



數碼香港

[DIGITALHONGKONG.COM](http://DIGITALHONGKONG.COM)

Stock Code: 8007

[www.digitalhongkong.com](http://www.digitalhongkong.com)

## **ABOUT DIGITALHONGKONG.COM (STOCK CODE: 8007)**

**DIGITALHONGKONG.COM** (“Digital HK”) has been listed on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “Exchange”) since April 2000. Started as a commerce service provider that specialised in providing outsourcing services for online commerce, Digital HK has strategically positioned itself to integrate both online and offline businesses, and to engage in technology investments focusing on industries supported by government policies.

Digital HK and its subsidiaries now operate the following complementary lines of business:

- provision of internet and e-commerce enabling solutions, IT consulting and technical services
- strategic investments in selected technologies and applications
- investment in lifescience and health related projects

Digital HK is a subsidiary of Champion Technology Holdings Limited, a global technology group listed on the Main Board of the Exchange.

## **CHARACTERISTICS OF THE GROWTH ENTERPRISE MARKET (“GEM”) OF THE 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 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.



# DIGITALHONGKONG.COM

(incorporated in the Cayman Islands with limited liability)

## FIRST QUARTER REPORT

For the three months ended 30 September 2012

### Summary

The Group's unaudited consolidated loss for the three months ended 30 September 2012 was HK\$680,000, compared with a loss of HK\$578,000 for the last corresponding period. No interim dividend is recommended for the period.

### Quarterly Results for the Three Months Ended 30 September 2012 (Unaudited)

The board of directors (the "Board") of DIGITALHONGKONG.COM (the "Company") announces the unaudited consolidated results of the Company and its subsidiaries (the "Group") for the three months ended 30 September 2012 with comparative unaudited figures for the corresponding period in 2011 as follows:

		Three months ended 30 September	
		2012	2011
	Notes	HK\$'000	HK\$'000
Turnover		759	727
General and administrative expenses		(440)	(466)
Marketing and promotion expenses		(79)	(55)
Staff costs		(920)	(784)
		<hr/>	<hr/>
Loss before taxation		(680)	(578)
Taxation	(2)	-	-
		<hr/>	<hr/>
Loss and total comprehensive expense for the period attributable to owners of the Company		<u>(680)</u>	<u>(578)</u>
Loss per share – basic	(3)	<u>HK(0.453) cents</u>	<u>HK(0.385) cents</u>

Notes:

### **1. Basis of preparation**

The unaudited consolidated results of the Group have been prepared on the historical cost basis and in accordance with the Hong Kong Financial Reporting Standards and the Hong Kong Accounting Standards issued by the Hong Kong Institute of Certified Public Accountants (the "HKICPA"). Historical cost is generally based on the fair value of the consideration given in exchange for goods. In addition, the unaudited consolidated results include applicable disclosures required by the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited.

In the current period, the Group has applied a number of amendments issued by the HKICPA that are mandatorily effective for accounting periods beginning on 1 July 2012. The adoption of the amendments in the current period has had no material effect on the unaudited consolidated results of the Group for the current and prior periods.

The Group has not early applied those new and revised standards, amendments and interpretation that have been issued but are not yet effective. The directors of the Company anticipate that the application of the new and revised standards, amendments and interpretation will have no material impact on the unaudited consolidated results of the Group.

The accounting policies adopted are consistent with those followed in the preparation of the annual financial statements of the Group for the year ended 30 June 2012.

### **2. Taxation**

No provision for Hong Kong Profits Tax has been made as the Group did not have assessable profit in both periods.

### **3. Loss per share**

The calculation of the loss per share is based on the unaudited loss for the period attributable to owners of the Company of HK\$680,000 (2011: HK\$578,000) and on the number of 150,000,000 (2011: 150,000,000) shares in issue throughout the period.

#### 4. Movement of reserves

	Attributable to owners of the Company			
	Capital reserve	Share premium	Accumulated losses	Total
	HK\$'000	HK\$'000	HK\$'000	HK\$'000
At 1 July 2011	7,540	8,461	(19,920)	(3,919)
Loss and total comprehensive expense for the period	–	–	(578)	(578)
At 30 September 2011	<u>7,540</u>	<u>8,461</u>	<u>(20,498)</u>	<u>(4,497)</u>
At 1 July 2012	7,540	8,461	(22,672)	(6,671)
Loss and total comprehensive expense for the period	–	–	(680)	(680)
<b>At 30 September 2012</b>	<b><u>7,540</u></b>	<b><u>8,461</u></b>	<b><u>(23,352)</u></b>	<b><u>(7,351)</u></b>

#### Dividend

The Board does not recommend the payment of an interim dividend for the three months ended 30 September 2012 (2011: Nil).

#### Financial and Business Review

For the three months ended 30 September 2012, the Group recorded a turnover of HK\$759,000, compared with HK\$727,000 of the corresponding period in the last financial year. Loss for the period was HK\$680,000, compared with a loss of HK\$578,000 for the last corresponding period. Total operating costs for the period were HK\$1,439,000, compared with HK\$1,305,000 of the previous corresponding period.

Service fees derived from the Group's enabling solutions and technical consultation on e-commerce application customisation were the primary source of income for the Group.

The Group's financial position remained positive, and did not have any bank borrowings as at 30 September 2012. Operation was primarily financed by internally generated cashflows.

## Outlook

The Group will continue to manage its expenses while prudently pursue suitable investment opportunities that can expand its income base and generate reliable cashflows. In line with China's national policy to promote its culture industry, which is expected to emerge as a new engine in driving the economy, the Group will leverage its expertise in IT and e-commerce to engage in the promotion and trading of cultural products and related services for the consumer market.

## Directors' Interests and Short Positions in Securities

As at 30 September 2012, the interests of the directors of the Company in the shares of the Company or any of its associated corporation (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO") which were recorded in the register required to be kept by the Company pursuant to Section 352 of the SFO, or as otherwise notified to the Company and The Stock Exchange of Hong Kong Limited (the "Exchange") pursuant to the required standard of dealings by the directors of the Company as referred to in Rule 5.46 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Exchange (the "GEM Listing Rules") were as follows:

Name of director	Capacity	Number of shares	Approximate percentage of the issued share capital
<i>Securities of the Company</i>			
Dr. Paul Kan Man Lok	Corporate interest	Note 1	74.48%
<i>Securities of Champion Technology Holdings Limited ("Champion", the Company's holding company)</i>			
Dr. Paul Kan Man Lok	Corporate interest	Note 2	27.47%
<i>Securities of Kantone Holdings Limited ("Kantone", a subsidiary of Champion)</i>			
Dr. Paul Kan Man Lok	Corporate interest	Note 3	54.98%

Notes:

1. 106,050,000 shares of the Company were held by Champion and 5,670,520 shares of the Company were held by Lawnside International Limited ("Lawnside"). Lawnside is beneficially wholly owned by Dr. Paul Kan Man Lok. As at 30 September 2012, Lawnside had interests in approximately 27.47% of the entire issued share capital of Champion. Dr. Paul Kan Man Lok was deemed to have corporate interest in the shares of the Company held by Champion and Lawnside.
2. 1,682,281,441 shares of Champion were held by Lawnside.
3. 4,125,813,235 shares of Kantone were held by Champion.

Save as disclosed above, none of the directors or chief executive of the Company had any interest or short position in the shares, underlying shares or debentures of the Company or any of its associated corporations (as defined in Part XV of the SFO) as at 30 September 2012 as recorded in the register required to be kept by the Company under Section 352 of the SFO, or as otherwise notified to the Company and the Exchange pursuant to the required standard of dealings by the directors of the Company as referred to in Rule 5.46 of the GEM Listing Rules.

## Substantial Shareholder

As at 30 September 2012, the following person (other than the directors or chief executive of the Company) had interests in the share capital of the Company as recorded in the register required to be kept by the Company under Section 336 of the SFO:

Name of shareholder	Capacity	Number of shares	Percentage of the issued share capital
Champion	Beneficial owner	106,050,000*	70.7%

\* See Note 1 to the "Directors' Interests and Short Positions in Securities" Section above.

Save as disclosed above, no person had any interest or short position in the shares or underlying shares of the Company according to the register required to be kept by the Company under Section 336 of the SFO as at 30 September 2012.

## Competing Interests

None of the directors, the controlling shareholders (as defined in the GEM Listing Rules) of the Company or their respective associates had any business or interest which competed or might compete with the business of the Group or had any other conflict of interests with the Group during the period under review.

## Purchase, Sale or Redemption of the Company's Listed Securities

During the three months ended 30 September 2012, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities.

## **Audit Committee**

The audit committee of the Company has reviewed with the management of the Group the financial and accounting policies and practices adopted by the Group, its internal controls and financial reporting matters and this quarterly report.

By Order of the Board

**Shirley HA Suk Ling**

*Director*

Hong Kong, 31 October 2012



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股份代號：8007

二零一二年第一季季度報告