

Guru Online (Holdings) Limited
超凡網絡(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 8121



GURU ONLINE

First Quarterly Report 2019

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

GEM has been positioned as a market designed to accommodate small and mid-sized 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.

Given that the companies listed on GEM are generally small and mid-sized companies, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.

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This report, for which the directors (collectively the “Directors” and each, the “Director”) of Guru Online (Holdings) Limited (the “Company”, and together with its subsidiaries, the “Group”, “we”, “our” or “us”) 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 (the “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, the information contained in this report is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this report misleading.

The board of Directors (the “**Board**”) of the Company is pleased to present the unaudited condensed consolidated results of the Group for the three months ended 30 June 2019 (the “**Period**”) together with the unaudited comparative figures for the corresponding period in 2018 as follows:

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the three months ended 30 June 2019

	NOTES	Three months ended 30 June	
		2019 (unaudited) HK\$'000	2018 (unaudited) HK\$'000
Revenue	4	40,984	47,702
Cost of services		(27,326)	(34,382)
Gross profit		13,658	13,320
Other income, gains or losses	5	104	798
Selling expenses		(6,910)	(8,075)
Administrative expenses		(14,173)	(15,465)
Reversal of impairment loss on trade receivables		54	–
Share of loss of associates		(6)	(59)
Change in fair value of held for trading investments		(76)	(355)
Loss before tax		(7,349)	(9,836)
Income tax expense	6	(212)	–
Loss for the period attributable to owners of the Company	8	(7,561)	(9,836)
Other comprehensive (expense) income			
<i>Item that will be subsequently reclassified to profit or loss:</i>			
Change in fair value of available-for-sale investments		–	(446)
Release of available-for-sale investments reserve upon disposal		–	63
Exchange differences arising on translating foreign operations		281	933
Other comprehensive income for the period		281	550
Total comprehensive expense for the period attributable to owners of the Company		(7,280)	(9,286)
Loss per share			
Basic and diluted (HK cent)	9	(0.45)	(0.59)

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the three months ended 30 June 2019

	Share capital	Share premium	Financial asset revaluation reserve	Exchange reserve	Other reserve (Note)	Accumulated losses	Total
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000
At 1 April 2019 (audited)	16,672	78,559	(1,500)	4	46,657	(72,175)	68,217
Loss for the period	-	-	-	-	-	(7,561)	(7,561)
Other comprehensive income for the period							
– Exchange differences arising on translating foreign operations	-	-	-	281	-	-	281
Total comprehensive income (expense) for the period	-	-	-	281	-	(7,561)	(7,280)
Disposal of financial asset at fair value through other comprehensive income ("FVTOCI")	-	-	1,500	-	-	(1,500)	-
At 30 June 2019 (unaudited)	16,672	78,559	-	285	46,657	(81,236)	60,937

Note:

Other reserve represented the difference between the nominal amount of the share capital and share premium of AdBeyond Holdings Limited and the nominal amount of the share capital issued by the Company pursuant to the group reorganisation on 16 May 2015.

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY (Continued)

For the three months ended 30 June 2018

	Share capital	Share premium	Share options reserve	Available- for-sale investments reserve	Exchange reserve	Other reserve (Note)	Accumulated losses	Total
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000
At 1 April 2018 (audited)	16,672	78,559	5,045	195	(862)	46,657	(49,836)	96,430
Loss for the period	-	-	-	-	-	-	(9,836)	(9,836)
Other comprehensive income (expense) for the period								
- Change in fair value of available- for-sale investments	-	-	-	(446)	-	-	-	(446)
- Release of available-for-sale investment reserve upon disposal	-	-	-	63	-	-	-	63
- Exchange differences arising on translating foreign operations	-	-	-	-	933	-	-	933
Total comprehensive income (expense) for the period	-	-	-	(383)	933	-	(9,836)	(9,286)
Share options lapsed	-	-	(5,045)	-	-	-	5,045	-
At 30 June 2018 (unaudited)	16,672	78,559	-	(188)	71	46,657	(54,627)	87,144

Note:

Other reserve represented the difference between the nominal amount of the share capital and share premium of AdBeyond Holdings Limited and the nominal amount of the share capital issued by the Company pursuant to the group reorganisation on 16 May 2015.

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

For the three months ended 30 June 2019

1. GENERAL

The Company was incorporated on 10 January 2014 in the Cayman Islands as an exempted company with limited liability under the Companies Law (as revised) of the Cayman Islands. Its shares (the “**Shares**”) have been listed on GEM of the Stock Exchange since 29 May 2015 (the “**Listing**”). The addresses of the registered office and principal place of business in Hong Kong of the Company are Clifton House, 75 Fort Street, P.O. Box 1350, Grand Cayman KY1-1108, Cayman Islands and 4/F., KOHO, 73-75 Hung To Road, Kwun Tong, Hong Kong, respectively.

The Company is principally engaged in investment holding. The principal activities of its subsidiaries are investment holding, provision of digital media services and provision of marketing services.

Other than the subsidiaries of the Company established in the People’s Republic of China (the “**PRC**”) whose functional currency is Renminbi (“**RMB**”), the functional currency of the remaining subsidiaries of the Company is Hong Kong dollars (“**HK\$**”).

The unaudited condensed consolidated financial statements of the Group are presented in HK\$, which is the same as the functional currency of the Company.

2. BASIS OF PREPARATION AND SIGNIFICANT ACCOUNTING POLICIES

The Group's unaudited condensed consolidated financial statements for the Period have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards ("HKFRSs"), which collective term includes all applicable individual HKFRSs, Hong Kong Accounting Standards ("HKASs") and Interpretations issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and accounting principles generally accepted in Hong Kong. These financial statements also comply with the applicable disclosure provisions of the GEM Listing Rules.

The unaudited condensed consolidated financial statements for the Period comprises the Company and its subsidiaries.

The accounting policies used in the preparation of this report are consistent with those used in the preparation of the annual report for the year ended 31 March 2019.

This report has been prepared on the historical cost basis except for certain financial instruments that are measured at fair value. Historical cost is generally based on the fair value of the consideration given in exchange for goods and services.

The preparation of the unaudited condensed consolidated financial statements of the Group for the Period in conformity with HKFRSs 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 believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying amounts of assets and liabilities not readily apparent from other sources. Actual results may differ from these estimates.

3. APPLICATION OF NEW AND REVISED HONG KONG FINANCIAL REPORTING STANDARDS

During the Period, the Group has adopted all the new and revised HKFRSs issued by the HKICPA that are relevant to its operations and effective for its accounting period beginning on 1 April 2019. The application of these new and revised HKFRSs did not result in significant changes to the Group's accounting policies, presentation of the Group's financial statements and amounts reported for the current period and prior years. The Group has not early applied the new and revised HKFRSs that have been issued but are not yet effective. The Directors anticipate that the application of these new standards, amendments and interpretations will have no material impact on the unaudited condensed consolidated financial statements of the Group.

4. REVENUE

Revenue represents revenue generated from on the provision of social media management services, digital advertisement placement services and creative and technology services. The following is an analysis of the Group's revenue for the periods:

	Three months ended 30 June	
	2019 (unaudited) HK\$'000	2018 (unaudited) HK\$'000
Social media management services	19,131	21,497
Digital advertisement placement services	5,553	6,928
Creative and technology services	16,300	19,277
	40,984	47,702

5. OTHER INCOME, GAINS OR LOSSES

	Three months ended 30 June	
	2019 (unaudited) HK\$'000	2018 (unaudited) HK\$'000
Gain on disposal of available-for-sales investments	–	615
Dividends from financial assets at fair value through profit or loss (“FVTPL”)	47	131
Impairment loss reversed in respect of trade receivables	–	81
Interest income on held-to-maturity investments	–	46
Rental income from investment properties	40	43
Bank interest income	5	8
Loss on disposal of plant and equipment	–	(12)
Loss on disposal of held for trading investments	–	(141)
Sundry income	12	27
	104	798

6. INCOME TAX EXPENSE

	Three months ended 30 June	
	2019 (unaudited) HK\$'000	2018 (unaudited) HK\$'000
Current tax:		
Hong Kong Profit Tax	–	–
PRC Enterprise Income Tax	212	–
	212	–
Deferred tax	–	–
	212	–

No provision for Hong Kong Profits Tax has been made for the three months ended 30 June 2019 as there was no assessable profits for the Period. Under the two-tiered profits tax rates regime, the first HK\$2 million of assessable profits of qualifying corporations will be taxed at 8.25%, and assessable profits above HK\$2 million will be taxed at 16.5%. The assessable profits of corporations not qualifying for the two-tiered profits tax rates regime will continue to be taxed at a flat rate of 16.5%.

For the three months ended 30 June 2019, Hong Kong Profits Tax is calculated in accordance with the two-tiered profits tax rates regime for the qualifying corporation and the remaining corporations are calculated at a flat rate of 16.5%.

Under the law of the PRC on Enterprise Income Tax (the "EIT Law") and Implementation Regulation of the EIT Law, the tax rate of the PRC subsidiaries of the Company is 25% for the three months ended 30 June 2018 and 2019, respectively.

Pursuant to the laws and regulations of the Cayman Islands and the British Virgin Islands (the "BVI"), the Group is not subject to any income tax in the Cayman Islands and the BVI.

7. DIVIDENDS

Dividend recognised as distribution during the period:

	Three months ended 30 June	
	2019 (unaudited) HK\$'000	2018 (unaudited) HK\$'000
Interim dividend	–	–

8. LOSS FOR THE PERIOD

Loss for the relevant periods has been arrived at after charging (crediting):

	Three months ended 30 June	
	2019 (unaudited) HK\$'000	2018 (unaudited) HK\$'000
Directors' and chief executive's emoluments	3,648	3,125
Other staff costs (excluding Directors' and chief executive's emoluments)	17,301	20,212
Retirement benefits scheme contributions (excluding Directors' and chief executive's emoluments)	564	632
Total staff costs	21,513	23,969
Gross rental income from investment properties	(40)	(43)
Less:		
Direct operating expenses incurred for investment properties that generated rental income during the period	5	6
Direct operating expenses incurred for investment properties that did not generate rental income during the period	28	12
	(7)	(25)
Depreciation of plant and equipment	734	800
Depreciation of investment properties	173	136
Net foreign exchange loss	678	1,171
Operating lease rentals in respect of rented premises	1,885	2,069

9. LOSS PER SHARE

The calculation of the basic and diluted loss per Share attributable to owners of the Company is based on the following data:

	Three months ended 30 June	
	2019 (unaudited) HK\$'000	2018 (unaudited) HK\$'000
Loss		
Loss for the period attributable to owners of the Company for the purpose of basic loss per Share	(7,561)	(9,836)
Number of Shares	2019 '000	2018 '000
Weighted average number of ordinary Shares for the purpose of basic and diluted loss per Share	1,667,200	1,667,200

The weighted average number of ordinary shares in issue during the periods ended 30 June 2019 and 2018 represents 1,667,200,000 ordinary shares in issue.

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS REVIEW AND PROSPECTS

The Group offers a range of integrated digital marketing services including (i) social media management services; (ii) digital advertisement placement services; and (iii) creative and technology services.

The Group's integrated digital marketing business has continued to grow steadily. More and more customers are adding digital marketing to their budgets when they plan their marketing solutions, mainly because they are realising that they can both monitor the return on advertising spending more precisely and reach their target customers more easily. Besides, new technologies including Big Data*, Internet-of-Things ("IoT") and artificial intelligence ("AI") can facilitate the development of digital marketing and include the information about customers' markets, thus improving the chance of reaching their target customers and, ultimately, receiving orders.

During the Period under review, the demand for innovative, customised digital marketing solutions from customers has steadily risen, so the Group's creative and technological services have performed particularly well. The Group has secured more tourism-related customers from provinces and cities across China, as well as general consumer business customers domestically. One major project involved an online-to-offline (O2O) promotion. Here, the Group helped a tourism customer from a provincial capital city of China organise a marketing project with a film production company, a theme park and a major financial TV station from the United States. This marked the first time that the Group has held a marketing activity with Chinese branding elements at a film production company and theme park in Los Angeles, and digital advertisements were also run on the financial TV station and outside the Nasdaq building, together with the promotion on other social media. This project shattered the barrier between online and offline media, achieving a successful multi-dimensional cross-media marketing project.

* Big Data: the information assets characterised by such a high volume, velocity and variety to require specific technology and analytical methods for its transformation into value.

In addition, the Group has used a facial expression recognition and lip recognition application as part of an offline activity at the stores of its customers since the previous financial year. In the Period under review, the Group has further upgraded the technology to include a smile recognition feature, and introduced the application into a marketing project for a leading mobile payment and transfer platform in Hong Kong. Various technologies and services including smile recognition and a robotic preparation and serving coffee function were added at the first unmanned store in Hong Kong organised by the customer, allowing more consumers to appreciate the convenience of this brand new mobile payment platform. The project has gained high praise from the customers. Furthermore, the Group introduced an online “Chatbot” with application automation and AI technology for a customer last year, achieving direct interaction with target groups through a mobile communication tool within the most popular social platform in the world. The “Chatbot” will gradually replace traditional customer services enabling more effective customer relationship management and marketing activities. This service has been well-received by more customers. To maintain its industry-leading presence, the Group has added the upgraded features into the solution such as voice and facial expression recognition to provide a truly unique experience for consumers.

The Group has strived to integrate innovative technologies into its marketing projects in order to provide more customised solutions with a personal touch for customers. In the Period under review, the Group has launched marketing projects that complement customer’s internal data analysis for a luxury vehicle brand from Germany and a famous indoor amusement park for a company with headquarters in Finland. The designs of these projects included a data system that allows real-time management, such as observing the response of marketing activities in real-time and conducting multi-dimensional analysis comprising data optimisation, sorting and classification. This capability enables the company to launch individualised special offers based on the habits and preferences of target customers, improve customer interaction, enhance their spending sentiment effectively and, ultimately, achieve the objective of increasing orders.

In addition to innovation and technology services, the Group’s digital advertisement placement service has also achieved significant business advances. In the Period under review, the Group’s wholly-owned subsidiary has engaged in strategic cooperation with the New York Times to become its advertising agency (including online advertisements) in China. Overseas media is one of the main channels for Mainland enterprises to reach their target customers. The New York Times is a major newspaper and media with international influence and boasts a huge and loyal reader base with more than 172 million users and more than 3 million paid readers globally, so it is believed that the strategic partnership will benefit the long-term development of both parties.

FINANCIAL REVIEW

Revenue

The Group's revenue was generated from the integrated digital marketing business which was derived from (i) social media management services; (ii) digital advertisement placement services; and (iii) creative and technology services.

Total revenue of the Group decreased by around 14.09% from approximately HK\$47.70 million for the three months ended 30 June 2018 to approximately HK\$40.98 million for the Period.

For the Period, revenue generated from (i) social media management services amounted to approximately HK\$19.13 million (three months ended 30 June 2018: approximately HK\$21.49 million), accounting for around 46.68% of our total revenue (three months ended 30 June 2018: around 45.07%); (ii) digital advertisement placement services amounted to approximately HK\$5.55 million (three months ended 30 June 2018: approximately HK\$6.93 million), representing around 13.54% of our total revenue (three months ended 30 June 2018: around 14.52%); and (iii) creative and technology services amounted to approximately HK\$16.30 million (three months ended 30 June 2018: approximately HK\$19.28 million), accounting for around 39.78% of our total revenue (three months ended 30 June 2018: around 40.41%).

Other income, gains or losses

Other income, gains or losses of the Group decreased by around 87.50% from approximately HK\$0.80 million for the three months ended 30 June 2018 to approximately HK\$0.10 million for the Period, which was mainly attributable to the decrease in gain on disposal of available-for-sales investments and dividends from held for trading investments and interest income on held-to-maturity investments.

Selling expenses

The Group's selling expenses decreased by around 14.48% from approximately HK\$8.08 million for the three months ended 30 June 2018 to approximately HK\$6.91 million for the Period. The selling expenses were mainly selling staff costs, sales commission and marketing-related expenses. The decrease in selling expenses for the Period was mainly due to decrease in marketing-related expenses.

Administrative expenses

The Group's administrative expenses decreased by around 8.40% from approximately HK\$15.47 million for the three months ended 30 June 2018 to approximately HK\$14.17 million for the Period. The administrative expenses were mainly rental expenses, utility expenses, building management fees, recruitment-related expenses, legal and professional fees and listing-related expenses. The decrease in administrative expenses for the Period was mainly due to the decrease in administrative staff costs and exchange loss.

Income tax expenses

The income tax expense increased from nil for the three months ended 30 June 2018 to approximately HK\$0.21 million for the Period, which was mainly attributable to the increase in PRC Enterprise Income Tax for the Period.

Loss for the period attributable to owners of the Company

For the Period, loss attributable to owner of the Company was approximately HK\$7.56 million (three months ended 30 June 2018: approximately HK\$9.84 million). The decrease in loss attributable to owners of the Company was mainly due to the continuing implementation of the expense control policy, via which there was a decrease in staff costs and exchange loss incurred in administrative expenses and a decrease in marketing-related expenses incurred in selling expenses.

EVENT AFTER THE REPORTING PERIOD

No significant events occurring subsequent to 30 June 2019 and up to the date of this report.

INTERIM DIVIDEND

The Board resolved not to declare an interim dividend for the Period (three months ended 30 June 2018: Nil).

SIGNIFICANT INVESTMENTS HELD

Financial Asset at FVTOCI

As at 30 June 2019, the Group had unlisted fund investment at fair value of approximately HK\$2.50 million which had been classified as non-current assets (31 March 2019: approximately HK\$2.50 million). The investment is not held for trading. Instead, it is held for medium to long-term strategic purposes.

FVTPL/Held for trading investments

As at 30 June 2019, the Group had the following investments which are classified as FVTPL in current assets: (i) 3 (31 March 2019: 5) equity securities listed in Hong Kong with a fair value of approximately HK\$1.85 million (31 March 2019: HK\$2.37 million); (ii) 7 (31 March 2019: 9) listed investment funds domiciled in Luxembourg and Hong Kong with a fair value of approximately HK\$5.25 million (31 March 2019: approximately HK\$6.34 million) and (iii) 2 (31 March 2019: 2) unlisted investment funds domiciled in Luxembourg and Hong Kong with a fair value of approximately HK\$2.08 million. (31 March 2019: approximately HK\$2.06 million).

Investment Properties

As at 30 June 2019, the Group had investment properties measured at cost less depreciation and impairment, the aggregate carrying amount of which was approximately HK\$26.59 million (31 March 2019: approximately HK\$26.76 million), which consisted of 8 car parks spaces and 3 leasehold premises (31 March 2019: 8 car parks spaces and 3 leasehold premises). The Group intends to hold the investment properties for capital appreciation.

Save as disclosed above and the investment in subsidiaries and associates by the Company, the Group did not hold any significant investments during the periods ended 30 June 2019 and 2018, respectively.

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES

As at 30 June 2019, the interests and short positions of the Directors and the chief executive of the Company in the shares, underlying shares or debentures of the Company or its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO")) (i) which were required to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they were taken or deemed to have under such provisions of the SFO); or (ii) which were required, pursuant to Section 352 of the SFO, to be entered in the register referred to therein; or (iii) which were required to be notified to the Company and the Stock Exchange pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules, were as follows:

Long positions in the Shares of the Company

Name	Nature of interest	Total number of Shares held	Percentage of shareholding
Mr. Yip Shek Lun ("Mr. Alan Yip") (Chief executive officer and chairman of the Board)	Interests held jointly with another person (Note 1)	349,460,000	20.96%
	Interest in controlled corporation (Note 2)/Interest of spouse (Note 3)	249,120,000	14.94%
Ms. Wan Wai Ting ("Ms. Karin Wan")	Interests held jointly with another person (Note 1)	349,460,000	20.96%
	Interest in controlled corporation (Note 2)/Interest of spouse (Note 3)	249,120,000	14.94%
Mr. Ng Chi Fung ("Mr. Jeff Ng")	Interests held jointly with another person (Note 1)	415,700,000	24.93%
	Beneficial owner	182,880,000	10.97%

Notes:

1. Mr. Alan Yip, Ms. Karin Wan, Mr. Jeff Ng and Ms. Wang Lai Man, Liza (“**Ms. Liza Wang**”) are persons acting in concert and accordingly each of them is deemed to be interested in the Shares held by the others. By a deed of confirmation and undertaking entered into among Mr. Alan Yip, Mr. Jeff Ng, Ms. Karin Wan and Ms. Liza Wang dated 2 January 2014 (the “**Acting in Concert Confirmation and Undertaking**”), each of Mr. Alan Yip, Ms. Karin Wan, Mr. Jeff Ng and Ms. Liza Wang confirmed that, inter alia, they had exercised their voting rights at the meetings of the shareholders and/or directors of members of the Group in unanimity since 1 April 2011 and had undertaken to continue to do so upon the execution of the Acting in Concert Confirmation and Undertaking and during the period they (by themselves or together with their associates) remain in control of the Group until the Acting in Concert Confirmation and Undertaking is terminated by them in writing.
2. These Shares are held by Cooper Global Capital Limited (“**Cooper Global**”), which is owned as to 50.00% by Mr. Alan Yip and 50.00% by Ms. Karin Wan. By virtue of the SFO, Mr. Alan Yip and Ms. Karin Wan are deemed to be interested in the Shares held by Cooper Global.
3. Mr. Alan Yip is the spouse of Ms. Karin Wan. Under the SFO, Mr. Alan Yip is deemed to be interested in all the Shares in which Ms. Karin Wan is interested. Ms. Karin Wan is the spouse of Mr. Alan Yip. Under the SFO, Ms. Karin Wan is deemed to be interested in all the Shares in which Mr. Alan Yip is interested.

Save as disclosed above, as at 30 June 2019, none of the Directors nor chief executive of the Company has registered an interests and short positions in the shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) (i) which were required to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which were taken or deemed to have under such provisions of the SFO); or (ii) which were required, pursuant to Section 352 of the SFO, to be entered in the register referred to therein; or (iii) which were required to be notified to the Company and the Stock Exchange pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules.

SUBSTANTIAL SHAREHOLDERS' INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES

So far as the Directors are aware, as at 30 June 2019, the following persons (other than the Directors or chief executive of the Company) had or deemed or taken to have an interest and/or short position in the Shares or the underlying Shares which were required to be recorded in the register of interests required to be kept by the Company pursuant to Section 336 of the SFO, or which would fall to be disclosed under the provisions of Divisions 2 and 3 of Part XV of the SFO:

Long positions in the Shares of the Company

Name	Nature of interest	Total number of Shares held	Percentage of shareholding
Cooper Global	Beneficial owner	249,120,000	14.94%
Ms. Liza Wang	Interests held jointly with another person (Note 1)	432,000,000	25.91%
	Beneficial owner	166,580,000	9.99%
Mr. Luk Ting Kwan, Jerry	Interest of spouse (Note 2)	598,580,000	35.90%
Huayi Brothers International Investment Ltd. ("Huayi Brothers")	Beneficial owner	248,970,000	14.93%

Name	Nature of interest	Total number of Shares held	Percentage of shareholding
HUAYI BROTHERS INTERNATIONAL LIMITED ("Huayi Brothers International")	Interest in controlled corporation (Note 3)	248,970,000	14.93%
Huayi Brothers Media Corporation ("Huayi Brothers Media")	Interest in controlled corporation (Note 3)	248,970,000	14.93%
HGI GROWTH CAPITAL LIMITED ("HGI Growth")	Beneficial owner	132,720,000	7.96%
Mr. Cheung Wing Hon ("Mr. Patrick Cheung")	Interest in controlled corporation (Note 4)	132,720,000	7.96%
Ms. Lo Wai Kei	Interest of spouse (Note 5)	132,720,000	7.96%
PURE FORCE INVESTMENTS LIMITED ("Pure Force")	Beneficial owner	109,930,000	6.59%
Mr. Wong Yuet Yeung Harry ("Mr. Harry Wong")	Interest in controlled corporation (Note 6)	109,930,000	6.59%

Notes:

1. Mr. Alan Yip, Ms. Karin Wan, Mr. Jeff Ng and Ms. Liza Wang are persons acting in concert and accordingly each of them is deemed to be interested in the Shares held by the others. By the Acting in Concert Confirmation and Undertaking, each of Mr. Alan Yip, Ms. Karin Wan, Mr. Jeff Ng and Ms. Liza Wang confirmed, inter alia, that they have exercised their voting rights at the meetings of the shareholders and/or directors of members of the Group in unanimity since 1 April 2011 and have undertaken to continue to do so upon the execution of the Acting in Concert Confirmation and Undertaking and during the period they (by themselves or together with their associates) remain in control of the Group until the Acting in Concert Confirmation and Undertaking is terminated by them in writing.
2. Mr. Luk Ting Kwan, Jerry is the spouse of Ms. Liza Wang. Under the SFO, Mr. Luk Ting Kwan, Jerry is deemed to be interested in all the Shares in which Ms. Liza Wang is interested.
3. These Shares are held by Huayi Brothers, which is wholly owned by Huayi Brothers International, which is in turn wholly owned by Huayi Brothers Media. By virtue of the SFO, each of Huayi Brothers International and Huayi Brothers Media is deemed to be interested in all the Shares held by Huayi Brothers.
4. These Shares are held by HGI Growth, which is wholly owned by Mr. Patrick Cheung. By virtue of the SFO, Mr. Patrick Cheung is deemed to be interested in all the Shares held by HGI Growth.
5. Ms. Lo Wai Kei is the spouse of Mr. Patrick Cheung. Under the SFO, Ms. Lo Wai Kei is deemed to be interested in all the Shares in which Mr. Patrick Cheung is interested.
6. These Share are held by Pure Force, which is wholly owned by Mr. Harry Wong. By virtue of the SFO, Mr. Harry Wong is deemed to be interested in all the Shares held by Pure Force.

Save as disclosed above, as at 30 June 2019, the Directors were not aware of any other persons (other than the Directors or chief executive of the Company) who had or deemed or taken to have any interests or short positions in the Shares or underlying Shares 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 were required to be recorded in the register of interests required to be kept by the Company under Section 336 of the SFO.

SHARE OPTION SCHEME

The Company's share option scheme (the "**Share Option Scheme**") was conditionally approved by the Company pursuant to the written resolutions of all the then shareholders of the Company dated 20 May 2015. The terms of the Share Option Scheme are in accordance with Chapter 23 of the GEM Listing Rules. As at 30 June 2019, the outstanding number of share options available for grant under the Share Option Scheme is 166,720,000 share options to subscribe for Shares, which, if granted and exercised in full, represent approximately 10% of the Shares in issue as at the date of this report.

DIRECTORS' INTERESTS IN COMPETING BUSINESS

The Directors are not aware of any business or interest of the Directors nor the controlling shareholders of the Company nor any of their respective close associates that competes or may compete, directly or indirectly, with the Group's business and any other conflicts of interest which any such person has or may have with the Group during the Period.

DEED OF NON-COMPETITION

A deed of non-competition dated 20 May 2015 has been entered into by Mr. Alan Yip, Mr. Jeff Ng, Ms. Karin Wan, Ms. Liza Wang and Cooper Global, all being the Company's controlling shareholders, in favour of the Company regarding certain non-competition undertakings. The details of the deed of non-competition have been disclosed in the section headed "Relationship with Our Controlling Shareholders" in the Prospectus.

CODE OF CONDUCT FOR DIRECTORS' SECURITIES TRANSACTIONS

The Company has adopted a code of conduct regarding securities transactions by Directors on terms no less exacting than the required standard of dealings concerning securities transactions by the Directors as set out in Rules 5.48 to 5.67 of the GEM Listing Rules (the "**Model Code**") as its own code governing securities transactions of the Directors. Having made specific enquiry of all the Directors, all of them confirmed that they have fully complied with the required standard of dealings as set out in the Model Code during the Period and up to the date of this report.

Pursuant to Rule 5.66 of the Model Code, the Directors have also requested any employee of the Company or director or employee of a subsidiary of the Company who, because of his office or employment in the Company or a subsidiary, is likely to possess inside information in relation to the securities of the Company, not to deal in securities of the Company when he would be prohibited from dealing by the Model Code as if he or she were a Director.

PURCHASE, SALE OR REDEMPTION OF SECURITIES

For the Period, neither the Company nor any of its subsidiaries have purchased, sold or redeemed any securities of the Company.

COMPLIANCE WITH THE CORPORATE GOVERNANCE CODE

The Board strives to uphold the principles of corporate governance as set out in the Corporate Governance Code (the “**CG Code**”) contained in Appendix 15 to the GEM Listing Rules, and has adopted various measures to enhance the internal control system, the Directors’ continuous professional development and other areas of practice of the Company. While the Board strives to maintain a high level of corporate governance, it also works hard to create values and achieve maximum return for its shareholders. The Board will continue to conduct review and improve the quality of corporate governance practices with reference to local and international standards.

During the Period, the Company has complied with the code provisions, other than Provisions A.2.1 of the CG Code.

Provision A.2.1 of the CG Code stipulates that the roles of chairman and chief executive should be separate and should not be performed by the same individual. Mr. Alan Yip is the chairman of the Board and the chief executive officer of the Company and has been managing the Group’s business and overall strategic planning since its establishment. The Directors believe that the vesting of the roles of chairman of the Board and chief executive officer in Mr. Alan Yip is beneficial to the business operations and management of the Group as it provides a strong and consistent leadership to the Group and that the current management has been effective in the development of the Group and the implementation of business strategies under the leadership of Mr. Alan Yip. In allowing the two roles to be vested in the same person, the Group believes that both positions require in-depth knowledge and

considerable experience of the Group's business and Mr. Alan Yip is the most suitable person to occupy both positions for effective management of the Group. Accordingly, the Company has not segregated the roles of its chairman of the Board and chief executive officer of the Company as required by Provision A.2.1 of the CG Code.

AUDIT COMMITTEE

The Company established an audit committee (the "**Audit Committee**") with written terms of reference in compliance with Rules 5.28 and 5.29 of the GEM Listing Rules. The Audit Committee comprises three members, namely, Mr. Tso Ping Cheong, Brian, Mr. David Tsoi and Mr. Hong Ming Sang, who are independent non-executive Directors. Mr. Tso Ping Cheong, Brian, who has appropriate professional qualifications and experience in accounting matters, is the chairman of the Audit Committee. The primary duties of the Audit Committee are, among other things, to make recommendations to the Board on the appointment, re-appointment and removal of external auditor, review the financial information, oversee the Group's financial reporting process, internal control, risk management systems and audit process and perform other duties and responsibilities assigned by the Board.

The Audit Committee has reviewed the unaudited condensed consolidated results of the Group for the Period and is of the opinion that such results complied with the applicable accounting standards, the requirements under the GEM Listing Rules and other applicable legal requirements, and that adequate disclosures had been made.

By order of the Board

Guru Online (Holdings) Limited

Yip Shek Lun

Chief Executive Officer, Chairman of the Board and Executive Director

Hong Kong, 12 August 2019

As at the date of this report, the executive Directors are Mr. Yip Shek Lun, Mr. Ng Chi Fung and Ms. Wan Wai Ting; the non-executive Directors are Ms. Cheung Laam and Mr. Wang Zhong Lei, and the independent non-executive Directors are Mr. Tso Ping Cheong, Brian, Mr. David Tsoi, Mr. Hong Ming Sang and Mr. Lam Tung Leung.