

## ENTERPRISE DEVELOPMENT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability) (Stock Code: 1808)

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# CORPORATE INFORMATION

#### **BOARD OF DIRECTORS**

#### **Executive Directors**

Lam Kai Tai (Chairman) Kwok Ho On Anthony Wang Jun Wong Ho Sing

#### **Independent Non-executive Directors**

Yau Yan Ming Raymond Hu Gin Ing Liu Kam Lung

## **COMPANY SECRETARY**

Ng Wing Ching

### **AUTHORISED REPRESENTATIVES**

Lam Kai Tai Ng Wing Ching

### **AUDIT COMMITTEE**

Yau Yan Ming Raymond (Committee Chairman) Hu Gin Ing Liu Kam Lung

#### REMUNERATION COMMITTEE

Yau Yan Ming Raymond (Committee Chairman) Lam Kai Tai

Hu Gin Ing Liu Kam Lung

### NOMINATION COMMITTEE

Yau Yan Ming Raymond (Committee Chairman) Lam Kai Tai

Hu Gin Ing Liu Kam Lung

### CORPORATE GOVERNANCE COMMITTEE

Lam Kai Tai (Chairman) Wong Ho Sing Wang Jun

#### **AUDITORS**

HLB Hodgson Impev Cheng Limited Certified Public Accountants

#### REGISTERED OFFICE

Cricket Square **Hutchins Drive** P.O. Box 2681 Grand Cavman KY1-1111 Cavman Islands

### PRINCIPAL PLACE OF **BUSINESS IN HONG KONG**

Room 2810. 28th Floor West Tower. Shun Tak Centre 200 Connaught Road Central Hong Kong

### PRINCIPAL SHARE REGISTRAR AND TRANSFER OFFICE

Royal Bank of Canada Trust Company (Cayman) Limited 4th Floor, Royal Bank House 24 Shedden Road, George Town Grand Cayman KY1 - 1110 Cayman Islands

### HONG KONG BRANCH SHARE REGISTRAR AND TRANSFER **OFFICE**

Computershare Hong Kong Investor Services Limited Shops 1712-1716, 17th Floor Hopewell Centre 183 Queen's Road East Wanchai Hong Kong

### PRINCIPAL BANKER

Bank of Communications Co., Ltd.

## STOCK CODE

1808

### **COMPANY WEBSITE**

www.1808.com.hk

The board (the "Board") of directors (the "Directors") of Enterprise Development Holdings Limited (the "Company") announces the unaudited consolidated financial results of the Company and its subsidiaries (the "Group") for the six months ended 30 June 2015 together with comparative figures for the corresponding period in 2014. The unaudited interim financial report has not been audited but has been reviewed by the Company's audit committee (the "Audit Committee").

## UNAUDITED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

For the six months ended 30 June 2015 (Expressed in Renminbi)

#### Six months ended 30 June

	Notes	2015 RMB'000	2014 <i>RMB'000</i>
	740103	NIIID CCC	TAME CCC
Turnover	4	338,692	170,521
Cost of sales		(111,320)	(117,286)
Gross profit		227,372	53,235
Other revenue		116	35
Other net gains		2	3
Distribution expenses		(13,280)	(8,889)
General and administrative expenses		(34,678)	(19,352)
Other operating expenses		(42)	(19)
Loss on early redemption of			
promissory notes	12	(3,340)	_
Profit from operations		176,150	25,013
Finance costs	5(i)	(2,244)	(332)
Profit before taxation	5	173,906	24,681
Income tax	6	(2,411)	(1,666)
Profit for the period		171,495	23,015

# **UNAUDITED CONSOLIDATED STATEMENT OF PROFIT OR LOSS**

For the six months ended 30 June 2015 (Expressed in Renminbi)

#### Six months ended 30 June

	Notes	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Associations and the second			
Attributable to:  Equity shareholders of the Company Non-controlling interests		168,895 2,600	20,617 2,398
Profit for the period		171,495	23,015
Earnings per share (RMB) Basic	7	0.076	0.014
Diluted		0.076	0.014

# UNAUDITED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the six months ended 30 June 2015 (Expressed in Renminbi)

#### Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Profit for the period	171,495	23,015
Other comprehensive income for the period (after tax)  Items that may be reclassified subsequently to profit or loss:		
Exchange difference on translation of financial statements of overseas operations	3,257	266
Total comprehensive income for the period	174,752	23,281
Attributable to: Equity shareholders of the Company Non-controlling interests	172,146 2,606	20,882 2,399
Total comprehensive income for the period	174,752	23,281

# UNAUDITED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 June 2015 (Expressed in Renminbi)

	Notes	At 30 June 2015 (Unaudited) <i>RMB'000</i>	At 31 December 2014 (Audited) <i>RMB'000</i>
Non-current assets Property, plant and equipment Intangible assets Goodwill Available-for-sale securities Pledged bank deposits Deferred tax assets	8	3,108 2,815 166,748 50,311 2,997 346	1,819 2,815 19,541 49,788 734 346
		226,325	75,043
Current assets Inventories Trade and other receivables Amounts due from non-controlling interests Trading securities Cash and cash equivalents	9	1,241 218,276 279 275,855 21,111	1,239 192,434 393 70,136 57,501
		516,762	321,703
Total assets		743,087	396,746
Current liabilities Trade and other payables Obligation under finance lease Borrowings Income tax payables	10 11	56,438 149 12,766 5,975	51,230 - 11,321 4,279
		75,328	66,830
Net current assets		441,434	254,873
Total assets less current liabilities		667,759	329,916

# UNAUDITED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 June 2015 (Expressed in Renminbi)

		At 30 June 2015	At 31 December 2014
	Notes	(Unaudited)  RMB'000	(Audited) <i>RMB'000</i>
Capital and reserves Share capital Reserves	13	24,410 529,100	18,194 239,567
Total equity attributable to equity shareholders of the Company		553,510	257,761
Non-controlling interests  TOTAL EQUITY		74,761 628,271	72,155
Non-current liabilities Deferred tax liabilities Obligation under finance lease Promissory notes	12	63 115 39,310	- - -
		39,488	-
		667,759	329,916

# UNAUDITED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the six months ended 30 June 2015 (Expressed in Renminbi)

#### Attributable to equity shareholders of the Company

				land) ananananana	or the company				
	Share capital RMB'000 (Note 13)	Share premium <i>RMB'000</i>	Other reserve RMB'000	PRC statutory reserve RMB'000	Exchange reserve RMB'000	Retained profits RMB '000	Total RMB '000	Non- controlling interests RMB '000	Total equity <i>RMB</i> '000
Balance at 1 January 2014	13,109	128,032	(8,440)	2,959	101	(11,009)	124,752	65,647	190,399
Changes in equity for the six months ended 30 June 2014: Profit for the period Other comprehensive income	- -	-	-	-	- 265	20,617	20,617 265	2,398 1	23,015 266
Total comprehensive income	-	-	-	-	265	20,617	20,882	2,399	23,281
Balance at 30 June 2014	13,109	128,032	(8,440)	2,959	366	9,608	145,634	68,046	213,680
Balance at 1 January 2015	18,194	244,194	(8,440)	3,262	391	160	257,761	72,155	329,916
Changes in equity for the six months ended 30 June 2015: Profit for the period Other comprehensive income	- -	- -	- -	- -	- 3,251	168,895 -	168,895 3,251	2,600 6	171,495 3,257
Total comprehensive income	-	-	-	-	3,251	168,895	172,146	2,606	174,752
Shares issued under placing Shares issue expenses Issue of shares as consideration of acquisition of subsidiary	3,804 - 2,412	91,303 (2,860) 28,944	-	-	-	-	95,107 (2,860) 31,356	-	95,107 (2,860) 31,356
Balance at 30 June 2015	24,410	361,581	(8,440)	3,262	3,642	169,055	553,510	74,761	628,271

# UNAUDITED CONDENSED CONSOLIDATED CASH FLOW STATEMENT

For the six months ended 30 June 2015 (Expressed in Renminbi)

#### Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Cash used in operations	(36,483)	(34,975)
PRC income taxes paid	(1,897)	(2,122)
Net cash used in operating activities	(38,380)	(37,097)
Net cash used in investing activities	(3,126)	(420)
Net cash generated from financing activities	2,662	5,156
Net decrease in cash and cash equivalents	(38,844)	(32,361)
Cash and cash equivalents at 1 January	57,501	49,337
Effect of foreign exchanges rates changes	2,454	272
Cash and cash equivalents at 30 June	21,111	17,248

(Expressed in Renminhi)

#### 1. BASIS OF PREPARATION

This unaudited interim financial report has been prepared in accordance with the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), including compliance with International Accounting Standard ("IAS") 34 "Interim Financial Reporting" issued by the International Accounting Standards Board ("IASB"). It was authorised for issue on 26 August 2015.

The unaudited interim financial report has been prepared in accordance with the same accounting policies adopted in the 2014 annual financial statements, except for the accounting policy changes that are expected to be reflected in the 2015 annual financial statements. Details of these changes in accounting policies are set out in note 2

The preparation of an unaudited interim financial report in conformity with IAS 34 requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities. income and expenses on a year to date basis. Actual results may differ from these estimates.

This unaudited interim financial report contains condensed consolidated financial statements and selected explanatory notes. The notes include an explanation of events and transactions that are significant to an understanding of the changes in financial position and performance of the Group since the 2014 annual financial statements. The condensed consolidated interim financial statements and notes thereon do not include all of the information required for full set of financial statements prepared in accordance with International Financial Reporting Standards ("IFRSs").

(Expressed in Renminhi)

#### 1. BASIS OF PREPARATION (continued)

The financial information relating to the financial year ended 31 December 2014 that is included in this unaudited interim financial report as being previously reported information does not constitute the Company's statutory financial statements for that financial year but is derived from those financial statements. Statutory financial statements for the year ended 31 December 2014 are available from the Company's principal place of business in Hong Kong. The auditors have expressed an unqualified opinion on those financial statements in their report dated 23 March 2015.

### 2. CHANGES IN ACCOUNTING POLICIES

The IASB has issued the following amendments to IFRSs that are first effective for the current accounting period of the Group and the Company. Of these, the following developments are relevant to the Group's financial statements:

- Amendments to IAS 19, Defined Benefit Plans: Employees Contributions
- Amendments to IFRS, Annual Improvements to IFRS 2010-2012 Cycle
- Amendments to IFRS, Annual Improvements to IFRS 2011-2013 Cycle

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

(Expressed in Renminhi)

#### 3. SEGMENT REPORTING

The Group manages its businesses by divisions, which are mainly organised by business lines. In a manner consistent with the way in which information is reported internally to the Board for the purposes of resource allocation and performance assessment, the Group has presented the following three reportable segments. No operating segments have been aggregated to form the following reportable segments.

- Software business: Provision of integrated business software solutions in the People's Republic of China (the "PRC") and Hong Kong.
- Trading and investment business: Trading securities listed on the Stock Exchange.
- Mobile marketing business: Provision of mobile marketing projects, consultation, creative and technological services, mobile advertising services and creation of mobile games in the PRC and Hong Kong.

The Group had a new segment – mobile marketing business during the six months ended 30 June 2015 upon the completion of the acquisition of Gravitas Group Limited on 14 May 2015.

### (a) Segment results, assets and liabilities

For the purpose of assessing performance and allocating resources between segments, the Board monitors the results, assets and liabilities attributable to each reportable segment on the following bases:

Segment assets include all tangible, intangible assets and current assets with the exception of deferred tax assets and other corporate assets. Segment liabilities include trade creditors and accruals attributable to the sales activities of the individual segments and borrowings managed directly by the segments.

(Expressed in Renminhi)

#### 3. **SEGMENT REPORTING** (continued)

#### (a) Segment results, assets and liabilities (continued)

Revenue and expenses are allocated to the reportable segments with reference to sales generated by those segments and the expenses incurred by those segments, or which otherwise arise from the depreciation or amortisation of assets attributable to those segments.

The measure used for reporting segment profit is "adjusted profit before taxation". To arrive at adjusted profit before taxation, the Group's earnings are adjusted for items not specifically attributed to individual segments, such as directors' and auditors' remuneration and other head office or corporate administration costs

In addition to receiving segment information concerning adjusted profit before taxation, the Board is provided with segment information concerning revenue, interest income and expense from cash balances and borrowings managed directly by the segments, depreciation, amortisation and additions to noncurrent segment assets used by the segments in their operations.

Segment revenue reported below represents revenue generated from external customers. There were no inter-segment sales in the current period (six months ended 30 June 2014: Nil).

(Expressed in Renminbi)

## 3. **SEGMENT REPORTING** (continued)

### (a) Segment results, assets and liabilities (continued)

Information regarding the Group's reportable segments as provided to the Board for the purpose of resources allocation and assessment of segment performance for the period is set out below.

	Software	business	Tradin investmen		Mobile marke	ting business	То	tal
	Six months er	nded 30 June	Six months e	nded 30 June	Six months e	nded 30 June	Six months ended 30 June	
	2015 RMB'000	2014 <i>RMB'000</i>	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>	2015 RMB'000	2014 RMB '000	2015 RMB'000	2014 RMB '000
Revenue from external customers Investment income and net gains	141,663 -	140,703	18,857 175,167	946 28,872	3,005	- -	163,525 175,167	141,649 28,872
Reportable segment revenue	141,663	140,703	194,024	29,818	3,005	-	338,692	170,521
Reportable segment profit (adjusted profit before taxation)	8,909	7,531	193,523	29,789	110	-	202,542	37,320
Interest income from bank deposits	49	35	-	-	-	-	49	35
Interest expenses	366	332	-	-	25	-	391	332
Depreciation and amortisation for the period	490	1,548	-	-	133	-	623	1,548

(Expressed in Renminbi)

# 3. **SEGMENT REPORTING** (continued)

## (a) Segment results, assets and liabilities (continued)

	Trading and Software business investment business			Mobile marke	ting business	tal		
	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 RMB'000	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 <i>RMB'000</i>	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 <i>RMB'000</i>	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 <i>RMB'000</i>
Reportable segment assets  Additions to non-current segment assets	240,712	234,097	275,902	51,962	163,941	-	680,555	286,059
during the period/year  Reportable segment liabilities	115 55,944	438 65,915	-	-	1,146 5,593	-	1,261 61,537	438 65,915

## (b) Reconciliation of reportable segment revenue, profit, assets and liabilities

#### Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Revenue Reportable segment revenue	338,692	170,521
Profit before taxation Reportable segment profit Unallocated head office and corporate expenses	202,542	37,320 (12,639)
Consolidated profit before taxation	173,906	24,681

(Expressed in Renminbi)

## 3. SEGMENT REPORTING (continued)

## (b) Reconciliation of reportable segment revenue, profit, assets and liabilities (continued)

	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 <i>RMB'000</i>
Assets		
Reportable segment assets	680,555	304,583
Deferred tax assets	346	346
Unallocated head office and		
corporate assets	62,186	91,817
Consolidated total assets	743,087	396,746
Liabilities		
Reportable segment liabilities	61,537	56,043
Unallocated head office and	32,007	55,5 .5
corporate liabilities	53,279	10,787
Consolidated total liabilities	114,816	66,830

(Expressed in Renminhi)

#### 3. **SEGMENT REPORTING** (continued)

### (c) Geographic information

The following table sets out information about the geographical location of (i) the Group's reportable segment revenue; and (ii) the Group's property, plant and equipment, intangible assets and goodwill ("specified non-current assets"). The geographical location of customers is based on the location at which the services were provided or the goods delivered. The geographical location of the specified non-current assets is based on the physical location of the asset in the case of property, plant and equipment, and the location of the operation to which they are allocated in the case of goodwill and intangible assets.

	Reportable segment revenue		Specified non-current assets	
	Six months ended 30 June		At 30 June	At 31 December
	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
PRC Hong Kong	146,373 192,319	140,703 29,818	23,476 149,195	23,851 324
	338,692	170,521	172,671	24,175

(Expressed in Renminbi)

### 4. TURNOVER

The principal activities of the Group are the provision of integrated business software solutions, trading of listed securities and mobile marketing services.

The amount of each significant category of revenue recognised during the period is as follows:

### Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Software maintenance and other services Sales of software products and others	138,341 3,322	138,383 2,320
Net realised and unrealised gains on trading securities Mobile marketing services	194,024 3,005	29,818 -
	338,692	170,521

(Expressed in Renminbi)

### 5. PROFIT BEFORE TAXATION

Profit before taxation is arrived at after charging:

### (i) Finance costs

### Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Interest expenses on borrowings wholly		
repayable within five years	389	332
Finance lease	2	-
Imputed interest expenses on		
promissory notes	1,825	-
Bank overdraft	28	_
	2,244	332

#### (ii) Staff costs

### Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Salaries, wages and other benefits Contributions to defined contribution	21,099	12,030
retirement schemes	1,793	926
	22,892	12,956

Salaries, wages and benefits of approximately RMB1,361,000 (six months ended 30 June 2014: Nil) has been expensed in cost of sales for six months ended 30 June 2015.

(Expressed in Renminbi)

# 5. PROFIT BEFORE TAXATION (continued)

### (iii) Other items

## Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Cost of inventories	2,456	2,483
Depreciation of property, plant and equipment Amortisation of intangible assets	672	771 908
Operating lease charges in respect of properties	2,609	2,604
Net loss on disposal of property, plant and equipment	_	41

## 6. INCOME TAX

### Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Current tax – PRC	2,411	1,666

(Expressed in Renminhi)

#### **6. INCOME TAX** (continued)

Pursuant to the rules and regulations of the Cayman Islands and British Virgin Islands, the Group is not subject to any income tax in the Cayman Islands and British Virgin Islands.

No provision for Hong Kong Profits Tax has been made for the period as the Group does not have assessable profits subject to Hong Kong Profits Tax during the period.

The provision for PRC income tax is based on the respective corporate income tax rates applicable to the subsidiaries located in the PRC as determined in accordance with the relevant income tax rules and regulations of the PRC. The statutory income tax rate of its PRC subsidiaries is 25%.

Beijing Orient LegendMaker Software Development Co., Ltd. is entitled to a preferential income tax rate of 15% for 2015 and 2014 as it was awarded hightechnology status by the tax authority.

These tax rates were used to calculate the Group's deferred tax assets and liabilities as at 30 June 2015 and 2014.

## 7. BASIC AND DILUTED EARNINGS PER SHARE

The calculation of basic and diluted earnings per share for the six months ended 30 June 2015 is based on the profit attributable to ordinary equity shareholders of the Company of approximately RMB168,895,000 (six months ended 30 June 2014: RMB20,617,000) and the weighted average of 2,229,879,000 ordinary shares (six months ended 30 June 2014: 1,467,389,600 shares) in issue during the interim period.

There were no dilutive potential ordinary shares in issue as at 30 June 2015 (as at 30 June 2014: Nil).

(Expressed in Renminhi)

### 8. PROPERTY, PLANT AND EQUIPMENT

During the six months ended 30 June 2015, the Group acquired items of machinery, equipment and tools with a cost of approximately RMB1,267,000 (six months ended 30 June 2014: RMB454,000) and an addition with a cost of approximately RMB659.000 from the acquisition of a subsidiary (six months ended 30 June 2014: Nil). No machinery, equipment and tools was disposed during the six months ended 30 June 2015 (six months ended 30 June 2014: RMB41,000), not resulting in any loss on disposal (six months ended 30 June 2014: RMB41.000).

#### 9. TRADE AND OTHER RECEIVABLES

		At 30 June 2015	At 31 December 2014
	Notes	RMB'000	RMB'000
Trade receivables Prepayments made to suppliers Deposits and other receivables	(i) (ii)	73,148 119,907 25,221	84,054 86,357 22,023
		218,276	192,434

All of the trade and other receivables are expected to be recovered within one year.

(Expressed in Renminbi)

### 9. TRADE AND OTHER RECEIVABLES (continued)

#### Notes:

(i) As of the end of the reporting period, the ageing analysis of trade debtors (which are included in trade and other receivables), based on the invoice date (or date of revenue recognition, if earlier), is as follows:

	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 <i>RMB'000</i>
Within 1 month Over 1 month but less than 3 months Over 3 months but less than 1 year Over 1 year but less than 2 years Over 2 years	48,092 8,193 15,543 1,149 171	52,936 13,357 16,914 712 135
	73,148	84,054

<sup>(</sup>ii) These prepayments are unsecured, interest free and will be used to offset against future purchases from suppliers.

<sup>(</sup>iii) There was no provision for impairment losses in respect of trade receivables from third party customers as at 30 June 2015 (as at 31 December 2014: Nil).

(Expressed in Renminbi)

### 10. TRADE AND OTHER PAYABLES

	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 RMB'000
Trade creditors  Non-trade payables and accrued expenses  Other taxes payable	10,970 45,234 234	34,632 13,732 2,866
	56,438	51,230

All of the trade and other payables are expected to be settled within one year.

As of the end of the reporting period, the ageing analysis of trade creditors (which are included in trade and other payables), based on the invoice date, is as follows:

	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 RMB'000
Due within 1 month or on demand Due after 1 month but within 3 months Due after 3 months but within 6 months Due after 6 months but within 1 year Due after 1 year but within 2 years Over 2 years	2,044 8,501 90 - 100 235	797 33,487 90 246 – 12
	10,970	34,632

(Expressed in Renminbi)

### 11. BORROWINGS

	At 30 June 2015 <i>RMB'000</i>	At 31 December 2014 RMB'000
Borrowings: Unsecured borrowing Secured bank loans Unsecured and guaranteed bank loans	1,335 10,000 1,431	1,321 10,000 -
	12,766	11,321

At 30 June 2015, the secured bank loans bear interest at 6.8% (as at 31 December 2014: 7%) per annum and secured by corporate guarantee of a PRC subsidiary. The unsecured borrowing bears interest at 5% (as at 31 December 2014: 5%) per annum. The unsecured and guaranteed bank loans bear weighted average effective interest of 6% (as at 31 December 2014: Nil) per annum and guaranteed by a director of a subsidiary. All borrowings are repayable within one year or on demand.

### 12. PROMISSORY NOTES

	RMB'000
At date of issue	120,693
Repayment during the period	(89,029)
Interest charged	1,825
Loss on early redemption of promissory notes	3,340
Exchange adjustment	2,481
0 1 100 1 0015	
Carrying amount of promissory notes at 30 June 2015	
(Unaudited)	39,310

(Expressed in Renminbi)

### 13. SHARE CAPITAL

	30 June 2015		31 December 2014	
Notes	Number of shares	Amount <i>HK\$</i>	Number of shares	Amount <i>HK\$</i>
Authorised: Ordinary shares of HK\$0.01 each at 30 June 2015/31 December 2014	3,000,000,000	30,000,000	3,000,000,000	30,000,000
Issued and fully paid: At 1 January 2015/2014 Issue of placing shares (i) Issue of consideration shares for the acquisition of Gravitas Group Limited (ii) Issue of subscription shares	2,110,867,520 483,700,000 307,692,307	21,108,675 4,837,000 3,076,923	1,467,389,600 293,477,920 - 350,000,000	14,673,896 2,934,779 - 3,500,000
At 30 June 2015/31 December 2014	2,902,259,827	29,022,598	2,110,867,520	21,108,675
		RMB equivalent		RMB equivalent
		24,410,131		18,193,831

#### (i) Issue of placing shares

Pursuant to a placing agreement dated on 28 May 2015, a total of 483,700,000 ordinary shares of HK\$0.01 each were issued at the placing price of HK\$0.25 per placing share (the "Placing"). The Placing has resulted in an increase in the share capital and share premium account by HK\$4,837,000 (equivalent to approximately RMB3,804,000) and HK\$116,088,000 (equivalent to approximately RMB91,303,000) respectively.

(Expressed in Renminhi)

### 13. SHARE CAPITAL (continued)

#### (ii) Issue of consideration shares

Pursuant to an acquisition agreement dated on 16 February 2015, the Group has agreed to acquire 20% of interest in Gravitas Group Limited from Mr. Chu Wai Kit for a total of 307,692,307 ordinary shares of HK\$0.01 each were issued at the issue price of HK\$0.13 per share upon the completion of the acquisition. The issue has resulted in an increase in the share capital and share premium account by approximately HK\$3,076,000 (equivalent to approximately RMB2,412,000) and approximately HK\$36,923,000 (equivalent to approximately RMB28,944,000) respectively.

### 14. ACQUISITION OF SUBSIDIARY

On 14 May 2015, the Group acquired the entire equity interest in Gravitas Group Limited from Gloss Rise Limited and Mr. Chu Wai Kit at a consideration of HK\$200,000,000, which was satisfied as to HK\$160,000,000 by the issue of the promissory notes by the Company to Gloss Rise Limited and HK\$40.000.000 by the issue of 307,692,307 consideration shares at the issue price of HK\$0.13 per share by the Company to Mr. Chu Wai Kit.

Acquisition-related costs amounting to approximately RMB2.225.000 have been excluded from the consideration transferred and have been recognised as an expense during the six months ended 30 June 2015, within "general and administrative expenses" line item in the unaudited consolidated statement of profit or loss.

Gravitas Group Limited had contributed approximately RMB3,005,000 and approximately RMB110,000 to the Group's revenue and profit for the period from the date of acquisition to 30 June 2015 respectively.

Had the acquisition been completed on 1 January 2015, total Group's revenue for the period would have been approximately RMB344,006,000, and profit for the period would have been approximately RMB173,757,000.

The pro forma information is for illustrative purpose only and is not necessarily an indication of revenue and results of operations of the Group that actually would have been achieved had the acquisition been completed on 1 January 2015, nor is it intended to be a projection of future results.

(Expressed in Renminhi)

### 15. FAIR VALUE MEASUREMENT OF FINANCIAL INSTRUMENTS

#### (a) Financial assets and liabilities measured at fair value

### Fair value hierarchy

The following table presents the fair value of the Group's financial instruments measured at the end of the reporting period on a recurring basis, categorised into the three-level fair value hierarchy as defined in IFRS 13. Fair value measurement. The level into which a fair value measurement is classified is determined with reference to the observability and significance of the inputs used in the valuation technique as follows:

- Level 1 valuations: Fair value measured using only Level 1 inputs i.e. unadjusted quoted prices in active markets for identical assets or liabilities at the measurement date.
- Level 2 valuations: Fair value measured using Level 2 inputs i.e. observable inputs which fail to meet Level 1, and not using significant unobservable inputs. Unobservable inputs are inputs for which market data are not available.
- Level 3 valuations: Fair value measured using significant unobservable inputs.

(Expressed in Renminbi)

# 15. FAIR VALUE MEASUREMENT OF FINANCIAL INSTRUMENTS (continued)

### (a) Financial assets and liabilities measured at fair value (continued)

		Fair value measurements as at 30 June 2015 categorised into		
	Fair value at 30 June 2015 <i>RMB'000</i>	Level 1 <i>RMB'000</i>	Level 2 <i>RMB'000</i>	Level 3 <i>RMB'000</i>
Recurring fair value measurement Financial asset:				
Trading securities	275,855	275,855	-	-
		Fair v	alue measurem	onto
		as at 31 Dece	mber 2014 cate	
	Fair value at	as at 31 Dece		
		as at 31 Dece Level 1 RMB'000		
Recurring fair value measurement Financial asset:	at 31 December 2014	Level 1	mber 2014 cate	Level 3

(Expressed in Renminhi)

## 15. FAIR VALUE MEASUREMENT OF FINANCIAL INSTRUMENTS (continued)

#### (a) Financial assets and liabilities measured at fair value (continued)

During the six months ended 30 June 2015, there were no transfers between Level 1 and Level 2, or transfers into or out of Level 3 (as at 31 December 2014: Nil).

#### (b) Fair values of financial assets and liabilities carried at other than fair value

With reference to a valuation performed by an independent professional valuer, the Directors consider that the carrying amounts of the Group's financial instruments carried at cost or amortised cost are not materially different from their fair values as at 30 June 2015 and 31 December 2014.

### **16. COMMITMENTS**

### (i) Capital commitments

The Group has no significant capital commitments as at 30 June 2015 and 31 December 2014.

(Expressed in Renminbi)

## 16. COMMITMENTS (continued)

### (ii) Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases in respect of properties at the end of the reporting periods were payable as follows:

	At 30 June	At 31 December
	2015 RMB'000	2014 <i>RMB'000</i>
	RIND OOO	KIVIB UUU
Less than one year	4,107	4,223
Between one and two years	1,856	1,997
Between two and three years	484	_
	6,447	6,220

The Group leased a number of properties under operating leases during the period. None of the leases includes contingent rentals.

(Expressed in Renminbi)

### 17. RELATED PARTY TRANSACTIONS

(a) Save as disclosed elsewhere in the unaudited interim financial report, details of transactions between the Group and its related party are disclosed below:

Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Non-controlling interests  – Provision for software maintenance and other services	394	174

(b) Remuneration to key management personnel

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the Group, directly or indirectly, including directors and supervisors of the Group. The compensation of key management personnel is as follows:

Six months ended 30 June

	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>
Short-term employee benefits Post-employment benefits	6,442 23	3,502 52
	6,465	3,554

(Expressed in Renminbi)

### 18. EVENTS AFTER THE INTERIM REPORTING PERIOD

### Increase in authorised share capital

On 6 August 2015, the Company passed an ordinary resolution to increase its authorised share capital from HK\$30,000,000 divided into 3,000,000,000 ordinary shares of HK\$0.01 each to HK\$1,000,000,000 divided into 100,000,000,000 ordinary shares of HK\$0.01 each by the creation of an additional 97,000,000,000 unissued ordinary shares.

#### FINANCIAL REVIEW

#### **Turnover**

For the six months ended 30 June 2015, the Group recorded a turnover of approximately RMB338,692,000 (six months ended 30 June 2014: RMB170,521,000), of which turnover from (i) software maintenance and other services amounted to approximately RMB138,341,000 (six months ended 30 June 2014: RMB138,383,000); (ii) sale of software products and others amounted to approximately RMB3,322,000 (six months ended 30 June 2014: RMB2,320,000); (iii) fair value gains of approximately RMB194.024.000 on held for trading investments (six months ended 30 June 2014: RMB29,818,000); and (iv) mobile marketing services amounted to approximately RMB3.005.000 (six months ended 30 June 2014: Nil).

#### **Gross Profit**

For the six months ended 30 June 2015, the Group recorded a gross profit of approximately RMB227,372,000 (six months ended 30 June 2014: RMB53,235,000). The gross profit ratio for the software business of the Group during the period was approximately 23% while that of the corresponding period in 2014 was approximately 17%. The increase in gross profit ratio was mainly due to the increase of gross profit margin for returning profitability back to previous levels.

#### Other Net Gains

For the six months ended 30 June 2015, other net gains was approximately RMB2,000 (six months ended 30 June 2014: RMB3.000).

#### **Finance Costs**

For the six months ended 30 June 2015, finance costs was approximately RMB2,244,000 (six months ended 30 June 2014: RMB332,000).

#### **General and Administrative Expenses**

For the six months ended 30 June 2015, the general and administrative expenses of the Group were approximately RMB34,678,000, representing an increase of approximately 79%, as compared to approximately RMB19,352,000 of the corresponding period in 2014. The increase was mainly due to the substantial increase of staff costs, directors' remuneration, business travelling and entertainment.

#### Profit for the Period

For the six months ended 30 June 2015, the Group recorded a profit for the period of approximately RMB171,495,000 (six months ended 30 June 2014: RMB23,015,000).

#### Liquidity and Financial Resources

The Group's working capital is funded by the cash generated from operating and financing activities. As at 30 June 2015, the Group maintained cash and cash equivalents amounted to approximately RMB21,111,000 (31 December 2014: RMB57,501,000). As at 30 June 2015, the Group's current ratio was approximately 6.86 times (31 December 2014: 4.81 times): and the Group's net gearing ratio at 30 June 2015 was 4.97% (31 December 2014: Nil) (net debt is calculated as total borrowings less cash and cash equivalents).

### Foreign Exchange

The Group's revenue is mainly denominated in Renminbi and no related hedge is required for the time being.

### Pledge of Assets

As at 30 June 2015, except for the bank deposits were pledged to secure trade finance facilities to the Group, the Group had no pledge of assets and bank deposits in order to obtain general banking facilities or short-term bank borrowings (31 December 2014: Nil).

### **Capital Structure**

The Group manages its capital to ensure that entities in the Group will be able to continue as a going concern while maximising the return to shareholders through the optimisation of the debt and equity balance. The capital structure of the Group consists of debt, including borrowings, and equity attributable to owners of the Company, comprising issued share capital, share premium, retained earnings and other reserves. The management of the Group reviews the capital structure by considering the cost of capital and the risks associated with each class of capital. In view of this, the Group will balance its overall capital structure through the payment of dividends and new share issues as well as the redemption of existing debt. The Group's overall strategy remains unchanged throughout the period.

On 14 May 2015, (i) 307,692,307 new ordinary shares at the issue price of HK\$0.13 per share were issued and allotted to Mr. Chu Wai Kit; and (ii) a promissory note in the principal amount of HK\$160,000,000 was issued to Gloss Rise Limited upon completion of the acquisition agreement dated 16 February 2015 entered into among the Company, Mr. Chu Wai Kit and Gloss Rise Limited in relation to the acquisition of the entire issued share capital of Gravitas Group Limited from Mr. Chu Wai Kit (to the extent of 20%) and Gloss Rise Limited (to the extent of 80%). Part of the promissory note in the principal amount of HK\$110,000,000 was repaid on 17 June 2015.

On 28 May 2015, the Company entered into a placing agreement with China Rise Securities Asset Management Company Limited (the "Placing Agent"), pursuant to which the Placing Agent has conditionally agreed to procure not less than six placees who are independent third parties to subscribe for up to 483,700,000 ordinary shares ("Placing Shares") at the placing price of HK\$0.250 per Placing Share (the "Placing"). The Placing was completed on 17 June 2015 and an aggregate of 483,700,000 Placing Shares were successfully placed to not less than six placees. The net price per Placing Share was approximately HK\$0.242. The Placing provided a good opportunity to raise additional funds to meet the Company's funding needs. The net proceeds from the Placing has been used as to (i) approximately HK\$110,600,000 for early redemption of promissory note together with accrued interest thereupon; and (ii) the remaining balance of approximately HK\$6,600,000 is intended to be used for general working capital of the Group (including trading of securities).

### Significant Investments

On 8 October 2014, the Company and HEC Capital Limited ("HEC") entered into a subscription agreement, pursuant to which HEC has conditionally agreed to issue, and the Company has conditionally agreed to subscribe for, or procure its nominee to subscribe for, 8,000,000 new ordinary shares of HEC at the subscription price of approximately HK\$6.00 per ordinary share of HEC for an aggregate consideration of HK\$48 million, which has been satisfied by cash payment by the Company to HEC. The subscription shares represent approximately 0.79% of the issued share capital of HEC as enlarged by the subscription. The transaction was completed on 9 October 2014.

Save as disclosed above, the Group has not made any other significant investment for the six months ended 30 June 2015.

### Material Acquisition and Disposal of Subsidiaries or Associated Companies

On 16 February 2015, the Company, Apex Center Limited (the "Purchaser"), a direct wholly-owned subsidiary of the Company, Gloss Rise Limited (the "Vendor 1"), Mr. Chu Wai Kit (the "Vendor 2") and Gravitas Group Limited (the "Target Company") entered into an acquisition agreement, pursuant to which the Purchaser has conditionally agreed to acquire and, the Vendor 1 and the Vendor 2 have conditionally agreed to sell the total of 5.000 ordinary shares of US\$1.00 each in the Target Company ("Sale Shares") at consideration of HK\$200,000,000, which will be satisfied as to (i) HK\$160,000,000 by the issue of the promissory notes in the principal amount of HK\$160,000,000 by the Company to the Vendor 1 for the 4,000 Sale Shares; and (ii) HK\$40,000,000 by the issue of 307,692,307 new ordinary shares at the issue price of HK\$0.13 per share by the Company to the Vendor 2 for the 1,000 Sale Shares. The Target Company and its subsidiaries are principally engaged in mobile marketing business. The transaction was completed on 14 May 2015.

Save as disclosed above, the Group has not made any material acquisition or disposal of subsidiaries or associated companies for the six months ended 30 June 2015.

### **Employees and Remuneration Policies**

As at 30 June 2015, the Group employed 172 (30 June 2014: 134) full time employees. The remuneration package of employees is determined by reference to their performance, experience, positions, duties and responsibilities in the Group and the prevailing market conditions. The Group continued to provide retirement, medical, employment injury, employment and maternity benefits which are governed by the state-managed social welfare scheme operated by the local government of the PRC to the employees in the PRC. In addition, the Group maintains a mandatory provident fund scheme for all qualifying employees in Hong Kong.

### **Contingent Liabilities**

As at 30 June 2015, there was no significant contingent liability (30 June 2014: Nil).

### **BUSINESS REVIEW**

The Group recorded a turnover of approximately RMB338,692,000 for the six months ended 30 June 2015 (30 June 2014: RMB170.521.000) due to the increase in the unrealised gain on trading securities.

## **OUTLOOK**

We have a large client base in the PRC who use Oracle's databases and an experienced technical team which can provide prompt and effective services and develop services.

Apart from our existing Software Business, the Group acquired a mobile marketing business (the "Acquisition") on 14 May 2015. The Directors consider the Acquisition is in line with the Group's business diversification strategy and represents an attractive investment opportunity for the Group to further expand and diversify its business portfolio and tap into the mobile marketing industry with growth potential so as to generate diversified income and additional cashflow.

#### **OUTLOOK** (continued)

In order to maintain the Group's sustainability and preservation of value over the longer term, the Group will continue to look for suitable business opportunities so as to diversify the Group's business into a new line of business with growth potential and to broaden its source of income that can bring return to the shareholders of the Company.

The securities market was very volatile in July and August 2015. The Group's trading securities are measured at fair value, which are based on their current bid prices in the securities market. The volatility of the securities market may have adverse effect to the performance of the Group after the six months ended 30 June 2015.

### INTERIM DIVIDEND

The Directors resolved not to declare an interim dividend for the six months ended 30 June 2015 (six months ended 30 June 2014: Nil).

#### DIRECTORS' AND CHIEF EXECUTIVES' INTERESTS IN SHARES

As at 30 June 2015, none of the Directors or chief executives of the Company has any interests or short positions in the shares, underlying shares and debentures of the Company or any associated corporation (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) ("SFO")) which were notified to the Company and the Stock Exchange of Hong Kong Limited (the "Stock Exchange") pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they are taken or deemed to have under such provisions of the SFO), or which were required, pursuant to section 352 of the SFO, to be entered in the register referred to therein, or which were required, pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code") as set out in Appendix 10 to the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules").

## SUBSTANTIAL SHAREHOLDERS' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES

As at 30 June 2015, so far as is known to any Director or chief executive of the Company, the following persons (other than the Directors or chief executives of the Company) had an interest or short position 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 who is, directly or indirectly to be 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 other member of the Group:

### (a) Aggregate long position in the shares and underlying shares of the Company

Name	Nature of interest	Number of shares of the Company held	Approximate percentage of shareholding in the Company	Note
Affluent Start Holdings Investment Limited ("Affluent Start")	Beneficial owner	604,355,000	20.82%	1
King Pak Fu ("Mr. King")	Interest of controlled corporation	604,355,000	20.82%	1
Superbowl Development Limited ("Superbowl")	Beneficial owner	200,000,000	6.89%	2
Chen Jianjun ("Mr. Chen")	Interest of controlled corporation	200,000,000	6.89%	2

### SUBSTANTIAL SHAREHOLDERS' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES (continued)

### (a) Aggregate long position in the shares and underlying shares of the Company (continued)

#### Notes:

- 1. The entire issued share capital of Affluent Start is beneficially owned by Mr. King. Therefore, Mr. King is deemed to be interested in these 604,355,000 ordinary shares of the Company ("Share(s)") held by Affluent Start.
- 2. The entire issued share capital of Superbowl is beneficially owned by Mr. Chen. Therefore, Mr. Chen is deemed to be interested in these 200,000,000 Shares held by Superbowl.

### (b) Aggregate short position in the shares and underlying shares of the Company

As at 30 June 2015, the Company had not been notified of any short positions being held by any substantial shareholders in the shares or underlying shares of the Company.

Save as disclosed above, no other parties were recorded in the register of the Company required to be kept under section 336 of the SFO as having interests or short positions in the shares or underlying shares of the Company as at 30 June 2015.

#### SHARE OPTION SCHEME

The Company has approved the adoption of the share option scheme (the "Scheme") on 18 December 2006. Details of the Scheme are set out in the prospectus of the Company dated 28 December 2006. Pursuant to the Scheme, the Board may, at its discretion, grant options to any directors or eligible parties (as defined in the Scheme) for subscription of the Company's shares as incentive to retain talents in the Group. The Company has not granted any option since adoption of the Scheme.

## PURCHASE. SALE OR REDEMPTION OF LISTED SECURITIES OF THE COMPANY

Neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities during the six months ended 30 June 2015.

### MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code as the code of conduct regarding securities transactions by the Directors. Having made specific enquiry to all Directors, the Company confirmed that all Directors have complied with the required standard set out in the Model Code during the six months ended 30 June 2015.

### CORPORATE GOVERNANCE PRACTICES

The Company has all along committed to fulfilling its responsibilities to its shareholders by ensuring that the proper processes for supervision and management of the Group's business are duly operated and reviewed and that good corporate governance practices and procedures are established throughout the six months ended 30 June 2015.

The Company has adopted the code provisions set out in the Corporate Governance Code and Corporate Governance Report ("CG Code") as set out in Appendix 14 to the Listing Rules as its own code of corporate governance. During the six months ended 30 June 2015, the Company was in compliance with all the relevant code provisions set out in the CG Code except for the deviations from code provisions A.4.1 and D.1.4, which are explained below.

#### CORPORATE GOVERNANCE PRACTICES (continued)

Code provision A.4.1 of the CG Code requires that non-executive directors should be appointed for a specific term and subject to re-election. The term of appointment of Ms. Hu Gin Ing, an independent non-executive Director, expired in year 2013 and thereafter she is not appointed for a specific term, but she is subject to retirement by rotation at least once in every three years in accordance with the articles of association of the Company (the "Articles").

Code provision D.1.4 of the CG Code requires that, the Company should have formal letters of appointment for directors setting out the key terms and conditions of their appointment. The Company did not have formal letters of appointment for Mr. Lam Kai Tai and Mr. Wong Ho Sing, executive Directors of the Company, and Ms. Hu Gin Ing. an independent non-executive Director, However, Mr. Lam Kai Tai and Mr. Wong Ho Sing are subject to retirement and re-election at the next following annual general meeting of the Company after their appointment and thereafter, together with Ms. Hu Gin Ing, subject to retirement by rotation at least once in every three years in accordance with the Articles. In addition, the Directors have followed the guidelines set out in "A Guide on Directors' Duties" issued by the Companies Registry and "Guidelines for Directors" and "Guide for Independent Non-Executive Directors" (if applicable) published by the Hong Kong Institute of Directors in performing their duties and responsibilities as Directors of the Company. Besides, the Directors actively comply with the requirements under statute and common law, the Listing Rules, legal and other regulatory requirements and the Company's business and governance policies.

Save as those mentioned above and in the opinion of the Directors, the Company has met all the relevant code provisions set out in the CG Code throughout the six months ended 30 June 2015.

#### CHANGES OF INFORMATION IN RESPECT OF DIRECTORS

Below are the changes in Directors' information required to be disclosed pursuant to Rule 13.51B (1) of the Listing Rules.

- (1) Mr. Yau Yan Ming Raymond, an independent non-executive Director, resigned as an independent non-executive director of Mason Financial Holdings Limited (formerly known as "Willie International Holdings Limited"), a company listed on the Stock Exchange (Stock Code: 273), on 1 August 2015.
- (2)Ms. Hu Gin Ing, an independent non-executive Director, ceased to be an independent director of Arich Enterprise Co. Ltd., a company listed on the Taiwan Stock Exchange (Taiwan Stock Code: 4173), upon the expiration of her term of appointment on 17 June 2015.

### **AUDIT COMMITTEE**

The Audit Committee comprises three independent non-executive Directors, namely Mr. Yau Yan Ming Raymond (as chairman), Ms. Hu Gin Ing and Mr. Liu Kam Lung. The primary duties of the Audit Committee are to review and supervise the financial reporting process and internal control system of the Group. The unaudited interim results of the Group for the six months ended 30 June 2015 have been reviewed by the Audit Committee.

> By Order of the Board **Enterprise Development Holdings Limited** Mr. Lam Kai Tai Chairman

Hong Kong, 26 August 2015