirect interests in the following subsidiaries, which are private companies or, if established / incorporated outside Hong Kong, have substantially the same characteristics as a Hong Kong private company. The particulars of these subsidiaries are set out below:

Name of company	Place and date of incorporation/ establishment	Issued and fully paid up/ authorised capital	Attributable equity interest		Principal activities
			Direct	Indirect	
Elitel Limited	Cayman Islands 30 August 2001	US\$2/ US\$50,000	100%	—	Provision of telecommunications services
China-Hongkong Telecom Limited	Hong Kong 5 September 2001	HK\$100/ HK\$10,000	—	100%	Provision of telecommunications services
Directel Communications Limited	Hong Kong 20 April 1995	HK\$5,000,000/ HK\$5,000,000	—	100%	Provision of telecommunications services

NOTES TO THE FINANCIAL STATEMENTS

14 PROPERTY, PLANT AND EQUIPMENT

	The Group			Total HK\$'000
	Furniture and fixtures HK\$'000	Facilities equipment HK\$'000	Office equipment HK\$'000	
Cost:				
At 1 January 2009	6	13,729	266	14,001
Additions	—	205	8	213
At 31 December 2009	6	13,934	274	14,214
Additions	—	144	21	165
At 31 December 2010	<u>6</u>	<u>14,078</u>	<u>295</u>	<u>14,379</u>
Accumulated depreciation:				
At 1 January 2009	6	10,725	171	10,902
Charge for the year	—	1,435	40	1,475
At 31 December 2009	6	12,160	211	12,377
Charge for the year	—	1,178	31	1,209
At 31 December 2010	<u>6</u>	<u>13,338</u>	<u>242</u>	<u>13,586</u>
Net book value:				
At 31 December 2010	<u>—</u>	<u>740</u>	<u>53</u>	<u>793</u>
At 31 December 2009	<u>—</u>	<u>1,774</u>	<u>63</u>	<u>1,837</u>

15 INVENTORIES

(a) Inventories in the balance sheet comprise:

	The Group	
	2010 <i>HK\$'000</i>	2009 <i>HK\$'000</i>
SIM cards	141	1,465
Recharge vouchers	30	8
	<u>171</u>	<u>1,473</u>

(b) The analysis of the amount of inventories recognised as an expense and included in the profit or loss is as follows:

	The Group	
	2010 <i>HK\$'000</i>	2009 <i>HK\$'000</i>
Cost of inventories sold	1,062	1,027
Write down of inventories	1,354	161
	<u>2,416</u>	<u>1,188</u>

NOTES TO THE FINANCIAL STATEMENTS

16 TRADE AND OTHER RECEIVABLES

	The Group		The Company	
	2010 HK\$'000	2009 HK\$'000	2010 HK\$'000	2009 HK\$'000
Trade receivables				
– amounts due from third parties	36,301	19,843	—	—
less: allowance for doubtful debts (note 16(b))	(123)	(302)	—	—
	<u>36,178</u>	<u>19,541</u>	<u>—</u>	<u>—</u>
Amounts due from subsidiaries	—	—	1,159	—
Other receivables and prepayments				
– amount due from a related party	—	22	—	—
– amounts due from third parties	1,769	41	3	—
– deposits and prepayments	1,637	1,363	229	583
	<u>3,406</u>	<u>1,426</u>	<u>232</u>	<u>583</u>
	<u>39,584</u>	<u>20,967</u>	<u>1,391</u>	<u>583</u>

Generally, provision of mobile phone services to the Group's major customers, including the major mobile network operators and its dealers, are made in an open account with credit terms up to 30 days after the date of invoice. Subject to negotiations, credit terms could be extended to two to four months for certain customers with well-established trading and payment records on a case-by-case basis. Provision of mobile phone services to the Group's pre-paid users are made in payment in advance, whereas post-paid users are made in an open account with credit terms up to 12 days after the date of invoice. Payments of provision of telesales dealership services are made in bullet payments within one to five months after the date of services rendered. The Group's credit policy is set out in note 21(a).

The amounts due from subsidiaries and a related party are unsecured, interest free and repayable on demand.

16 TRADE AND OTHER RECEIVABLES (Continued)

(a) Ageing analysis

Included in trade receivables are trade debtors (net of allowance for doubtful debts) with the following ageing analysis by billing date as of the balance sheet date:

	The Group	
	2010 HK\$'000	2009 HK\$'000
Within 1 month	6,070	4,809
Over 1 month but less than 3 months	7,089	5,411
Over 3 months but less than 6 months	4,403	4,313
Over 6 months but less than 1 year	8,412	917
Over 1 year	10,204	4,091
	<u>36,178</u>	<u>19,541</u>

Included in trade receivables are trade debtors with the following ageing analysis by due date as of the balance sheet date:

	The Group	
	2010 HK\$'000	2009 HK\$'000
Current	6,070	2,942
Less than 1 month past due	6,679	4,137
1 to 3 months past due	4,572	3,241
More than 3 months but less than 12 months past due	8,653	5,142
More than 12 months past due	10,327	4,381
	<u>36,301</u>	<u>19,843</u>
Less: allowance for doubtful debts	(123)	(302)
	<u>36,178</u>	<u>19,541</u>

NOTES TO THE FINANCIAL STATEMENTS

16 TRADE AND OTHER RECEIVABLES (Continued)

(b) Impairment of trade receivables

Impairment losses in respect of trade receivables are recorded using an allowance account unless the Group is satisfied that recovery of the amount is remote, in which case the impairment loss is written off against trade receivables directly (see note 3(g)(i)).

The movements in the allowance for doubtful debts during the current and prior years are as follows:

	The Group	
	2010 HK\$'000	2009 HK\$'000
At 1 January	302	—
Impairment loss recognised	59	302
Uncollectible amounts written off	(238)	—
At 31 December	<u>123</u>	<u>302</u>

At 31 December 2010, the Group's trade debtors of approximately HK\$123,000 (2009: approximately HK\$302,000) were individually determined to be impaired. The individually impaired receivables related to invoices that were default in payment and management assessed that the receivables are not expected to be recovered. Consequently, specific allowances for doubtful debts of approximately HK\$123,000 (2009: approximately HK\$302,000) were recognised. The Group does not hold any collateral over these balances.

16 TRADE AND OTHER RECEIVABLES (Continued)

(c) Trade receivables that are not impaired

The ageing analysis of trade receivables that are neither individually nor collectively considered to be impaired are as follows:

	The Group	
	2010 HK\$'000	2009 HK\$'000
Neither past due nor impaired	6,070	2,942
Less than 1 month past due	6,679	4,137
1 to 3 months past due	4,572	3,241
More than 3 months but less than 12 months past due	8,653	5,131
More than 12 months past due	10,204	4,090
	30,108	16,599
	36,178	19,541

Receivables that were neither past due nor impaired relate to a wide range of customers for whom there was no recent history of default.

Receivables that were past due but not impaired relate to a number of independent customers that have a good track record with the Group. Based on past experience, management believes that no impairment allowance is necessary in respect of these balances as there has not been a significant change in credit quality and the balances are still considered fully recoverable. In particular, the trade receivables as at 31 December 2010 included amounts due from a mobile network operator in China amounting to HK\$25,091,000, of which HK\$7,814,000 and HK\$9,492,000 fell into "More than 3 months but less than 12 months past due" and "More than 12 months past due" respectively. The directors consider (i) that mobile network operator is a reputable company in the PRC; (ii) the Group has established long-term business relationship with that mobile network operator; and (iii) that mobile network operator has maintained a good repayment track record with the Group, the directors are willing to extend credit terms to that mobile network operator generally. As a result, the directors consider other than the write off and impairment loss being made during the year, no impairment allowance is considered necessary in respect of trade receivables as at 31 December 2010.

The Group does not hold any collateral over these balances.

17 CASH AND CASH EQUIVALENTS

	The Group		The Company	
	2010 HK\$'000	2009 HK\$'000	2010 HK\$'000	2009 HK\$'000
Cash at banks and on hand	79,387	4,812	68,695	—

NOTES TO THE FINANCIAL STATEMENTS

18 TRADE AND OTHER PAYABLES

	The Group		The Company	
	2010 HK\$'000	2009 HK\$'000	2010 HK\$'000	2009 HK\$'000
Trade payables				
– amount due to a related party	350	2,369	—	—
– amounts due to third parties	4,376	3,299	—	—
	<u>4,726</u>	<u>5,668</u>	<u>—</u>	<u>—</u>
Amount due to a subsidiary	—	—	526	5,540
Other payables				
– Accrued charges and deposits	2,104	4,191	553	1,539
– Deferred income	1,147	599	—	—
	<u>3,251</u>	<u>4,790</u>	<u>553</u>	<u>1,539</u>
	<u>7,977</u>	<u>10,458</u>	<u>1,079</u>	<u>7,079</u>

The amounts due to a related party and a subsidiary are unsecured, interest free and repayable on demand.

Included in trade and other payables are trade creditors with the following ageing analysis by transaction date as of the balance sheet date:

	The Group	
	2010 HK\$'000	2009 HK\$'000
Within 1 month	2,750	1,923
Over 1 month but less than 3 months	1,617	1,225
Over 3 months but less than 6 months	359	1,123
Over 6 months but less than 1 year	—	809
Over 1 year	—	588
	<u>4,726</u>	<u>5,668</u>

19 INCOME TAX IN THE BALANCE SHEET

(a) Current tax payable in the balance sheet represents:

	The Group		The Company	
	2010 HK\$'000	2009 HK\$'000	2010 HK\$'000	2009 HK\$'000
Provision for Hong Kong Profits				
Tax for the year	4,688	2,279	65	—
Provisional profits tax paid	(2,749)	(124)	—	—
	<u>1,939</u>	<u>2,155</u>	<u>65</u>	<u>—</u>
Balance of Hong Kong Profits Tax provision relating to prior years	—	4,979	—	—
	<u>1,939</u>	<u>7,134</u>	<u>65</u>	<u>—</u>

Reconciliation to the balance sheet

	The Group		The Company	
	2010 HK\$'000	2009 HK\$'000	2010 HK\$'000	2009 HK\$'000
Income tax recoverable	(454)	—	—	—
Income tax payable	<u>2,393</u>	<u>7,134</u>	<u>65</u>	<u>—</u>
	<u>1,939</u>	<u>7,134</u>	<u>65</u>	<u>—</u>

NOTES TO THE FINANCIAL STATEMENTS

19 INCOME TAX IN THE BALANCE SHEET (Continued)

(b) Deferred tax assets and liabilities recognised:

The components of deferred tax assets/(liabilities) recognised in the balance sheet and the movements during the current and prior years are as follows:

Deferred tax arising from:	Unutilised tax loss HK\$'000	The Group Depreciation allowances in excess of the related depreciation HK\$'000	Total HK\$'000
At 1 January 2009	1,761	(630)	1,131
Credited to profit or loss	1,053	294	1,347
At 31 December 2009	2,814	(336)	2,478
(Charged)/credited to profit or loss	(103)	268	165
At 31 December 2010	<u>2,711</u>	<u>(68)</u>	<u>2,643</u>

Deferred tax assets are recognised for tax losses carried forward to the extent that realisation of the related tax benefit through future taxable profit is probable.

Reconciliation to the balance sheet

	The Group	
	2010 HK\$'000	2009 HK\$'000
Net deferred tax assets	2,711	2,814
Net deferred tax liabilities	(68)	(336)
	<u>2,643</u>	<u>2,478</u>

(c) Deferred tax assets not recognised:

In accordance with the accounting policy set out in note 3(m), the Group did not recognise deferred tax assets in respect of cumulative tax losses of China-Hongkong Telecom Limited and Directel Communications Limited approximately amounting to HK\$ Nil (2009: HK\$696,000), as it is not probable that future taxable profits will be available against which tax losses can be utilised. The tax losses do not expire under current tax legislation.

20 CAPITAL AND RESERVES

(a) Movements in components of equity

The reconciliation between the opening and closing balances of each component of the Group's consolidated equity is set out in the consolidated statement of changes in equity. Details of the changes in the Company's individual components of equity between the beginning and the end of the year are set out below.

	Note	Share capital HK\$'000	Share premium HK\$'000	Accumulated losses HK\$'000	Total HK\$'000
At 1 January 2009		—	—	—	—
Total profit and total comprehensive income for the year		—	—	(6,496)	(6,496)
Shares issued upon incorporation	20(b)(i)	—	—	—	—
Arising from the Reorganisation	20(b)(i) &(c)(ii)	—	—	—	—
At 31 December 2009 and 1 January 2010		—	—	(6,496)	(6,496)
Total profit and total comprehensive income for the year		—	—	(2,436)	(2,436)
Shares issued under the Placing, net of share issuing expenses	20(b)(ii)	2,875	74,999	—	77,874
Capitalisation issue	20(b)(iii)	7,500	(7,500)	—	—
At 31 December 2010		10,375	67,499	(8,932)	68,942

(b) Share capital

	Note	As at 31 December 2010		As at 31 December 2009	
		Number of shares	Nominal value HK\$'000	Number of shares	Nominal value HK\$'000
Authorised	(i)	4,000,000,000	40,000	5,000,000	50

NOTES TO THE FINANCIAL STATEMENTS

20 CAPITAL AND RESERVES (Continued)

(b) Share capital (Continued)

	Note	2010		2009	
		Number of shares	Nominal value HK\$'000	Number of shares	Nominal value HK\$'000
Issued and fully paid					
At beginning of year	(i)	200	—	—	—
Shares issued upon incorporation	(i)	—	—	100	—
Shares issued upon the Reorganisation	(i)	—	—	100	—
Shares issued under the Placing	(ii)	287,500,000	2,875	—	—
Capitalisation issue	(iii)	749,999,800	7,500	—	—
At end of year		<u>1,037,500,000</u>	<u>10,375</u>	<u>200</u>	<u>—</u>

Notes:

(i) The Company was incorporated on 28 July 2009 with an authorised share capital of HK\$50,000 divided into 5,000,000 shares of HK\$0.01 each, and 100 shares of HK\$0.01 each were allotted and issued at par to New Everich Holdings Limited ("New Everich").

On 7 September 2009, the Company allotted and issued 100 shares of HK\$0.01 each to New Everich pursuant to a share swap agreement entered into among the Company, Mr. Li Kin Shing, Ms. Kwok King Wa and Elitel Limited.

By the written resolutions of the shareholders passed on 20 May 2010, the authorised share capital of the Company was increased by HK\$39,950,000 by the creation of 3,995,000,000 shares of HK\$0.01 each.

(ii) On 2 June 2010, 287,500,000 ordinary shares of HK\$0.01 each were issued by way of placing at a price of HK\$0.30 per share for cash consideration of HK\$86,250,000 (the "Placing"). The excess of the placing price over the par value of the shares issued was credited to the share premium account. Part of the proceeds of HK\$2,875,000, being the par value of the shares issued, was credited to the Company's share capital account. The remaining proceeds of HK\$83,375,000 after set off by share issuance expenses of approximately HK\$8,376,000 were credited to the share premium account.

(iii) On 2 June 2010, pursuant to the written resolutions of the shareholders passed on 20 May 2010, an amount of HK\$7,499,998 standing to the credit of share premium account of the Company was capitalised by issue and allotment of 749,999,800 ordinary shares of HK\$0.01 each credited as fully paid at par to the shareholders whose names appeared on the register of members of the Company as at the close of business of 20 May 2010 upon the Placing.

All the shares issued during the current and prior years rank pari passu in all respects with the then existing shares.

20 CAPITAL AND RESERVES (Continued)**(c) Dividends**

Dividends payable to equity shareholders of the Company attributable to the year:

	2010 HK\$'000	2009 HK\$'000
Final dividend proposed after the balance sheet date of HK\$0.005 per ordinary share (2009: HK\$Nil)	<u>5,188</u>	<u>—</u>

The final dividend proposed after the balance sheet date has not been recognised as liability at the balance sheet date.

(d) Nature and purpose of reserves

The nature and purpose of reserves are set out below:

(i) Share premium

The share premium represents the difference between the par value of the shares of the Company and proceeds received from the issuance of the shares of the Company net of share issuing expenses. The application of the share premium account of the Company is governed by the Companies Law (Revised) of the Cayman Islands, under which the balance of share premium account of the Company can be distributed as dividends provided that immediately following the date on which dividend is proposed to be distributed, the Company would be in a position to pay off its debts as they fall due in the ordinary course of business.

(ii) Other reserve

On 7 September 2009, the Company acquired the entire issued share capital of Elitel Limited by allotment and issue of 100 shares of HK\$0.01 each. The difference between the nominal value of entire issued share capital of Elitel Limited of US\$2 (equivalent to HK\$16) and the nominal value of the 100 shares allotted and issued by the Company was treated as an equity movement and recorded in "Other reserve" amounting to HK\$15.

(e) Distributability of reserves

At 31 December 2010, the aggregate amount of reserves available for distribution to the equity shareholders of the Company was approximately HK\$58,567,000 (2009: HK\$ Nil).

NOTES TO THE FINANCIAL STATEMENTS

21 FINANCIAL RISK MANAGEMENT AND FAIR VALUES

Exposure to credit, liquidity and market risks arises in the normal course of the Group's business. The Group's financial assets include cash at bank and on hand, trade and other receivables. The Group's financial liabilities include trade and other payables.

The Group's exposure to these risks and the financial risk management policies and practices used by the Group to manage these risks are described below.

(a) Credit risk

The Group's credit risk is primarily attributable to trade and other receivables. Management has a credit policy in place and the exposure to credit risk is monitored on an ongoing basis.

Credit evaluations are performed on all customers requiring credit over a certain amount. These evaluations focus on the customer's past history of making payments when due and current ability to pay, and take into account information specific to the customer. Normally, the Group does not obtain collateral from customers.

At 31 December 2010, the Group had a concentration of credit risk of 91% (2009: 92%) of the total trade receivables respectively was due from the Group's five largest individual debtors, and 69% (2009: 67%) of the total trade receivables respectively was due from the Group's largest debtor.

The maximum exposure to credit risk is represented by the carrying amount of each financial asset in the consolidated balance sheet. The Group does not provide any guarantees which would expose the Group to credit risk.

Further quantitative disclosures in respect of the Group's exposure to credit risk arising from trade and other receivables are set out in note 16.

(b) Liquidity risk

Liquidity risk is the risk that the Group will not be able to meet its financial obligations as they fall due. The Group's policy to managing liquidity risk is to regularly monitor current and expected liquidity requirements to ensure that it maintains sufficient reserves of cash to meet its liquidity requirements in the short and longer term.

All financial liabilities as disclosed in the balance sheets are required to be settled within one year or on demand and the total contractual undiscounted cash flow of these financial liabilities equal their carrying amounts in the balance sheets.

21 FINANCIAL RISK MANAGEMENT AND FAIR VALUES *(Continued)*

(c) Market risk

Market risk is the risk that changes in market prices, such as interest rates and foreign exchange rates, will affect the Group's income or the value of its holdings of financial instruments. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimising the return.

(i) Interest rate risk

The Group has no significant exposure to market risk for changes in interest rate.

(ii) Currency risk

The Group is exposed to currency risk primarily through sales and purchases which give rise to receivables, payables and cash balances that are denominated in a foreign currency, i.e. a currency other than the functional currency of the operations to which the transactions relate. The currencies giving rise to this risk are primarily Renminbi ("RMB") and United States dollars ("US\$"). The Group currently does not have hedging policy in respect of the foreign currency risk. However, management monitors the related foreign currency risk exposure closely and will consider hedging significant foreign currency risk exposure should the need arise.

The following table details the Group's exposure at the balance sheet date to currency risk arising from recognised assets or liabilities denominated in a currency other than the functional currency of the entity to which they relate. For presentation purposes, the amounts of the exposure are shown in Hong Kong dollars ("HK\$").

The Group	Exposures to foreign currencies <i>(expressed in HK\$'000)</i>			
	2010		2009	
	US\$	RMB	US\$	RMB
Trade and other receivables	—	25,091	—	13,124
Cash and cash equivalents	38	—	63	49
Trade and other payables	(112)	—	—	—
Net exposures	(74)	25,091	63	13,173

NOTES TO THE FINANCIAL STATEMENTS

21 FINANCIAL RISK MANAGEMENT AND FAIR VALUES (Continued)

(c) Market risk (Continued)

(ii) Currency risk (Continued)

Sensitivity analysis

A 5% strengthening of the HK\$ against RMB at the balance sheet date would have increased/(decreased) profit after tax and retained earnings by the amounts shown below. This analysis assumes that all other variables remain constant.

	2010 HK\$'000	2009 HK\$'000
RMB	<u>(1,195)</u>	<u>(550)</u>

A 5% weakening of the HK\$ against the RMB at the balance sheet date would have had the equal but opposite effect on the above currencies to the amounts shown above, on the basis that all other variables remain constant.

It is assumed that the pegged rate between HK\$ and US\$ would be materially unaffected by any changes in movement in value of the US\$ against other currencies. In this respect, the Group considers the foreign currency risk regarding to US\$ is insignificant.

The sensitivity analysis assumes that the changes in foreign exchange rates had been applied to re-measure those financial instruments held by the Group which expose the Group to foreign currency risk at the balance sheet date.

(d) Capital management

The Group's primary objectives when managing capital are to safeguard the Group's ability to continue as a going concern, so that it can continue to provide returns for shareholders and benefits for other stakeholders, by pricing products and services commensurate with the level of risk.

The Group actively and regularly reviews and manages its capital structure, monitors the return on capital, and makes adjustments to the capital structure in light of changes in economic conditions.

There were no changes in the Group's approach to capital management during the current and prior years.

Neither the Company nor any of its subsidiaries are subject to externally imposed capital requirements.

(e) Fair values

The fair values of the Group's financial instruments are not materially different from their carrying amounts. Fair value estimates are made at a specific point in time and are based on relevant market information and information about the financial assets and liabilities. These estimates are subjective in nature, involve uncertainties and matters of significant judgement and therefore cannot be determined with precision. Changes in assumptions could significantly affect the estimates.

22 COMMITMENTS

The total future minimum lease payments under non-cancellable operating leases at 31 December 2010 are payable as follows:

	At 31 December			
	2010		2009	
	Properties <i>HK\$'000</i>	Transmission lines <i>HK\$'000</i>	Properties <i>HK\$'000</i>	Transmission lines <i>HK\$'000</i>
Within 1 year	528	288	528	241
After 1 year but within 5 years	—	—	528	140
	<u>528</u>	<u>288</u>	<u>1,056</u>	<u>381</u>

The Group is the lessee in respect of a number of properties and transmission lines held under operating lease agreements. The leases typically run for an initial period of one to seven years, with an option to renew the lease when all terms are renegotiated. None of the leases includes contingent rentals.

23 MATERIAL RELATED PARTY TRANSACTIONS

(a) Relationship between the Group and related parties

(i) Controlling Shareholders of the Group

- Li Kin Shing
- Kwok King Wa

23 MATERIAL RELATED PARTY TRANSACTIONS *(Continued)***(a) Relationship between the Group and related parties** *(Continued)**(ii) Subject to common control of the Controlling Shareholders*

- China Elite Information Technology Ltd.
- Directel Limited
- Fastary Limited
- International Elite Ltd.
- International Elite Limited - Macao Commercial Offshore
- PacificNet Communications Limited - Macao Commercial Offshore
- Sunward Telecom Limited (incorporated in Hong Kong)
- Sunward Telecom Limited (incorporated in the BVI)
- Sunward Telecom Limited (incorporated in the Cayman Islands)
- Talent Group (International) Limited
- Talent Information Engineering Co. Limited
- Target Link Enterprises Limited
- Xiamen Elite Electric Co., Ltd.

(iii) Subject to significant influence of the Controlling Shareholders

- Guangdong Zhitong Telecommunications Limited
- Guangzhou Zhitong Mobile Telecommunications Limited
- Shenzhen Zhitong Mobile Telecommunications Limited

23 MATERIAL RELATED PARTY TRANSACTIONS (Continued)

(b) Transactions

Particulars of significant related party transactions charged to the Group during the current year are as follows:

Related party	Note	2010 HK\$'000	2009 HK\$'000
China Elitel Information Technology Ltd.			
– Data processing and billing management*	(i)	360	360
Talent Information Engineering Co., Ltd.			
– Rental of properties*	(ii)	528	496
PacificNet Communications Ltd. – Macao Commercial Offshore			
– Built-in secretarial and customer hotline services*	(i)	860	1,423
– Telesales services*	(i)	3,611	5,081

* Continuing connected transactions pursuant to Chapter 20 of the GEM Listing Rules.

Notes:

- (i) Services rendered by related parties related to telesales services, customer hotline services, Built-in-Secretarial services and data processing and billing management services.
- (ii) The Group leased certain properties under operating lease from the related party at an aggregate monthly rental of approximately HK\$40,000 from 1 July 2006 to 31 August 2009 and then at an aggregate monthly rental of HK\$44,000 from 1 September 2009 to 31 December 2011 (with an option to renew for another three years).

The directors are of the opinion that the above transactions with related parties were conducted on terms and conditions that are mutually agreed in the ordinary course of the Group's business.

(c) Advances/repayment of advances (to)/from related parties

Particulars of advances/repayment of advances (to)/from related parties during the current year are as follows:

	2010 HK\$'000	2009 HK\$'000
Cash advances to related parties	—	(7,434)
Repayment of cash advances from related parties	—	29,796
Repayment of cash advances to related parties	—	(3,081)
Repayment of cash advances to a Controlling Shareholder	—	(632)

NOTES TO THE FINANCIAL STATEMENTS

23 MATERIAL RELATED PARTY TRANSACTIONS (Continued)

(d) Balances with related parties

At 31 December 2010, the Group had the following balances with related parties:

	2010 HK\$'000	2009 HK\$'000
Amount due from a related party		
– non-trade	—	22
Amount due to a related party		
– trade	350	2,369

Notes: The amounts due from/to related parties are unsecured, interest free and are repayable on demand. The amount due from a related party is included in "Trade and other receivables" (note 16) and the amount due to a related party is included in "Trade and other payables" (note 18). No allowance for doubtful debts has been made in respect of the amount due from a related party.

(e) Key management personnel remuneration

Remuneration for key management personnel of the Group, including amounts paid to the Group's directors as disclosed in note 9 and certain of the individuals with highest emoluments as disclosed in note 10, are as follows:

	2010 HK\$'000	2009 HK\$'000
Short-term employee benefits	1,728	1,761
Contributions to defined contribution retirement plan	55	80
	<u>1,783</u>	<u>1,841</u>

Total remuneration is included in "staff costs" (note 7(a)).

24 CONTINGENT LIABILITIES

Elitel Limited failed to register as a non-Hong Kong company within the prescribed time limit under Part XI of the Hong Kong Companies Ordinance, which shall be within one month of the establishment of the place of business in Hong Kong.

As at the date of this report, the Companies Registry was still considering whether to take any action against Elitel Limited in relation to its possible breaches of the Hong Kong Companies Ordinance in respect of its failure to register promptly under Part XI of the Hong Kong Companies Ordinance. Elitel Limited may be subject to certain penalty in this respect.

The Group did not recognise any provision in respect of the abovementioned issue as the amount of the obligation cannot be measured with sufficient reliability.

During the current and prior years, no claims had been made against the Group by the Companies Registry in respect of Elitel Limited's failure to register as a non-Hong Kong company under Part XI of the Hong Kong Companies Ordinance.

25 SIGNIFICANT ACCOUNTING ESTIMATES AND JUDGEMENTS

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The selection of critical accounting policies, the judgements and other uncertainties affecting application of those policies and the sensitivity of reported results to changes in conditions and assumptions are factors to be considered when reviewing the financial statements. The following principal accounting policies involve the most significant judgements and estimates used in the preparation of the financial statements.

(a) Depreciation

Property, plant and equipment are depreciated on a straight-line basis over the estimated useful lives. The Group reviews annually the useful life of an asset. The depreciation expense for future periods is adjusted if there are significant changes from previous estimation.

(b) Impairments

In considering the impairment loss that may be required for certain property, plant and equipment of the Group, recoverable amount of these assets needs to be determined. The recoverable amount is the greater of the fair value less costs to sell and the value in use. It is difficult to precisely estimate selling price because quoted market prices for these assets may not be readily available. In determining the value in use, expected cash flows generated by the asset are discounted to their present value, which requires significant judgement relating to items such as level of turnover and amount of operating costs. The Group uses all readily available information in determining an amount that is a reasonable approximation of recoverable amount, including estimates based on reasonable and supportable assumptions and projections of items such as turnover and operating costs.

Impairment loss for bad and doubtful debts is assessed and provided based on the directors' regular review of ageing analysis and evaluation of collectability. A considerable level of judgement is exercised by the directors when assessing the credit worthiness and past collection history of each individual customer.

An increase or decrease in the above impairment loss would affect the net profit in future years.

NOTES TO THE FINANCIAL STATEMENTS

25 SIGNIFICANT ACCOUNTING ESTIMATES AND JUDGEMENTS *(Continued)*

(c) Recognition of deferred tax assets

Deferred tax assets are recognised in respect of unused tax losses and deductible temporary differences and can only be recognised to the extent that it is probable that future taxable profits will be available against which the unused tax losses and deductible temporary differences can be utilised. Management's judgement is required to assess the probability of future taxable profits. Management's assessment is constantly reviewed and additional deferred tax assets are recognised if it becomes probable that future taxable profits will allow the deferred tax assets to be recovered.

26 IMMEDIATE AND ULTIMATE CONTROLLING PARTIES

At 31 December 2010, the directors consider the immediate parent and ultimate controlling parties of the Group to be New Everich Holdings Limited and the Controlling Shareholders as mentioned in note 23(a)(i) respectively.

27 POSSIBLE IMPACT OF AMENDMENTS, NEW STANDARDS AND INTERPRETATIONS ISSUED BUT NOT YET EFFECTIVE FOR THE YEAR ENDED 31 DECEMBER 2010

Up to the date of issue of these financial statements, the IASB has issued a number of amendments and Interpretations and one new standard which are not yet effective for the year ended 31 December 2010 and which have not been adopted in these financial statements. These include the following which may be relevant to the Group.

	Effective for accounting periods beginning on or after
Improvements to IFRSs 2010	1 July 2010 or 1 January 2011
Revised IAS 24, Related party disclosures	1 January 2011
Amendments to IAS 12, Income taxes	1 January 2012
IFRS 9, Financial instruments	1 January 2013

The Group is in the process of making an assessment of what the impact of these amendments is expected to be in the period of initial application. So far it has concluded that the adoption of them is unlikely to have a significant impact on the Group's results of operations and financial position.

