



Doumob

豆盟科技有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

Stock Code 股份代號: 1917

2021

中期報告

INTERIM REPORT



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DEFINITIONS

釋義

In this interim report, unless the context otherwise requires, the following expressions shall have the following meanings:

於本中期報告內，除非文義另有所指，否則下列詞彙具有以下有關涵義：

“2018 RSU Scheme”		the restricted share unit scheme adopted by our Company on 14 August 2018
「2018年受限制股份單位計劃」	指	本公司於2018年8月14日採納的受限制股份單位計劃
“2020 Interim”		for the six months ended 30 June 2020
「2020年中期」	指	截至2020年6月30日止六個月
“2021 Interim”		for the six months ended 30 June 2021
「2021年中期」	指	截至2021年6月30日止六個月
“2020 RSAS”		the restricted share award scheme adopted by our Company on 7 May 2020
「2020年受限制股份獎勵計劃」	指	本公司於2020年5月7日採納的受限制股份獎勵計劃
“5G”		the 5th generation mobile networks
「5G」	指	第五代移動通信技術
“advertiser”		any persons, companies, organizations which advertise their brands, products and/or services through placing advertisements
「廣告主」	指	透過投放廣告宣傳品牌、產品及／或服務的任何人士、公司及機構
“App”		a program designed to run on a mobile device
「App」	指	為在移動裝置上運行而設計的程式
“Audit Committee”		the audit committee of the Board
「審核委員會」	指	董事會審核委員會
“Blue Focus”		BlueFocus Intelligent Communications Group Co., Ltd. (北京藍色光標數據科技股份有限公司), a company incorporated under the laws of the PRC on 4 November, 2002 and the shares of which were listed on Shenzhen Stock Exchange on 26 February 2010 and one of our substantial shareholders
「藍色光標」	指	北京藍色光標數據科技股份有限公司，一間於2002年11月4日根據中國法律註冊成立的公司，其股份於2010年2月26日在深圳證券交易所上市，並為我們的主要股東之一

DEFINITIONS

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“BLUEFOCUS INTERNATIONAL”		BLUEFOCUS INTERNATIONAL LIMITED (藍色光標國際傳播集團有限公司), a company incorporated under the laws of Hong Kong on 13 March 2009 and wholly owned by Blue Focus
「藍色光標國際」	指	藍色光標國際傳播集團有限公司，一間於2009年3月13日根據香港法例註冊成立並由藍色光標全資擁有的公司
“Board”		the board of Directors of the Company
「董事會」	指	本公司董事會
“BVI”		the British Virgin Islands
「英屬處女群島」	指	英屬處女群島
“Capitalisation Issue”		the issue of 1,878,517,690 Shares made upon capitalisation of certain sums standing to the credit of the share premium account of the Company on the completion of the initial public offering
「資本化發行」	指	於首次公開發售完成後，將本公司股份溢價賬的若干進賬款額資本化而發行的1,878,517,690股股份
“CEO”		the chief executive officer of the Company
「行政總裁」	指	本公司行政總裁
“Chairman”		the chairman of the Board
「主席」	指	董事會主席
“Chengdu Hongdao”		Chengdu Hongdao Limited, a company incorporated in the BVI on 18 April 2018 and wholly owned by Mr. Yang Zhenghong
「Chengdu Hongdao」	指	Chengdu Hongdao Limited，一間於2018年4月18日在英屬處女群島註冊成立並由楊正宏先生全資擁有的公司
“China” or “PRC”		the People’s Republic of China, unless otherwise stated, excludes the Hong Kong Special Administrative Region, the Macau Special Administrative Region and Taiwan of China herein
「中國」	指	中華人民共和國，除另有說明外，本文不包括中國香港特別行政區、澳門特別行政區及台灣
“Company” or “our Company”		Doumob (豆盟科技有限公司), a company incorporated under the laws of the Cayman Islands with limited liability on 26 March 2018
「本公司」	指	豆盟科技有限公司，一間於2018年3月26日根據開曼群島法例註冊成立的有限公司

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“Contractual Arrangements”		certain contractual arrangements entered into on 22 August 2018 by us
「合約安排」	指	由我們於2018年8月22日訂立的若干合約安排
“CG Code”		the Corporate Governance Code as set out in Appendix 14 of the Listing Rules
「企業管治守則」	指	上市規則附錄14所載企業管治守則
“Director(s)”		the director(s) of the Company
「董事」	指	本公司董事
“ESOP Holdings”		YANGBIN GROUP LIMITED, a company incorporated under the laws of the BVI with limited liability on 9 May 2018, wholly-owned by Evan Global
「ESOP Holdings」	指	YANGBIN GROUP LIMITED，一間於2018年5月9日根據英屬處女群島法例註冊成立的有限公司，由Evan Global全資擁有
“Evan Global”		Evan Global Holdings Limited, a company incorporated under the laws of the BVI on 13 March 2018 and wholly owned by Mr. Yang
「Evan Global」	指	Evan Global Holdings Limited，一間於2018年3月13日根據英屬處女群島法例註冊成立並由楊先生全資擁有的公司
“Global Offering”		the public offering of 98,900,000 Shares for subscription by the public in Hong Kong and the international offering (as defined respectively in the Prospectus) of 98,900,000 Shares for subscription by the institutional, professional, corporate and other investors
「全球發售」	指	於香港公開發售98,900,000股股份以供公眾人士認購及於國際發售(定義分別見招股章程)98,900,000股股份以供機構、專業、公司及其他投資者認購
“Group”, “we” or “us”		the Company and all of its subsidiaries and companies whose financial results have been consolidated and accounted as the subsidiaries of our Company by virtue of the Contractual Arrangements, or, where the context so requires, in respect of the period before our Company became the holding company of our current subsidiaries, the business operated by such subsidiaries or their predecessors (as the case may be)
「本集團」或「我們」	指	本公司及其所有附屬公司以及財務業績透過合約安排綜合併入及入賬列作本公司附屬公司的公司，或如文義所指，就本公司成為其現有附屬公司的控股公司前期間而言，該等附屬公司或其前身(視乎情況而定)所經營的業務

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“HK\$” 「港元」	指	Hong Kong dollars, the lawful currency of Hong Kong 香港法定貨幣港元
“Hongdao Investment” 「弘道投資」	指	Chengdu Hongdao No. 5 Chuangye Investment Center (Limited Partnership)(成都弘道五號創業投資中心(有限合夥)), a limited partnership established under the laws of the PRC on 24 November 2017 and a shareholder of Doumob Technology 成都弘道五號創業投資中心(有限合夥)，一間於2017年11月24日根據中國法律成立的有限合夥企業，為豆盟科技的股東
“Hong Kong” 「香港」	指	the Hong Kong Special Administrative Region of the PRC 中國香港特別行政區
“HKAS” 「香港會計準則」	指	the Hong Kong Accounting Standards 香港會計準則
“HKFRS” 「香港財務報告準則」	指	the Hong Kong Financial Reporting Standards 香港財務報告準則
“Listing Date” 「上市日期」	指	the date on which the Shares initially commenced their dealings on the Stock Exchange, i.e. 14 March 2019 股份於聯交所首次開始買賣之日，即2019年3月14日
“Listing Rules” 「上市規則」	指	the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time) 聯交所證券上市規則(經不時修訂)
“Listing” 「上市」	指	listing of the Shares on the Main Board of the Stock Exchange 股份於聯交所主板上市
“Model Code” 「標準守則」	指	the Model Code of Securities Transactions by Directors of the Listed Issuers as set out in Appendix 10 to the Listing Rules 上市規則附錄10所載的上市發行人董事進行證券交易的標準守則
“Mr. Yang” 「楊先生」	指	Mr. Yang Bin, the founder, chairman of the Board and co-chief executive officer of the Company 楊斌先生，本公司的創辦人、董事會主席兼聯席行政總裁
“Prospectus” 「招股章程」	指	the prospectus issued by the Company dated 28 February 2019 本公司刊發日期為2019年2月28日的招股章程

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“R&D” 「研發」	指	research and development 研究及開發
“Reporting Period” 「報告期」	指	the six months ended 30 June 2021 截至2021年6月30日止六個月
“RMB” 「人民幣」	指	Renminbi, the lawful currency of the PRC 中國法定貨幣人民幣
“RSU(s)” 「受限制股份單位」	指	restricted share units granted pursuant to the 2018 RSU Scheme 根據2018年受限制股份單位計劃授出的受限制股份單位
“Senior Management” 「高級管理層」	指	the senior management of the Company 本公司高級管理層
“Share(s)” 「股份」	指	ordinary share(s) of HK\$0.001 each in the issued share capital of the Company 本公司已發行股本中每股面值0.001港元的普通股
“Shareholder(s)” 「股東」	指	holder(s) of Shares 股份持有人
“Stock Exchange” 「聯交所」	指	The Stock Exchange of Hong Kong Limited 香港聯合交易所有限公司
“%” 「%」	指	per cent 百分比

CORPORATE INFORMATION

公司資料

BOARD OF DIRECTORS

Executive Directors

Mr. Yang Bin (*Chairman and co-chief executive officer*)
Mr. Huang Kewang (*co-chief executive officer*)
Mr. Meng Dawei (*appointed on 16 April 2021*)
Ms. Fan Zijing (*appointed on 16 April 2021*)

Non-executive Director

Mr. Liu Ailun

Independent Non-executive Directors

Mr. Chan Yiu Kwong
Mr. Liu Binghai
Mr. Wang Yingzhe

AUDIT COMMITTEE

Mr. Chan Yiu Kwong (*Chairperson*)
Mr. Liu Binghai
Mr. Wang Yingzhe

REMUNERATION COMMITTEE

Mr. Liu Binghai (*Chairperson*)
Mr. Yang Bin
Mr. Wang Yingzhe

NOMINATION COMMITTEE

Mr. Yang Bin (*Chairperson*)
Mr. Liu Binghai
Mr. Wang Yingzhe

COMPANY SECRETARY

Ms. So Shuk Yi Betty (*ACG, ACS*)

AUTHORIZED REPRESENTATIVES

Mr. Yang Bin
Ms. So Shuk Yi Betty

董事會

執行董事

楊斌先生(*主席兼聯席行政總裁*)
黃克旺先生(*聯席行政總裁*)
孟大巍先生(*於2021年4月16日獲委任*)
樊子靜女士(*於2021年4月16日獲委任*)

非執行董事

劉艾倫先生

獨立非執行董事

陳耀光先生
劉炳海先生
王英哲先生

審核委員會

陳耀光先生(*主席*)
劉炳海先生
王英哲先生

薪酬委員會

劉炳海先生(*主席*)
楊斌先生
王英哲先生

提名委員會

楊斌先生(*主席*)
劉炳海先生
王英哲先生

公司秘書

蘇淑儀女士(*ACG, ACS*)

授權代表

楊斌先生
蘇淑儀女士

CORPORATE INFORMATION

公司資料

AUDITOR

BDO Limited
Certified Public Accountants
25th Floor, Wing On Centre
111 Connaught Road Central
Hong Kong

LEGAL ADVISERS

As to Hong Kong law
William Ji & Co. LLP
in Association with Tian Yuan Law Firm Hong Kong Office
Suites 3304-3309, 33/F,
Jardine House
One Connaught Place
Central, Hong Kong

As to PRC law
Jingtian & Gongcheng
34/F, Tower 3, China Central Place
77 Jianguo Road
Beijing
PRC

REGISTERED OFFICE IN THE CAYMAN ISLANDS

Walkers Corporate Limited
190 Elgin Avenue
George Town
Grand Cayman KY1-9008
Cayman Islands

HEADQUARTERS

No. D8020, 4th Floor
Star Cube Office Center
72 Chaoyang Road
Chaoyang District
Beijing
PRC

核數師

香港立信德豪會計師事務所有限公司
執業會計師
香港
干諾道中 111 號
永安中心 25 樓

法律顧問

關於香港法律
紀曉東律師行(有限法律責任合夥)
與天元律師事務所香港分所聯營
香港中環
康樂廣場 1 號
怡和大廈
33 樓 3304-3309 室

關於中國法律
競天公誠律師事務所
中國
北京市
建國路 77 號
華貿中心 3 號寫字樓 34 層

開曼群島註冊辦事處

Walkers Corporate Limited
190 Elgin Avenue
George Town
Grand Cayman KY1-9008
Cayman Islands

總部

中國
北京市
朝陽區
朝陽路 72 號
星立方辦公中心
四層 D8020

CORPORATE INFORMATION

公司資料

PRINCIPAL PLACE OF BUSINESS IN HONG KONG

40/F, Dah Sing Financial Centre
No. 248, Queen's Road East
Wanchai
Hong Kong

PRINCIPAL SHARE REGISTRAR AND TRANSFER OFFICE

Walkers Corporate Limited
Cayman Corporate Centre
190 Elgin Avenue
George Town
Cayman Islands

HONG KONG SHARE REGISTRAR

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

PRINCIPAL BANK

China Construction Bank Dongsu Branch
Room 2296, Building No. 1
No. 17, Cangjingguan Hutong
Dongcheng District
Beijing
PRC

COMPANY WEBSITE

www.doumob.com

STOCK CODE

1917

香港主要營業地點

香港
灣仔
皇后大道東248號
大新金融中心40樓

股份過戶登記總處

Walkers Corporate Limited
Cayman Corporate Centre
190 Elgin Avenue
George Town
Cayman Islands

香港股份過戶登記處

香港中央證券登記有限公司
香港
灣仔
皇后大道東183號
合和中心
17樓1712-1716號舖

主要往來銀行

中國建設銀行東四支行
中國
北京市
東城區
藏經館胡同17號
1幢2296室

公司網站

www.doumob.com

股份代號

1917

FINANCIAL PERFORMANCE HIGHLIGHTS

財務表現摘要

INTERIM RESULTS

For the six months ended 30 June 2021, the Group's loss and other comprehensive income attributable to owners of the Company was RMB47.0 million as compared to that of the Company was RMB28.6 million for the corresponding period of last year. The basic loss per share for the six months ended 30 June 2021 was RMB0.021 (2020: RMB0.012).

INTERIM DIVIDEND

The Board has resolved not to declare any interim dividend for the six months ended 30 June 2021.

中期業績

截至2021年6月30日止六個月，本集團的本公司擁有人應佔虧損及其他全面收益為人民幣47.0百萬元，上年同期則為人民幣28.6百萬元。截至2021年6月30日止六個月的每股基本虧損為人民幣0.021元(2020年：人民幣0.012元)。

中期股息

董事會議決不宣派任何截至2021年6月30日止六個月的中期股息。

MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論與分析

We are an innovative operator of performance-based interactive advertising platform and service provider of integrated marketing solutions of public and private domains in the PRC. Our proprietary advertising platform and technologies provide advertisers with targeted advertising services and provide media publishers with systematic traffic monetizing solutions. Meanwhile, we are committed to opening up a marketing channel between public and private domains, helping customers to achieve low-cost marketing and customer acquisition and realize customers' value throughout the entire life cycle. Our vision is to empower media publishers of all sizes to unlock their value, and to empower all enterprises to achieve marketing integration of public and private domains.

On the other hand, we are committed to building a programmatic mobile advertising platform and marketing cloud products following an “empowering (賦能型)” business model characterized by both social and economic values. Leveraging on our proprietary advertising business platform which directly connects advertisers with media publishers, we provide advertisers with targeted and diversified advertising services to optimize their mobile advertisements and achieve their objectives of acquiring customers efficiently. Our marketing cloud platform demonstrates the advertising efficacy of quality and effectiveness in one go, and provides customers with the “Empowerment Plan (賦能計劃)”. Through our marketing cloud platform activating connection with users in both domains, we help brands, content creators, media and advertisers to build private traffic and enhance their business value. The revenue from the marketing cloud products was around RMB0.9 million for the 2021 Interim.

我們是中國創新的互動式效果廣告平台及公私域營銷一體化服務供應商。我們的專有廣告平台及技術為廣告主提供精準投放服務，為媒體發佈者提供系統化流量變現解決方案；同時致力於將公域營銷和私域營銷打通，以幫助客戶實現低成本的營銷獲客和全生命週期的客戶價值。我們的願景是讓不同規模的媒體發佈者釋放其價值，讓所有企業都能實現公私域營銷一體化。

另外，我們致力於打造程序化移動廣告平台和營銷雲產品，堅持兼具社會價值和經濟價值屬性的「賦能型」商業模型。我們的專有廣告業務平台直接連接廣告主及媒體發佈者，通過平台向廣告主提供針對性且多元化的廣告服務，以優化彼等的移動廣告及達致彼等高效獲客的目標。我們的營銷雲平台具有品效合一的投放效果，提供客戶「賦能計劃」，通過我們的營銷雲平台激活用戶的全域連接，幫助品牌方、內容創作者、媒體及廣告主打造私域流量，提升其商業價值。於2021年中期，營銷雲產品實現收益約為人民幣0.9百萬元。

MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論與分析

We keep on placing high importance on innovation and accumulation of capabilities in professional technology services with our constantly evolving products and technologies. We also constantly monitor the market development and customers' demand for upgrades, devoting to the integration of online and offline “interactive marketing” to help advertisers improve overall marketing efficiency, and thereby promote digital marketing upgrade of traditional industries. While we are committed to providing quality media for advertisers, we return the right to approve advertisement content to App media publishers, so as to troubleshoot the security issue which the App media publishers are concerned about, ensuring absolute security of interactive advertising on their platforms and thus achieving an all-win situation of all parties, including the media, advertisers and users.

Comparing to the corresponding period in 2020, our total revenue in the first half of 2021 increased by 39.3%, mainly attributable to the recovery of the volume, pace and budget of the investment in advertising followed by resumption of work and production of our customers as the management of the domestic COVID-19 epidemic was under control comparing with the same period of 2020.

我們持續注重專業技術服務能力的創新和積累，不斷進行產品和技術的更迭換代，並時刻關注市場環境的變化及客戶需求的升級，努力將線上和線下的「互動式營銷」融合，幫助廣告主提高整體營銷效率，推動傳統產業的數字營銷升級。致力於為廣告主提供優質媒體的同時，將廣告審核權還給App媒體主，以解決App媒體主擔憂的安全性問題，保證其平台在投放互動廣告的絕對安全性，以實現媒體、廣告主、用戶等多方參與者共贏。

2021年上半年的收益總額較2020年同期增加39.3%，主要原因為：相較於2020年同期，國內COVID-19疫情的管理受控，客戶復工復產，廣告投入數量、節奏及預算有所恢復。

MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論與分析

During the first half of 2021, in order to achieve overall improvement in customers' brand power, customer acquisition ability and monetization ability, we continued to spare no efforts in in-depth cooperation of interactive advertisements in quality media. As the Chinese Communist Party celebrates the 100th anniversary of its establishment in 2021, the Beijing Animation & Game Industry Alliance (北京動漫遊戲產業協會) and Shanghai Animation and Cartoon Association (上海動漫行業協會) jointly organized a comic collection activity with the theme of "welcoming the 100th anniversary of the founding of Party (迎接建黨 100 周年)". Fully utilizing our competitiveness in technology R&D, we provided support for the activity regarding its organization, work collection and online promotion, further demonstrating our capabilities to provide digital empowerment solutions in various contexts.

We will keep devoting to the R&D and iteration of performance-based interactive advertising technologies and marketing cloud products, and solving media connection advertising issues with upstream public-end technology and loyalty issue of traffic with downstream private-end technology, allowing "new customers" to improve their ability to acquire customers in public domain and monetize private traffic operation through marketing cloud products; and on the other hand, enabling "existing customers" to achieve efficient monetization in interactive advertising platform, incorporate loyal users in the public domain into the private domain, and connect offline users to online. These two technological businesses are integrated and synergized to open up a digital intelligent marketing channel for all contexts and all chains, ultimately achieving "online and offline marketing integration of public and private domains", and further strengthening the overall competitiveness and production efficiency of the Company. It will be of great benefit to the sustainable growth of the Group in the long run.

2021 年上半年，我們為實現廣告主品牌力、獲客能力和變現能力的全面提升，持續深耕互動廣告在優質媒體的深度合作。2021 年恰迎共產黨建黨 100 周年，北京動漫遊戲產業協會與上海動漫行業協會共同發起了「迎接建黨 100 周年」主題漫畫徵集活動，我們充分利用自身技術研發優勢，為該活動的發起、作品收集及線上宣傳等助力；進一步驗證了我們為多類型場景提供數字化賦能解決方案的能力。

我們將持續致力於互動式效果廣告技術和營銷雲產品的研發和迭代，通過上游公域端技術解決媒體鏈接投放問題，下游私域端技術解決流量沉澱問題，使得「新客戶」可以通過營銷雲產品，解決公域獲客能力提升和私域流量運營變現；「老客戶」不僅在互動廣告平台獲得高效率變現，還可以將公域用戶沉澱至私域，線下用戶連接到線上，這兩種技術業務互相融合、協同打通全場景全鏈路數字化智慧營銷渠道，最終達成「線上線下的公私域營銷一體化」進一步增強企業整體競爭優勢和效益產出。長期來看，這將對本集團的可持續增長大有裨益。

MANAGEMENT DISCUSSION AND ANALYSIS

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FINANCIAL REVIEW

REVENUE

The following table sets forth the breakdown of our revenue for the 2021 Interim and 2020 Interim:

財務回顧

收益

下表載列我們2021年中期及2020年中期的收益明細：

For the six months ended 30 June

截至6月30日止六個月

		2021		2020	
		2021年		2020年	
		(RMB'000)	(% of total revenue)	(RMB'000)	(% of total revenue)
		(人民幣千元)	(佔收益總額百分比)	(人民幣千元)	(佔收益總額百分比)
		(Unaudited)		(Unaudited)	
		(未經審核)		(未經審核)	
Interactive advertising	互動廣告	47,370	97.9%	32,551	93.7%
Non-interactive advertising	非互動廣告	992	2.1%	2,176	6.3%
Total	總計	48,362	100%	34,727	100%

For the 2021 Interim, the total revenue was approximately RMB48.4 million representing an increase of approximately 39.3% as compared with the 2020 Interim. The increase of the total revenue was mainly due to the recovery of the volume, pace and budget of the investment in advertising followed by the gradual resumption of work and production of our customers as the management of the domestic COVID-19 epidemic was under control compared with the 2020 Interim.

2021年中期的收益總額約為人民幣48.4百萬元，較2020年中期上升約39.3%。收益總額上升主要由於相較於2020年中期，國內COVID-19疫情的管理受控，客戶逐步復工復產，廣告投入數量、節奏及預算有所恢復。

MANAGEMENT DISCUSSION AND ANALYSIS

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COST OF REVENUE

The cost of revenue was RMB43.5 million for 2021 Interim, representing an increase of 35.5% as compared with the 2020 Interim. This was mainly attributable to an increase of the traffic acquisition cost that should be paid to media publishers, which was in line with the increase of the total revenue.

GROSS PROFIT AND GROSS PROFIT MARGIN

Our gross profit was RMB4.8 million for the 2021 Interim, representing a year-on-year increase of approximately 84.9%; our gross profit margin was 10.0% for 2021 Interim, as compared with 7.5% for the 2020 Interim.

The increase was mainly attributable to the recovery of the volume, pace and budget of the investment in advertising followed by the gradual resumption of work and production of our customers as the management of the domestic COVID-19 epidemic was under control comparing with the same period of 2020, which contribute to the increase of our revenue and the slight improvement of our profitability.

EXPENSES

Selling and Distribution Expenses

Our selling and distribution expenses primarily consist of staff salaries and benefits. The selling and distribution expenses were RMB5.9 million for 2021 Interim, representing an increase of 29.6% as compared with the corresponding period of 2020. This was mainly attributable to the increase of the market development expenses for the marketing cloud products.

收益成本

2021年中期的收益成本為人民幣43.5百萬元，較2020年中期增加35.5%，主要由於隨著收益總額的增加，應向媒體發佈者支付的流量獲取成本也相應增加。

毛利及毛利率

我們於2021年中期的毛利為人民幣4.8百萬元，同比增加約84.9%；2021年中期的毛利率為10.0%，而2020年中期則為7.5%。

該上升主要是由於相較於2020年同期，國內COVID-19疫情的管理受控，客戶逐步復工復產，廣告投入數量、節奏及預算有所恢復，因而我們收益有所增加，且盈利能力略有提升。

開支

銷售及分銷開支

我們的銷售及分銷開支主要包括員工薪金及福利。2021年中期的銷售及分銷開支為人民幣5.9百萬元，較2020年同期增加29.6%，主要原因是營銷雲產品的市場開拓費增加。

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Administrative Expenses

Our administrative expenses primarily consist of (i) staff salaries and benefits; (ii) amortization and depreciation charges; (iii) legal and professional fees; (iv) agent cost; (v) R&D expenditure; and (vi) auditor's remuneration. The administrative expenses were RMB29.3 million for the 2021 Interim, representing an increase of 64.1% as compared with the 2020 Interim. This was mainly attributable to (1) the restricted shares we granted to eligible participants pursuant to the restricted share award scheme, which led to the increase in the Company's staff compensation costs for the 2021 Interim by approximately RMB5.5 million (for details on the restricted share award scheme, please refer to the announcement of the Company published on 7 May 2020); (2) the increase in the amortization of intangible assets and depreciation of fixed assets; and (3) the increase in the third party consultancy fees and the human resources costs resulting from the exploration of the non-interactive advertising business and promotion of product upgrade.

Expected credit loss on financial asset

Our financial assets primarily consist of cash and cash equivalents, structured deposit, time deposits with original maturity over 3 months, trade receivables, contract assets, deposits and other receivables, investment in movies and drama, etc. Following the principle of prudence and considering the relatively difficult operating environment under the ongoing impact of the COVID-19 pandemic, we provided for expected credit losses of RMB15.8 million on trade receivables, contract assets and other receivables in accordance with HKFRS 9 "Financial Instruments", representing an increase of 26.9% as compared with the 2020 Interim.

行政開支

我們的行政開支主要包括(i)員工薪金及福利；(ii)攤銷及折舊開支；(iii)法律及專業費用；(iv)代理成本；(v)研發開支；及(vi)核數師酬金。2021年中期的行政開支為人民幣29.3百萬元，較2020年中期增加64.1%，主要是由於(1)我們根據受限制股份獎勵計劃向合資格參與人授予受限制股份，致使2021年中期員工薪金增加約人民幣5.5百萬元(受限制股份獎勵計劃詳情請參照本公司於2020年5月7日發佈的公告)；(2)無形資產攤銷及固定資產折舊增加；及(3)為拓展非互動類廣告業務及推進產品升級，第三方顧問費用及人力成本增加。

財務資產預期信貸虧損

我們的財務資產主要包括現金及現金等價物、結構性存款、原到期日超過3個月的定期存款、貿易應收款項、合約資產、按金及其他應收款項、電影及戲劇投資等。我們遵循審慎性原則，考慮到在COVID-19疫情持續影響下經營環境困難，故根據香港財務報告準則第9號「金融工具」對貿易應收款項、合約資產及其他應收款項計提預期信貸虧損人民幣15.8百萬元，較2020年中期增加26.9%。

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Income Tax Credit

Our income tax credit were RMB0.9 million for the 2021 Interim, representing an increase of 156.3% as compared with the 2020 Interim. This was mainly attributable to (1) the increase in deferred tax arising out of the temporary difference of provision for impairment on trade receivables, contract assets and other receivables; and (2) the decrease in the enterprise income tax payable arising from the loss for this period. For the 2021 Interim, the nominal income tax rate for our major domestic operating entities was approximately 25%.

NON-HKFRS MEASURES

To supplement our consolidated financial information which is presented in accordance with HKFRS, we set forth below our adjusted net loss as an additional financial measure which is not presented in accordance with HKFRS. We believe this is meaningful, because the management has eliminated the potential impacts of certain items which were not considered indicative of our operating performance, and this would be useful for investors to compare our financial results directly with those of our peer companies.

所得稅抵免

我們於2021年中期的所得稅抵免為人民幣0.9百萬元，較2020年中期增加156.3%，主要是由於(1)貿易應收款項、合約資產及其他應收款項的減值撥備相關的暫時性差異導致的遞延稅項增加；及(2)本期企業所得稅應納稅額因虧損而有所減少所致。於2021年中期，我們的境內主要經營實體的名義所得稅率約為25%。

非香港財務報告準則的計量

為對我們根據香港財務報告準則呈列的綜合財務資料進行補充，我們於下文載列我們的經調整純虧損作為並非根據香港財務報告準則呈列的其他財務計量。我們相信，此舉具有意義，原因為管理層已經消除並無將之視為我們經營表現指標的若干項目的潛在影響，且其有助投資者將我們的財務業績直接與同業公司的業績進行比較。

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Adjusted net loss eliminates the effect of certain non-cash or non-recurring items, namely Listing expenses incurred in connection with the Global Offering. The term “adjusted net loss” is not defined under HKFRS. The use of adjusted net loss has material limitations as an analytical tool, as adjusted net loss does not include all items that impact our net loss for the year. The following table reconciles our adjusted net loss for the periods indicated to the most directly comparable financial measure calculated and presented in accordance with HKFRS:

經調整純虧損扣除若干非現金或非經常性項目的影響，即與全球發售有關的上市開支。「經調整純虧損」一詞於香港財務報告準則項下未有定義。使用經調整純虧損作為分析工具存在重大限制，原因為經調整純虧損並不包括所有影響我們年內純虧損的項目。下表為我們於所示期間的經調整純虧損與根據香港財務報告準則計算及呈列的最直接可比的財務計量的對賬：

		For the six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020年
		(RMB'000)	(RMB'000)
		(人民幣千元)	(人民幣千元)
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Loss for the period	期內虧損	(47,306)	(28,797)
Adjustments for:	調整項目：		
Share-based compensation costs	以股份為基礎的酬金成本	5,539	414
Adjusted net loss	經調整純虧損	(41,767)	(28,383)

Adjusted net loss of the Group increased from approximately RMB28.4 million for the 2020 Interim to approximately RMB41.8 million for the 2021 Interim.

本集團的經調整純虧損由2020年中期約人民幣28.4百萬元增加至2021年中期約人民幣41.8百萬元。

In light of the foregoing limitations for other financial measures, when assessing our operating and financial performance, adjusted net loss cannot be considered in isolation or as a substitute for our loss for the period, operating loss or any other operating performance measure that is calculated in accordance with HKFRS. In addition, because such measure may not be calculated in the same manner by all companies, it may not be comparable to other similar titled measures used by other companies.

鑒於上述其他財務計量的限制，於評估我們的經營及財務表現時，不應單獨考慮經調整純虧損或以此代替根據香港財務報告準則計算的期內虧損、經營虧損或任何其他經營表現的計量。此外，由於未必所有公司均以相同方式計算此項計量，其不一定能與其他公司所用的其他類似名目的計量作比較。

MANAGEMENT DISCUSSION AND ANALYSIS 管理層討論與分析

FINANCIAL POSITIONS

As of 30 June 2021, our total equity was approximately RMB179.5 million, as compared with approximately RMB221.6 million as of 31 December 2020. The decrease was mainly attributable to the loss from operating activities.

As of 30 June 2021, our net current assets were approximately RMB112.7 million, as compared with approximately RMB146.2 million as of 31 December 2020. The decrease was mainly attributable to the decrease in cash at banks and on hand and trade receivables and contract assets.

LIQUIDITY AND FINANCIAL RESOURCES

Cash at banks and on hand	銀行及手頭現金
Structured deposit financial product	結構性存款金融產品
Total	總計

As of 30 June 2021, our cash at banks and on hand and the structured deposit financial product totaled RMB79.3 million, as compared with RMB122.3 million as of 31 December 2020. The change was mainly attributable to the payment of funds related to operating activities.

財務狀況

截至2021年6月30日，我們的權益總額約為人民幣179.5百萬元，而截至2020年12月31日則約為人民幣221.6百萬元。該減少主要由於經營活動產生虧損所致。

截至2021年6月30日，我們的流動資產淨值約為人民幣112.7百萬元，而截至2020年12月31日則約為人民幣146.2百萬元。該減少主要由於銀行及手頭現金減少和貿易應收款項及合約資產減少所致。

流動資金及財務資源

		30 June 2021 2021年 6月30日 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 (RMB'000) (人民幣千元) (Audited) (經審核)	Change % 變動百分比
Cash at banks and on hand	銀行及手頭現金	59,338	122,336	(51.5)%
Structured deposit financial product	結構性存款金融產品	20,000	—	N/A 不適用
Total	總計	79,338	122,336	(35.1)%

截至2021年6月30日，我們的銀行及手頭現金和結構性存款金融產品合計為人民幣79.3百萬元，而截至2020年12月31日則為人民幣122.3百萬元。該變動主要由於支付有關經營活動的資金所致。

MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論與分析

GEARING RATIO

As at 30 June 2021, our gearing ratio, which is calculated as total debt divided by total assets, was 11.9%, as compared with 16.7% as at 31 December 2020. The decrease was mainly attributable to the decrease in the trade payables.

CAPITAL EXPENDITURE

Our capital expenditure includes expenditures on furniture, fixtures and office equipment, computers and motor vehicles. For the 2021 Interim and 2020 Interim, the Group had no capital expenditure.

SIGNIFICANT INVESTMENTS HELD/FUTURE PLANS FOR SIGNIFICANT INVESTMENTS OR CAPITAL ASSETS, AND MATERIAL ACQUISITIONS AND DISPOSALS OF SUBSIDIARIES, ASSOCIATES AND JOINT VENTURES

For the six months ended 30 June 2021, we did not engage in the above matters.

CHARGE ON ASSETS

As of 30 June 2021, no property, plant and equipment was pledged.

CONTINGENT LIABILITIES AND GUARANTEES

As of 30 June 2021, we did not have record of significant contingent liabilities, guarantees or any claim litigation against us.

資產負債比率

按債務總額除以資產總值計算，於2021年6月30日的資產負債比率為11.9%，而於2020年12月31日則為16.7%。該降低主要由於貿易應付款項減少所致。

資本開支

我們的資本開支包括家具、裝置及辦公室設備、電腦及汽車的開支。2021年中期及2020年中期，本集團沒有資本開支。

所持重大投資／重大投資或資本資產未來計劃，以及重大收購、出售附屬公司、聯營公司及合營公司

截至2021年6月30日止六個月，我們並無涉及上述事宜。

資產抵押

截至2021年6月30日，概無質押任何物業、廠房及設備。

或然負債及擔保

截至2021年6月30日，我們並無記錄重大或然負債、擔保或針對我們的任何索償訴訟。

MANAGEMENT DISCUSSION AND ANALYSIS 管理層討論與分析

EMPLOYEES AND REMUNERATION POLICIES

As of 30 June 2021, our employee remuneration totaled approximately RMB19.7 million (including salary, bonus, share-based compensation, pension scheme contribution, other social security fund and other employee benefits) (30 June 2020: RMB13.3 million).

The remuneration of our employees is determined based on their performance, experience, competence and market comparables. Their remuneration package includes salaries, bonus related to our performance, allowances and state managed retirement benefit schemes for employees in the PRC. The Company also provides customized training to its staff to enhance their technical and product knowledge.

The Company has adopted a restricted share unit scheme on 14 August 2018 and a restricted share award scheme on 7 May 2020 to recognise and motivate the contributions by its employees and give incentives thereto in order to retain them, as well as to attract suitable personnel for further development of the Group. Please refer to the Prospectus, the announcement of the Company dated 7 May 2020 and the sections headed “Other Information — 2018 RSU Scheme” and “Other Information — 2020 RSAS” in this report for further details.

僱員及薪酬政策

截至2021年6月30日，我們的僱員薪酬總額約為人民幣19.7百萬元(包含薪金、花紅、以股份為基礎的酬金、退休計劃供款、其他社會保障金及其他僱員福利)(2020年6月30日：人民幣13.3百萬元)。

我們的僱員薪酬按彼等的表現、經驗及能力，並參考市場內的可比較個案而釐定。彼等的薪酬待遇包括薪金、與我們表現有關的花紅、津貼以及中國僱員享有國家管理的退休福利計劃。本公司亦向其員工提供針對性培訓，以增進彼等的技術及產品知識。

本公司於2018年8月14日採納一項受限制股份單位計劃，並於2020年5月7日採納一項受限制股份獎勵計劃，以表彰及鼓勵僱員作出貢獻、藉提供激勵挽留僱員以及吸引合適人員推動本集團的進一步發展。更多詳情請參閱招股章程、本公司日期為2020年5月7日的公告及本報告「其他資料 — 2018年受限制股份單位計劃」及「其他資料 — 2020年受限制股份獎勵計劃」各節。

MANAGEMENT DISCUSSION AND ANALYSIS 管理層討論與分析

USE OF NET PROCEEDS FROM THE GLOBAL OFFERING

The net proceeds from the Global Offering were HK\$27 million and such net proceeds has applied in accordance with the proposed applications as disclosed in the Prospectus. As of 30 June 2021, the following table sets out the breakdown of the use of proceeds from Global Offering:

全球發售所得款項淨額用途

全球發售所得款項淨額為27百萬港元及有關所得款項淨額已根據招股章程所披露的擬定用途運用。截至2021年6月30日，下表載列全球發售所得款項用途明細：

Function 用途	Percentage 佔比	Net proceeds 所得款項淨額 (HKD'000) (千港元)	As of 30 June 2021 截至2021年6月30日	
			Utilised amount 已動用金額 (HKD'000) (千港元)	Unutilised amount 未動用金額 (HKD'000) (千港元)
To strengthen algorithm and data mining capabilities of programmatic advertising system and to invest in other technologies in big data and artificial intelligence 方案廣告系統運算法則及數據挖掘能力及投資其他大數據及人工智能技術的增強	20%	5,400	5,400	—
To expand the base of advertisers and media publishers 擴展廣告主及媒體發佈者基礎	20%	5,400	2,853	2,547
To invest in traffic acquisition cost for the self-owned media publisher 自有媒體發佈者的流量獲取成本	20%	5,400	3,375	2,025
To pursue strategic cooperation, investments and acquisitions 戰略合作、投資及收購	10%	2,700	2,700	—
To enhance the functionality and architecture of the proprietary advertising platform 專有廣告平台功能及架構的改善	10%	2,700	2,109	591
To develop new products 新產品的開發	5%	1,350	1,234	116
To expand and train our teams 團隊的拓展及培訓	5%	1,350	712	638
For working capital and general corporate purposes 營運資金及一般企業用途	10%	2,700	2,700	—
Total 合計		27,000	21,083	5,917



MANAGEMENT DISCUSSION AND ANALYSIS 管理層討論與分析

As of 30 June 2021, the Company utilized about HK\$21.1 million. The Company expects to fully utilize the balance of net proceeds of approximately HK\$5.9 million in 2022 as stated in the Prospectus.

截至2021年6月30日，本公司已動用約21.1百萬港元。本公司預期在2022年，會全數動用招股章程所述的所得款項淨額餘款約5.9百萬港元。

OTHER INFORMATION 其他資料

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS IN SECURITIES

As at 30 June 2021, the interests or short positions of the Directors and chief executive of the Company in the shares, underlying shares and debentures of the Company and its associated corporations (within the meaning of Part XV of the SFO), which (a) 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 he was taken or deemed to have under such provisions of the SFO); or (b) were required, pursuant to section 352 of the SFO, to be recorded in the register referred to therein; or (c) were required to be notified to the Company and the Stock Exchange pursuant to the Model Code, were as follows:

董事及最高行政人員於證券的權益

於2021年6月30日，董事及本公司最高行政人員於本公司及其相聯法團（定義見證券及期貨條例第XV部）股份、相關股份及債權證中擁有(a)根據證券及期貨條例第XV部第7及8分部須知會本公司及聯交所的權益或淡倉（包括根據證券及期貨條例的有關條文彼被當作或視為擁有的權益及淡倉）；或(b)根據證券及期貨條例第352條須記入該條所指登記冊內的權益或淡倉；或(c)根據標準守則須知會本公司及聯交所的權益或淡倉如下：

Name of Director	Nature of Interest	Number of ordinary shares interested ⁽¹⁾	Approximate percentage of the Company's issued share capital ⁽²⁾ 佔本公司已發行股本的概約百分比 ⁽²⁾
董事姓名	權益性質	擁有權益的普通股數目 ⁽¹⁾	
Mr. Yang Bin ⁽³⁾ 楊斌先生 ⁽³⁾	Interest in controlled corporation 受控法團權益	737,771,914	32.08%
	Trustee 受託人	206,566,614	8.98%
Mr. Huang Kewang ⁽⁴⁾ 黃克旺先生 ⁽⁴⁾	Beneficial owner 實益擁有人	7,598,714	0.33%
Mr. Meng Dawei ⁽⁵⁾ 孟大巍先生 ⁽⁵⁾	Beneficial owner 實益擁有人	1,437,604	0.06%

OTHER INFORMATION 其他資料

Notes:

- (1) All interest stated are long positions.
- (2) The calculation is based on the total number of 2,300,000,000 Shares in issue as at 30 June 2021.
- (3) The Shares are registered under the name of Evan Global, the issued share capital of which is owned as to 100% by Mr. Yang. Accordingly, Mr. Yang is deemed to be interested in all the Shares held by Evan Global for the purpose of Part XV of the SFO. As of 30 June 2021, the RSUs are registered under the name of ESOP Holdings, the issued share capital of which is owned as to 100% by Evan Global. Evan Global is wholly-owned by Mr. Yang. Mr. Yang is the trustee of ESOP Holdings.
- (4) 16,214,269 underlying Shares were granted to Mr. Huang Kewang pursuant to the 2018 RSU Scheme, among which 3,809,430 Shares (after deduction of 1,054,850 vested RSUs sold for tax payment) were vested to Mr. Huang. Unvested RSUs were canceled on 13 April 2021, and 11,349,989 underlying Shares were granted to Mr. Huang on the same date under the 2020 RSAS, among which 3,789,284 Shares (after deduction of 977,711 vested Shares sold for payment of tax) were vested to Mr. Huang on 15 April 2021.
- (5) Mr. Meng Dawei is interested in 1,437,604 Shares granted to him under the 2020 RSAS.

SUBSTANTIAL SHAREHOLDERS' INTERESTS

So far as our Directors are aware, as at 30 June 2021, the following persons have interests or short positions in Shares or underlying Shares of our Company which will be required to be disclosed to our Company and the Stock Exchange pursuant to the provisions of Divisions 2 and 3 of Part XV of the SFO or, directly or indirectly, interested in 10% or more of the nominal value of any class of share capital carrying rights to vote in all circumstances at general meetings of our Company:

附註：

- (1) 所示權益均為好倉。
- (2) 基於2021年6月30日已發行股份總數2,300,000,000股計算。
- (3) 股份以Evan Global名義登記，而楊先生擁有Evan Global 100%已發行股本。因此，就證券及期貨條例第XV部而言，楊先生被視為於Evan Global持有的所有股份中擁有權益。截至2021年6月30日，受限制股份單位以ESOP Holdings名義登記，ESOP Holdings的全部已發行股本由Evan Global擁有。Evan Global由楊先生全資擁有。楊先生為ESOP Holdings的受託人。
- (4) 根據2018年受限制股份單位計劃，16,214,269股相關股份已授予黃克旺先生，其中3,809,430股股份（扣除已出售作稅務付款的1,054,850個已歸屬受限制股份單位）已歸屬予黃先生。未歸屬的受限制股份單位已於2021年4月13日取消，而11,349,989股相關股份於同日根據2020年受限制股份獎勵計劃授予黃先生，其中3,789,284股股份（扣除已出售作稅務付款的977,711股已歸屬股份）已於2021年4月15日歸屬予黃先生。
- (5) 孟大巍先生於根據2020年受限制股份獎勵計劃向其授出的1,437,604股股份中擁有權益。

主要股東的權益

就董事所知，於2021年6月30日，下列人士於本公司股份或相關股份中擁有根據證券及期貨條例第XV部第2及3分部的條文須向本公司及聯交所披露的權益或淡倉，或直接或間接擁有附有權利可在任何情況下在本公司的股東大會上投票的任何類別股本面值10%或以上的權益：

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Name	Nature of Interest	Number of ordinary shares interested ⁽¹⁾	Number of underlying shares interested under the 2018 RSU Schemes 根據2018年受限制股份單位計劃擁有權益的相關股份數目	Number of underlying shares interested under the 2020 RSAS 根據2020年受限制股份獎勵計劃擁有權益的相關股份數目	Approximate percentage of the Company's issued share capital ⁽²⁾ 佔本公司已發行股本的概約百分比 ⁽²⁾
名稱／姓名	權益性質	擁有權益的普通股數目 ⁽¹⁾	擁有權益的相關股份數目	擁有權益的相關股份數目	概約百分比 ⁽²⁾
Evan Global	Beneficial owner 實益擁有人	737,771,914	—	—	32.08%
ESOP Holdings ⁽³⁾	Beneficial owner 實益擁有人	—	206,566,614	—	8.98%
Mr. Yang Bin ⁽³⁾	Interest in a controlled corporation 受控法團權益	737,771,914	—	—	32.08%
楊斌先生 ⁽³⁾	Trustee 受託人	—	206,566,614	—	8.98%
BLUEFOCUS INTERNATIONAL 藍色光標國際	Beneficial owner 實益擁有人	328,629,450	—	—	14.29%
Blue Focus ⁽⁴⁾	Interest in a controlled corporation 受控法團權益	328,629,450	—	—	14.29%
藍色光標 ⁽⁴⁾					
Chengdu Hongdao	Beneficial owner 實益擁有人	207,618,771	—	—	9.03%
Mr. Yang Zhenghong ⁽⁵⁾	Interest in a controlled corporation; interest of a party to an agreement regarding interest in the Company 受控法團權益；與本公司權益有關的協議的訂約方權益	207,618,771	—	—	9.03%
楊正宏先生 ⁽⁵⁾					

OTHER INFORMATION 其他資料

Name	Nature of Interest	Number of ordinary shares interested ⁽¹⁾	Number of underlying shares interested under the 2018 RSU Schemes 根據2018年受限制股份單位計劃擁有權益的相關股份數目	Number of underlying shares interested under the 2020 RSAS 根據2020年受限制股份獎勵計劃擁有權益的相關股份數目	Approximate percentage of the Company's issued share capital ⁽²⁾ 佔本公司已發行股本的概約百分比 ⁽²⁾
名稱／姓名	權益性質	擁有權益的普通股數目 ⁽¹⁾	擁有權益的相關股份數目	擁有權益的相關股份數目	概約百分比 ⁽²⁾
Hongdao Investment ⁽⁵⁾	interest of a party to an agreement regarding interest in the Company	207,618,771	—	—	9.03%
弘道投資 ⁽⁵⁾	與本公司權益有關的協議的訂約方權益				
Beijing Dongfang Hongdao Assets Management Company Limited ⁽⁵⁾	interest of a party to an agreement regarding interest in the Company	207,618,771	—	—	9.03%
北京東方弘道資產管理有限責任公司 ⁽⁵⁾	與本公司權益有關的協議的訂約方權益				
Summer Holdings ⁽⁶⁾	Beneficial owner 實益擁有人	151,797,422	—	—	6.60%
Ms. Chen Xiaona ⁽⁶⁾	Interest in a controlled corporation	151,797,422	—	—	6.60%
陳曉娜女士 ⁽⁶⁾	受控法團權益				
	Beneficial owner 實益擁有人	—	12,056,800	28,132,534	1.75%

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Notes:

- (1) All interests stated are long positions.
- (2) The calculation is based on the total number of 2,300,000,000 Shares in issue as at 30 June 2021.
- (3) The entire issued share capital of Evan Global is directly owned by Mr. Yang. Accordingly, Mr. Yang is deemed to be interested in such number of Shares held by Evan Global. The entire issued share capital of ESOP Holdings is directly owned by Evan Global which in turn is directly owned by Mr. Yang. Accordingly, Mr. Yang is deemed to be interested in such number of Shares held by ESOP Holdings.
- (4) The entire issued share capital of BLUEFOCUS INTERNATIONAL is directly owned by Blue Focus. Accordingly, Blue Focus is deemed to be interested in such number of Shares held by BLUEFOCUS INTERNATIONAL.
- (5) The entire issued share capital of Chengdu Hongdao is directly owned by Mr. Yang Zhenghong. Accordingly, Mr. Yang Zhenghong is deemed to be interested in such number of Shares held by Chengdu Hongdao. In addition, pursuant to an agreement dated 2 May 2018 between Mr. Yang Zhenghong and Hongdao Investment, Mr. Yang Zhenghong made entrustment arrangements with Hongdao Investment regarding the distribution of the profits generated from the 9.03% of the equity interest that Chengdu Hongdao holds in our Company. Accordingly, Hongdao Investment is deemed to be interested in such number of Shares held by Chengdu Hongdao. Furthermore, Hongdao Investment is a limited liability partnership organized and existing under the laws of the PRC. The general partner of Hongdao Investment is Beijing Dongfang Hongdao Assets Management Company Limited (北京東方弘道資產管理有限責任公司), which is owned directly as to 31.25% by Mr. Yang Zhenghong. Accordingly, each of Beijing Dongfang Hongdao Assets Management Company Limited and Mr. Yang Zhenghong is deemed to be interested in such number of Shares held by Chengdu Hongdao.
- (6) The entire issued share capital of Summer Holdings is directly owned by Ms. Chen Xiaona. Accordingly, Ms. Chen is deemed to be interested in such number of Shares held by Summer Holdings. Ms. Chen is interested in RSUs representing 40,189,334 underlying Shares granted to her, among which 12,056,800 underlying Shares were vested. Unvested RSUs were cancelled on 13 April 2021, and 28,132,534 underlying Shares were granted to Ms. Chen on the same date under the 2020 RSAs.

附註：

- (1) 所示權益均為好倉。
- (2) 基於2021年6月30日已發行股份總數2,300,000,000股計算。
- (3) 楊先生直接擁有Evan Global全部已發行股本。因此，楊先生被視為於Evan Global持有的有關股份數目中擁有權益。Evan Global直接擁有ESOP Holdings全部已發行股本，而楊先生直接擁有Evan Global。因此，楊先生被視為於ESOP Holdings持有的有關股份數目中擁有權益。
- (4) 藍色光標直接擁有藍色光標國際全部已發行股本。因此，藍色光標被視為於藍色光標國際持有的有關股份數目中擁有權益。
- (5) Chengdu Hongdao的全部已發行股本由楊正宏先生直接擁有。因此，楊正宏先生被視作於Chengdu Hongdao所持有股份數目中擁有權益。此外，根據楊正宏先生與弘道投資訂立日期為2018年5月2日的協議，楊正宏先生就對Chengdu Hongdao於本公司所持9.03%股權產生的溢利進行分配與弘道投資訂立委託安排。因此，弘道投資被視為於Chengdu Hongdao持有的有關股份數目中擁有權益。此外，弘道投資根據中國法律成立及存續為有限合夥企業。北京東方弘道資產管理有限責任公司為弘道投資的普通合夥人，楊正宏先生直接擁有北京東方弘道資產管理有限責任公司31.25%股權。因此，北京東方弘道資產管理有限責任公司及楊正宏先生各自被視為於Chengdu Hongdao持有的有關股份數目中擁有權益。
- (6) 陳曉娜女士直接擁有Summer Holdings全部已發行股本。因此，陳女士被視為於Summer Holdings持有的有關股份數目中擁有權益。陳女士於向其授出的受限制股份單位(相當於40,189,334股相關股份)中擁有權益，其中12,056,800股相關股份已歸屬。未歸屬的受限制股份單位已於2021年4月13日取消，而28,132,534股相關股份於同日根據2020年受限制股份獎勵計劃授予陳女士。

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2018 RSU SCHEME

In recognition of the contributions of our management team and employees and to incentivize them to further promote our development after Listing, on 9 August 2018, our founders, namely Mr. Yang, Ms. Chen Xiaona and Mr. Zheng Shunqi, through their respective offshore holding companies, transferred 1,789,458, 298,236 and 149,129 Shares to ESOP Holdings, for the purpose of establishing the 2018 RSU Scheme. On 14 August 2018, we adopted the 2018 RSU Scheme, pursuant to which RSUs representing a total of 210,219,991 underlying Shares approximately 9.1% of the total issued share capital of our Company immediately upon the completion of the Capitalization Issue, Share split and the Global Offering) were reserved for the vesting of RSUs granted under the 2018 RSU Scheme.

The purpose of the 2018 RSU Scheme is to incentivise Directors, senior management and employees for their contribution to our Group, to attract, motivate and retain skilled and experienced personnel to strive for the future development and expansion of our Group by providing them with the opportunity to own equity interests in our Company.

For the sake of saving administration costs, the Company and the granted employees unanimously agreed to cancel the granted but unvested RSUs under the 2018 RSU Scheme through negotiation on 13 April 2021. On 15 April 2021, the Company granted the restricted shares, the value of which is equivalent to the value of the cancelled RSUs, to those employees under the 2020 RSAS.

A summary of the terms of the 2018 RSU Scheme has been set out in the section headed “D. RSU Scheme” in Appendix V of the Prospectus.

2018年受限制股份單位計劃

為表彰我們管理層團隊及僱員的貢獻以及激勵彼等於上市後進一步推動我們的發展，於2018年8月9日，我們的創辦人楊先生、陳曉娜女士及鄭順麒先生透過彼等各自的離岸控股公司向ESOP Holdings分別轉讓1,789,458股、298,236股及149,129股股份，以成立2018年受限制股份單位計劃。於2018年8月14日，我們採納2018年受限制股份單位計劃，據此，相當於合共210,219,991股相關股份（相當於緊隨資本化發行、股份分拆及全球發售完成後本公司全部已發行股本約9.1%）的受限制股份單位已保留作根據2018年受限制股份單位計劃授出的受限制股份單位歸屬用途。

2018年受限制股份單位計劃旨在獎勵董事、高級管理層及僱員對本集團作出的貢獻，以吸引、激勵及挽留富有技術及經驗的人員，透過向彼等提供擁有本公司股權的機會致力於為本集團未來發展及擴充。

出於節約行政成本的考量，於2021年4月13日，本公司與被授予員工協商一致同意取消在2018年受限制股份單位計劃下已授予但尚未歸屬的受限制股份單位。於2021年4月15日，本公司向該等員工授予2020年受限制股份獎勵計劃下的受限制股份（與取消的受限制股份單位價值相等）。

2018年受限制股份單位計劃條款之概要載於招股章程附錄五「D. 受限制股份單位計劃」一節。

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Details of the RSUs under the 2018 RSU Scheme as at 30 June 2021 are set out below:

於2021年6月30日根據2018年受限制股份單位計劃的受限制股份單位的詳情載列如下：

Number of underlying Shares under the 2018 RSU Scheme during the Reporting Period 於報告期內2018年受限制股份單位計劃項下的相關股份數目

Name of grantees	Outstanding as at 1 January 2021 於2021年1月1日	Granted	Vested	Lapsed	Cancelled	Outstanding as at 30 June 2021 於2021年6月30日
承授人姓名	授出尚未歸屬	已授出	已歸屬	已失效	已取消	授出尚未歸屬
Director						
董事						
Huang Kewang 黃克旺	11,349,989	—	—	—	11,349,989	—
Others						
其他						
12 employees and consultants 12名僱員及顧問	80,896,018	—	—	—	80,896,018	—
Total						
合計	92,246,007	—	—	—	92,246,007	—

For the RSUs granted to the named individual grantees of the RSU set out in the table above, they shall (unless our Company shall otherwise determine and so notify the RSU Participant in writing and subject to the below conditions) vest as follows:

- (i) as to 20% of the RSUs on the expiry date of the six-month period from the Listing Date;

向上表所載受限制股份單位的指定個別承授人授出的受限制股份單位須按以下方式歸屬(除非本公司另有決定並以書面通知受限制股份單位參與者，並須待以下條件達成後方可作實)：

- (i) 20%的受限制股份單位於上市日期起計六個月期間的屆滿日期歸屬；

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(ii) as to 10% of the RSUs on 10 March 2020;

(iii) as to 30% of the RSUs on 10 March 2021;

(iv) as to 20% of the RSUs on 10 March 2022; and

(v) as to 20% of the RSUs on 10 March 2023.

The 2018 RSU Scheme is not subject to the provisions of Chapter 17 of the Listing Rules as the 2018 RSU Scheme does not involve the grant of options by the Company to subscribe for new Shares. Since the Listing Date, the Company did not have any share option schemes.

2020 RSAS

On 7 May 2020 (the “Adoption Date”), our Company resolved to adopt the 2020 RSAS in order to provide our employees with an opportunity to acquire a proprietary interest in the Company and to encourage and retain such individuals to work with the Company, and to provide additional incentive for them to achieve performance goals. Unless early terminated by the Board, the 2020 RSAS shall continue in full force and effect from the Adoption Date for a term of 10 years. According to the 2020 RSAS, the maximum number of Shares to be awarded is 230,000,000 Shares, representing 10% of the issued shares of the Company as at the Adoption Date. The restricted Shares to be granted comprise (i) existing Shares purchased by the trustee (at the instruction of the Company) on the market; and (ii) new Shares to be allotted and issued by the Company, the costs of which will be borne by the Company. All such restricted Shares will be held by the trustee upon trust for the benefit of the selected participants before vesting. The restricted Shares held by the trustee upon trust on behalf of the selected participant pursuant to the provisions of the 2020 RSAS shall vest in such selected participant in accordance with the vesting schedule (if any) and the terms and conditions as set out in the notice of grant, and the trustee shall cause the restricted Shares to be transferred to such selected participant or his/her nominee or agent on the vesting date.

(ii) 10% 的受限制股份單位於 2020 年 3 月 10 日歸屬；

(iii) 30% 的受限制股份單位於 2021 年 3 月 10 日歸屬；

(iv) 20% 的受限制股份單位於 2022 年 3 月 10 日歸屬；及

(v) 20% 的受限制股份單位於 2023 年 3 月 10 日歸屬。

由於 2018 年受限制股份單位計劃不涉及本公司授出認購新股份的購股權，故 2018 年受限制股份單位計劃毋須遵守上市規則第 17 章的條文。自上市日期起，本公司並無任何購股權計劃。

2020 年受限制股份獎勵計劃

於 2020 年 5 月 7 日（「採納日期」），本公司決定採用 2020 年受限制股份獎勵計劃，以便為我們的員工提供獲得本公司專有權益的機會，鼓勵和挽留這些個人與本公司合作，並為他們實現業績目標提供額外的激勵。除非董事會提前終止，否則 2020 年受限制股份獎勵計劃自採納日期起計 10 年內維持十足效力及生效。根據 2020 年受限制股份獎勵計劃，將予獎勵的最高股份數目為 230,000,000 股股份，佔本公司於採納日期已發行股份的 10%。將予授出的受限制股份包括 (i) 受託人（按本公司指示）於市場上購入的現有股份；及 (ii) 本公司將予配發及發行的新股份，有關成本將由本公司承擔。所有有關受限制股份將於歸屬前由受託人為選定參與者的利益以信託方式持有。受託人根據 2020 年受限制股份獎勵計劃的條文代表選定參與者以信託方式持有的受限制股份將根據授出通知所載的歸屬時間表（如有）以及條款及條件歸屬予該選定參與者，而受託人須促使於歸屬日期將受限制股份轉讓予該選定參與者或其代名人或代理。

OTHER INFORMATION 其他資料

During the Reporting Period, the trustee of the 2020 RSAS, pursuant to the terms of the rules and trust deed of the 2020 RSAS, acquired 6,693,401 Shares at an aggregate consideration of approximately HK\$901,312 (including transaction costs), and the Company has not issued any new Shares pursuant to the 2020 RSAS.

Details of the number of Shares awarded under the 2020 RSAS during the Reporting Period are set out below:

於報告期內，2020年受限制股份獎勵計劃的受託人根據2020年受限制股份獎勵計劃規則及信托契據之條款以總代價約901,312港元(包括交易成本)收購6,693,401股股份，且本公司並無根據2020年受限制股份獎勵計劃發行任何新股份。

於報告期內2020年受限制股份獎勵計劃項下已授出股份數目之詳情載列如下：

Number of underlying Shares under the 2020 RSAS during the Reporting Period

於報告期內2020年受限制股份獎勵計劃項下的相關股份數目

Name of grantees	Outstanding as at 1 January 2021 於2021年1月1日 授出尚未歸屬	Granted 已授出	Vested 已歸屬	Lapsed 已失效	Cancelled 已取消	Outstanding as at 30 June 2021 於2021年6月30日 授出尚未歸屬
Director 董事						
Huang Kewang 黃克旺	—	11,349,989	4,766,995	—	—	6,582,994
Others 其他						
15 employees and consultants 15名僱員及顧問	3,054,614	81,462,268	35,851,696	329,150	—	48,336,036
Total 合計	3,054,614	92,812,257	40,618,691	329,150	—	54,919,030

The 2020 RSAS does not constitute a share option scheme or an arrangement analogous to a share option scheme for the purpose of Chapter 17 of the Listing Rules and is a discretionary scheme of the Company.

就上市規則第17章而言，2020年受限制股份獎勵計劃並不構成購股權計劃，亦不構成與購股權計劃類似的安排。該計劃為本公司的酌情計劃。

MOVEMENTS IN SHARE CAPITAL

There is no change to share capital of the Company during the Reporting Period.

股本變動

於報告期內，本公司的股本並無變動。

OTHER INFORMATION 其他資料

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

Neither the Company nor its subsidiaries had purchased, sold or redeemed any of the Company's listed securities during the Reporting Period.

INTERIM DIVIDEND

The Board has resolved not to declare any interim dividend for the six months ended 30 June 2021.

COMPLIANCE WITH CG CODE

The Company's corporate governance practices are based on the principles and code provisions as set out in the CG Code contained in Appendix 14 to the Listing Rules. During 2021 Interim, our Company has complied with all applicable code provisions as set out in the CG Code save for the deviation from code provision A.2.1, which stipulates that the roles of chairman and chief executive officer should be separate and should not be performed by the same individual.

Mr. Yang is our founder, chairman of the Board and Co-CEO. With extensive experience in the online advertisement industry, Mr. Yang is responsible for the overall management, decision-making and strategy planning of our Group and is instrumental to our Group's growth and business expansion since establishment. Since Mr. Yang is the key person for our Group's development and he will not undermine our Group's interests in any way under any circumstances, our Board considers that vesting the roles of chairman and chief executive officer in the same person, Mr. Yang, would not create any potential harm to the interest of our Group and it is, on the contrary, beneficial to the management of our Group. On 12 September 2019, Mr. Huang Kewang was appointed as a Co-CEO who began to perform the functions of CEO together with Mr. Yang. In addition, the operation of the Senior Management and our Board, which are comprised of experienced individuals, effectively checks and balances the power and authority of Mr. Yang, as both the chairman and Co-CEO of our Group. Our Board currently comprises four executive Directors (including Mr. Yang), one non-executive Director and three independent non-executive Directors and therefore has a fairly strong independence element in its composition.

The Board will continue to review and monitor the corporate governance practices of the Company for the purpose of complying with the CG Code and maintaining a high standard of corporate governance of the Company.

購回、出售或贖回上市證券

本公司或其附屬公司於報告期內概無購回、出售或贖回本公司任何上市證券。

中期股息

董事會議決不宣派任何截至2021年6月30日止六個月的中期股息。

遵守企業管治守則

本公司的企業管治常規乃基於上市規則附錄14企業管治守則所載的原則及守則條文。於2021年中期內，本公司已遵守企業管治守則所載的一切適用守則條文，惟訂明主席與行政總裁的角色應有區分，並不應由同一人兼任的守則條文第A.2.1條除外。

楊先生為創辦人、董事會主席兼聯席行政總裁。楊先生在線上廣告行業擁有豐富經驗，負責本集團整體管理、決策及戰略規劃，且自本集團成立以來對本集團成長及業務擴張貢獻良多。由於楊先生為本集團發展的關鍵人物及彼於任何情況下不會以任何方式損害本集團的利益，董事會認為，主席及行政總裁的角色由同一人（即楊先生）擔任不會對本集團的利益構成任何潛在損害，反之對本集團的管理有利。於2019年9月12日，黃克旺先生被任命為聯席行政總裁，開始與楊先生共同履行行政總裁的職責。此外，由經驗豐富的人才組成的高級管理層及董事會營運可有效監察及平衡本集團主席兼聯席行政總裁楊先生的權力及職權。董事會目前由四名執行董事（包括楊先生）、一名非執行董事及三名獨立非執行董事組成，因此其構成的獨立程度相當大。

董事會將持續檢討及監察本公司的企業管治常規，以確保本公司符合企業管治守則，並維持高水平的企業管治。

OTHER INFORMATION 其他資料

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

Our Company has adopted the Model Code as set out in Appendix 10 to the Listing Rules as its own code of conduct regarding directors' securities transactions.

Having made specific enquiry of all Directors, all of them have confirmed that they have complied with the Model Code and our Company's own code of conduct regarding directors' securities transactions throughout the 2021 Interim.

SUFFICIENCY OF PUBLIC FLOAT

Based on the information available to our Company and the knowledge of the Directors, our Company maintained sufficient public float during the Reporting Period.

CHANGES IN DIRECTORS' INFORMATION

During the Reporting Period, there is no other information required to be disclosed pursuant to Rule 13.51B(1) of the Listing Rules.

COMPLIANCE WITH LAWS AND REGULATIONS

For the six months ended 30 June 2021, our Company was in compliance with relevant laws and regulations which had significant impact on our Company. For the six months ended 30 June 2021, our Company did not involve any material legal proceedings.

AUDIT COMMITTEE

The Audit Committee consists of three members, namely Mr. Chan Yiu Kwong, Mr. Liu Binghai and Mr. Wang Yingzhe, each of whom is an independent non-executive Director. The chairman of the Audit Committee is Mr. Chan Yiu Kwong who possesses appropriate accounting and related financial management expertise.

董事進行證券交易的標準守則

本公司已採納上市規則附錄10所載標準守則作為其本身有關董事進行證券交易的行為守則。

經向全體董事作出具體查詢後，彼等全部確認於2021年中期內已遵守標準守則及本公司本身有關董事進行證券交易的行為守則。

足夠公眾持股量

根據本公司所獲得的公開資料及就董事所知，於報告期內，本公司已維持足夠公眾持股量。

董事資料之變動

於報告期內，概無其他資料須依據上市規則第13.51B(1)項披露。

遵守法律及法規

截至2021年6月30日止六個月，本公司遵守對本公司有重大影響之相關法律及法規。截至2021年6月30日止六個月，本公司並無涉及任何重大法律訴訟。

審核委員會

審核委員會由三名成員組成，即陳耀光先生、劉炳海先生及王英哲先生，彼等各自均為獨立非執行董事。審核委員會主席為陳耀光先生，彼具備適當的會計和相關財務管理專長。



OTHER INFORMATION 其他資料

REVIEW OF THE INTERIM FINANCIAL INFORMATION

The unaudited condensed consolidated interim financial information for the six months ended 30 June 2021 was reviewed by the Audit Committee in conjunction with BDO Limited, the external auditor of the Company, in accordance with Hong Kong Standard on Review Engagements 2410, “Review of Interim Financial Information Performed by the Independent Auditor of the Entity”. The Audit Committee was satisfied that the Company’s unaudited financial information was prepared in accordance with applicable accounting standards.

審閱中期財務資料

截至2021年6月30日止六個月的未經審核中期簡明綜合財務資料已由審核委員會及本公司的外聘核數師香港立信德豪會計師事務所有限公司根據香港審閱委聘準則第2410號「實體之獨立核數師審閱中期財務資料」進行審閱。審核委員會已信納本公司未經審核財務資料乃根據適用的會計準則編製。

REPORT ON REVIEW OF CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表審閱報告

TO THE BOARD OF DIRECTORS OF DOUMOB
(incorporated in the Cayman Islands with limited liability)

INTRODUCTION

We have reviewed the interim condensed consolidated financial statements set out on pages 38 to 72 which comprise the condensed consolidated statement of financial position of Doumob (the “Company”) and its subsidiaries (collectively referred to as the “Group”) as of 30 June 2021 and the related condensed consolidated statement of profit or loss and other comprehensive income, condensed consolidated statement of changes in equity and condensed consolidated statement of cash flows for the six-month period then ended, and a summary of significant accounting policies and other explanatory notes.

The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited require the preparation of a report on interim financial information to be in compliance with the relevant provisions thereof and Hong Kong Accounting Standard 34 “Interim Financial Reporting” (“HKAS 34”) issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”). The directors are responsible for the preparation and presentation of the interim condensed consolidated financial statements in accordance with HKAS 34.

Our responsibility is to express a conclusion on the interim condensed consolidated financial statements based on our review. This report is made solely to you, as a body, in accordance with our agreed terms of engagement, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

致豆盟科技有限公司董事會
(於開曼群島註冊成立的有限公司)

緒言

我們已審閱第38至72頁所載豆盟科技有限公司(「貴公司」)及其附屬公司(統稱為「貴集團」)的中期簡明綜合財務報表，當中包括於2021年6月30日的簡明綜合財務狀況表，及截至該日止六個月期間的有關簡明綜合損益及其他全面收益表、簡明綜合權益變動表及簡明綜合現金流量表以及重要會計政策概要及其他說明附註。

根據香港聯合交易所有限公司證券上市規則規定，中期財務資料報告須遵照其相關條文及由香港會計師公會(「香港會計師公會」)頒佈的香港會計準則第34號「中期財務報告」(「香港會計準則第34號」)編製。董事須負責根據香港會計準則第34號編製及呈列該中期簡明綜合財務報表。

我們的責任為根據我們的審閱對此中期簡明綜合財務報表作出結論，並按照我們協定的委聘條款，僅向閣下(作為整體)報告，除此之外本報告別無其他目的。我們不會就本報告內容向任何其他人士負上或承擔任何責任。

REPORT ON REVIEW OF CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表審閱報告

SCOPE OF REVIEW

We conducted our review in accordance with Hong Kong Standard on Review Engagements 2410, “Review of Interim Financial Information Performed by the Independent Auditor of the Entity” issued by the HKICPA. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Hong Kong Standards on Auditing (“HKSA”) and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

CONCLUSION

Based on our review, nothing has come to our attention that causes us to believe that the interim condensed consolidated financial statements are not prepared, in all material respects, in accordance with HKAS 34.

BDO Limited

Certified Public Accountants

Wan Che Bun

Practising Certificate Number P05804

Hong Kong, 27 August 2021

審閱範圍

我們已按照由香港會計師公會頒佈的香港審閱委聘準則第2410號「實體之獨立核數師審閱中期財務資料」進行審閱，審閱中期財務資料包括主要向負責財務和會計事務的人員作出詢問，及進行分析性和其他審閱程序。審閱範圍遠少於根據香港審計準則（「香港審計準則」）進行審核的範圍，故我們無法保證我們將知悉在審核中可能被發現的所有重大事項。因此，我們不會發表審核意見。

結論

按照我們的審閱結果，我們並無發現任何事項，令我們相信中期簡明綜合財務報表在各重大方面未有根據香港會計準則第34號編製。

香港立信德豪會計師事務所有限公司
執業會計師

尹子斌

執業證書編號 P05804

香港，2021年8月27日

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

簡明綜合損益及其他全面收益表

For the six months ended 30 June 2021
截至2021年6月30日止六個月

		Six months ended 30 June		
		截至6月30日止六個月		
		2021	2020	
		2021年	2020年	
		(RMB'000)	(RMB'000)	
		(人民幣千元)	(人民幣千元)	
		(Unaudited)	(Unaudited)	
		(未經審核)	(未經審核)	
Revenue	收益	5	48,362	34,727
Cost of sales	銷售成本		(43,521)	(32,109)
Gross profit	毛利		4,841	2,618
Other income and other net gains	其他收入及其他收益淨額	6	1,395	2,771
Change in fair value of:	以下各項的公允值變動：			
— financial assets at fair value	— 按公允值計入損益的			
through profit or loss	財務資產		(3,295)	349
Selling and distribution expenses	銷售及分銷開支		(5,940)	(4,585)
Administrative expenses	行政開支		(29,288)	(17,848)
Expected credit loss on financial assets	財務資產預期信貸虧損		(15,780)	(12,436)
Finance costs	融資成本	7	(95)	—
Loss before income tax	除所得稅前虧損	8	(48,162)	(29,131)
Income tax credit	所得稅抵免	9	856	334
Loss for the period	期內虧損		(47,306)	(28,797)
Loss and total comprehensive income for the period attributable to:	以下人士應佔期內虧損及全面收益總額：			
Owners of the Company	本公司擁有人		(47,009)	(28,606)
Non-controlling interests	非控股權益		(297)	(191)
			(47,306)	(28,797)
Loss per share attributable to the owners of the Company:	本公司擁有人應佔每股虧損：			
Basic and diluted	基本及攤薄		RMB(0.021)	RMB(0.012)
		11	人民幣(0.021)元	人民幣(0.012)元

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

簡明綜合財務狀況表

As at 30 June 2021
於 2021 年 6 月 30 日

		Notes 附註	30 June 2021 2021 年 6 月 30 日 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	31 December 2020 2020 年 12 月 31 日 (RMB'000) (人民幣千元) (Audited) (經審核)
ASSETS AND LIABILITIES	資產及負債			
Non-current assets	非流動資產			
Property, plant and equipment	物業、廠房及設備	12	4,432	5,698
Intangible assets	無形資產	13	39,328	45,866
Non-current other receivables	非即期其他應收款項	16	362	—
Financial assets at fair value through profit or loss	按公允價值計入損益的財務資產		20,514	23,828
Deferred tax assets	遞延稅項資產		3,352	2,412
			67,988	77,804
Current assets	流動資產			
Trade receivables	貿易應收款項	14	4,328	5,832
Contract assets	合約資產	15	21,193	34,363
Deposits, prepayments and other receivables	按金、預付款項及其他應收款項	16	30,810	25,571
Financial assets at fair value through profit or loss	按公允價值計入損益的財務資產		20,000	—
Amounts due from shareholders	應收股東款項	17	186	188
Time deposits with original maturity over 3 months	原到期日超過 3 個月的定期存款	18	—	32,622
Cash and cash equivalents	現金及現金等價物		59,338	89,714
			135,855	188,290
Current liabilities	流動負債			
Trade payables	貿易應付款項	19	9,276	21,754
Contract liabilities	合約負債	5	2,522	4,968
Accruals and other payables	應計費用及其他應付款項	20	8,020	12,138
Lease liabilities – current	租賃負債 — 流動		2,438	2,386
Income tax payable	應付所得稅		850	850
			23,106	42,096
Net current assets	流動資產淨值		112,749	146,194
Non-current liabilities	非流動負債			
Lease liabilities – non-current	租賃負債 — 非流動		1,207	2,440
			1,207	2,440
Net assets	資產淨值		179,530	221,558

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

簡明綜合財務狀況表

As at 30 June 2021
於 2021 年 6 月 30 日

			● 30 June 2021 2021 年 6 月 30 日 (RMB'000) (Unaudited) (未經審核)	31 December 2020 2020 年 12 月 31 日 (RMB'000) (Audited) (經審核)
EQUITY	權益			
Capital and reserves	資本及儲備			
Capital	資本	21	1,967	1,967
Reserves	儲備		177,563	219,383
Equity attributable to owners of the Company	本公司擁有人應佔權益		179,530	221,350
Non-controlling interests	非控股權益		—	208
Total equity	權益總額		179,530	221,558

Yang Bin
楊斌
Director
董事

Fan Zijing
樊子靜
Director
董事

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

簡明綜合權益變動表

For the six months ended 30 June 2021
截至2021年6月30日止六個月

		Capital	Share premium*	Capital reserve*	Statutory reserve*	Employee share trust*	Share-based payment reserve* 以股份為基礎的	Retained profits*	Equity attributable to owners of the Company 本公司擁有人	Non-controlling interests	Total equity
		資本 RMB'000 人民幣千元	股份溢價* RMB'000 人民幣千元 (附註a)	資本儲備* RMB'000 人民幣千元	法定儲備* RMB'000 人民幣千元 (附註b)	僱員股份信託* RMB'000 人民幣千元 (附註c)	付款儲備* RMB'000 人民幣千元 (附註d)	保留溢利* RMB'000 人民幣千元	應佔權益 RMB'000 人民幣千元	非控股權益 RMB'000 人民幣千元	權益總額 RMB'000 人民幣千元
Balances as at 31 December 2020 and 1 January 2021 (audited)	於2020年12月31日及2021年1月1日的結餘(經審核)	1,967	47,550	135,330	7,394	(4,648)	639	33,118	221,350	208	221,558
Loss and total comprehensive income for the period	期內虧損及全面收益總額	—	—	—	—	—	—	(47,009)	(47,009)	(297)	(47,306)
Contribution to employee share trusts	僱員股份信託供款	—	—	—	—	(776)	—	—	(776)	—	(776)
Grant of restricted share units to employees	向僱員授出的受限制股份單位	—	—	—	—	—	5,965	—	5,965	—	5,965
Vested shares for share award schemes	股份獎勵計劃已歸屬股份	—	—	—	—	5,065	(5,065)	—	—	—	—
Disposal of a subsidiary	出售一間附屬公司	—	—	—	—	—	—	—	—	89	89
Balances as at 30 June 2021 (Unaudited)	於2021年6月30日的結餘(未經審核)	1,967	47,550	135,330	7,394	(359)	1,539	(13,891)	179,530	—	179,530
Balances as at 31 December 2019 and 1 January 2020 (audited)	於2019年12月31日及2020年1月1日的結餘(經審核)	1,967	47,550	135,330	7,394	—	—	106,871	299,112	1,233	300,345
Loss and total comprehensive income for the period	期內虧損及全面收益總額	—	—	—	—	—	—	(28,606)	(28,606)	(191)	(28,797)
Contribution to employee share trusts	僱員股份信託供款	—	—	—	—	(479)	—	—	(479)	—	(479)
Grant of restricted share units to employees	向僱員授出的受限制股份單位	—	—	—	—	—	478	—	478	—	478
Vested shares for share award schemes	股份獎勵計劃已歸屬股份	—	—	—	—	290	(290)	—	—	—	—
Balances as at 30 June 2020 (Unaudited)	於2020年6月30日的結餘(未經審核)	1,967	47,550	135,330	7,394	(189)	188	78,265	270,505	1,042	271,547

* The total of these amounts as at the reporting dates represents "Reserves" in the condensed consolidated statements of financial position.

* 於報告日期，該等金額的總值指簡明綜合財務狀況表中的「儲備」。

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

簡明綜合權益變動表

For the six months ended 30 June 2021
截至2021年6月30日止六個月

Notes:

- (a) Share premium account of the Company represents the excess of the proceeds received over the nominal value of the Company's share issued.
- (b) Statutory reserve represents the amount transferred from net profit for the period of the subsidiaries established in the PRC (based on the subsidiaries PRC statutory financial statements) in accordance with the relevant PRC laws until the statutory reserves reaches 50% of the registered capital of the subsidiaries. The statutory reserve cannot be reduced except either in setting off the accumulated losses or increasing capital.
- (c) Employee share trusts represent the shares held by the trustees for the implementation of the 2020 restricted share award scheme which the Company entrusted the trustees to successively purchase from the open market.
- (d) The share-based payment reserve represents the cost of equity-settled transactions under the share award schemes adopted by the Company.

附註：

- (a) 本公司的股份溢價賬指已收所得款項超出本公司已發行股份面值的金額。
- (b) 法定儲備指根據相關中國法律自中國成立附屬公司的期內純利(根據附屬公司的中國法定財務報表)轉出的金額，直至法定儲備達到該等附屬公司註冊資本的50%為止。除非用於抵銷累計虧損或增加資本，否則不得削減法定儲備。
- (c) 僱員股份信託指受託人為實施2020年受限制股份獎勵計劃而持有且本公司委託受託人陸續自公開市場購買之股份。
- (d) 以股份為基礎的付款儲備指本公司所採納股份獎勵計劃項下以股權結算的交易成本。

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

簡明綜合現金流量表

For the six months ended 30 June 2021
截至2021年6月30日止六個月

Six months ended 30 June

截至6月30日止六個月

2021 2020

2021年 2020年

RMB'000 RMB'000

人民幣千元 人民幣千元

(Unaudited) (Unaudited)

(未經審核) (未經審核)

Cash flows from operating activities	經營活動所得現金流量		
<i>Net cash used in operating activities</i>	<i>經營活動所用現金淨額</i>	(36,219)	(10,376)
Cash flows from investing activities	投資活動所得現金流量		
Purchases of intangible assets	購買無形資產	—	(566)
Payment of development cost for intangible assets	支付無形資產的開發成本	(5,285)	(4,764)
Increase in financial assets at fair value through profit or loss	按公允值計入損益的財務資產增加	(20,000)	(4,592)
Increase in non-current prepayment	非即期預付款項增加	—	(1,950)
Interest income received	已收利息收入	881	1,334
Payment for time deposit in banks	支付銀行定期存款	—	(162,113)
Redemption of time deposit in banks	贖回銀行定期存款	32,299	101,032
<i>Net cash generated from/(used in) investing activities</i>	<i>投資活動所得/(所用)現金淨額</i>	7,895	(71,619)
Cash flows from financing activities	融資活動所得現金流量		
Payment for lease liabilities	支付租賃負債	(1,276)	—
Contribution to employee share trusts	僱員股份信託供款	(776)	(479)
<i>Net cash used in financing activities</i>	<i>融資活動所用現金淨額</i>	(2,052)	(479)
Net decrease in cash and cash equivalents	現金及現金等價物減少淨額	(30,376)	(82,474)
Cash and cash equivalents at beginning of the period	期初現金及現金等價物	89,714	118,915
Cash and cash equivalents at end of the period	期末現金及現金等價物	59,338	36,441

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

1. GENERAL INFORMATION

Doumob (the “Company”) was incorporated in the Cayman Islands on 26 March 2018 as an exempted company with limited liability under the Companies laws Chapter 22 of the Cayman Islands. The Company was listed on the Stock Exchange of Hong Kong Limited on 14 March 2019. The address of the Company’s registered office is located at the office of Walkers Corporate Limited, Cayman Corporate Centre, 190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands. The Company’s principal place of business is located in the People’s Republic of China (the “PRC”).

The principal activity of the Company is investment holding and the principal activities of its subsidiaries (together with the Company collectively refer to as the “Group”) are provision of online advertising services and online sales services.

2. BASIS OF PREPARATION

These condensed consolidated interim financial statements have been prepared in accordance with Hong Kong Accounting Standard 34 “Interim Financial Reporting” (“HKAS 34”), issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”) and the applicable disclosure provisions of Main Board Listing Rules Governing the Listing of Securities The Stock Exchange of Hong Kong Limited. These condensed consolidated interim financial statements were authorised for issue on 27 August 2021.

These condensed consolidated interim financial statements have been prepared with the same accounting policies adopted in the 2020 annual financial statements, except for those that relate to new standards or interpretations effective for the first time for periods beginning on or after 1 January 2021. Details of any changes in accounting policies are set out in note 3. The adoption of the new and revised Hong Kong Financial reporting Standards (“HKFRSs”) have no material effect on these condensed consolidated interim financial statements. The Group has not early adopted any new and revised HKFRSs that has been issued but not yet effective in the current accounting period.

1. 一般資料

豆盟科技有限公司(「本公司」)於2018年3月26日根據開曼群島公司法第22章於開曼群島註冊成立為獲豁免有限公司。本公司於2019年3月14日於香港聯合交易所有限公司上市。本公司的註冊辦事處為Walkers Corporate Limited的辦公室，地址為Cayman Corporate Centre, 190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands。本公司的主要營業地點位於中華人民共和國(「中國」)。

本公司的主要業務為投資控股，而其附屬公司(連同本公司統稱為「本集團」)的主要業務為提供線上廣告服務及線上銷售服務。

2. 編製基準

該等中期簡明綜合財務報表已根據香港會計師公會(「香港會計師公會」)頒佈的香港會計準則第34號「中期財務報告」(「香港會計準則第34號」)及香港聯合交易所有限公司主板證券上市規則的適用披露條文編製。該等中期簡明綜合財務報表於2021年8月27日獲授權刊發。

該等中期簡明綜合財務報表已按照與2020年年度財務報表所採納的相同會計政策編製，惟不包括與於2021年1月1日或之後開始的期間內首次生效的新訂準則或詮釋有關的會計政策。任何會計政策變動的詳情載於附註3。採納新訂及經修訂香港財務報告準則(「香港財務報告準則」)對該等中期簡明綜合財務報表並無重大影響。本集團概無提前採納本會計期間已頒佈但尚未生效的任何新訂及經修訂香港財務報告準則。

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

The preparation of these condensed consolidated interim financial statements in compliance with HKAS 34 requires the use of certain judgements, estimates and assumptions that affect the application of policies and the reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates. The areas where significant judgements and estimates have been made in preparing the condensed consolidated interim financial statements and their effect are disclosed in note 4.

These condensed consolidated interim financial statements are presented in Renminbi ("RMB"), unless otherwise stated and is the same as the functional currency of the Company and the Group. These condensed consolidated interim financial statements contain 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 2020 annual financial statements. These condensed consolidated interim financial statements and notes do not include all of the information required for a complete set of financial statements prepared in accordance with HKFRSs and should be read in conjunction with the 2020 consolidated financial statements.

These condensed consolidated interim financial statements are unaudited, but has been reviewed by BDO Limited in accordance with Hong Kong Standard on Review Engagements 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the HKICPA. BDO Limited's independent review report to the Board of Directors is included on page 36.

編製符合香港會計準則第34號的該等中期簡明綜合財務報表須作出會影響政策應用以及年初至今資產及負債、收益及開支呈報金額的若干判斷、估計及假設。實際結果可能與該等估計有所不同。於編製中期簡明綜合財務報表時已作出重大判斷及估計的範圍且彼等的影響已於附註4披露。

除另有指明外，該等中期簡明綜合財務報表乃以人民幣（「人民幣」）呈列，與本公司及本集團的功能貨幣相同。該等中期簡明綜合財務報表載有簡明綜合財務報表及選定說明附註。該等附註包括對理解本集團自2020年年度財務報表刊發以來財務狀況及業績變動而言屬重大的事件及交易說明。該等中期簡明綜合財務報表及附註並不包括根據香港財務報告準則編製整套財務報表所需的所有資料，並應與2020年綜合財務報表一併閱讀。

該等中期簡明綜合財務報表為未經審核，惟已經由香港立信德豪會計師事務所有限公司按照香港會計師公會頒佈的香港審閱委聘準則第2410號「實體之獨立核數師審閱中期財務資料」進行審閱。香港立信德豪會計師事務所有限公司致董事會的獨立審閱報告載於第36頁。

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

3. CHANGES IN ACCOUNTING POLICIES

The Group has applied the same accounting policies in these interim consolidated financial statements as in its 2020 annual consolidated financial statements, except that it has adopted the following amendment to HKFRSs:

- Amendments to HKFRS 9, HKAS 39, HKFRS 7, HKFRS 4 and HKFRS 16, Interest rate benchmark reform — phase 2

The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period. Impacts of the adoption of the amended HKFRSs are discussed below:

Amendments to HKFRS 9, HKAS 39, HKFRS 7, HKFRS 4 and HKFRS 16, Interest rate benchmark reform — phase 2

The amendments provide targeted reliefs from (i) accounting for changes in the basis for determining contractual cash flows of financial assets, financial liabilities and lease liabilities as modifications, and (ii) discontinuing hedge accounting when an interest rate benchmark is replaced by an alternative benchmark rate as a result of the reform of interbank offered rates (“IBOR reform”). The amendments do not have an impact on this interim financial report as the group does not have contracts that are indexed to benchmark interest rates which are subject to the IBOR reform.

4. USE OF JUDGEMENTS AND ESTIMATES

In preparing this condensed consolidated interim financial statements, the significant judgements made by the management in applying the Group's accounting policies and the key sources of estimation uncertainty were the same as those that applied to 2020 annual financial statements.

3. 會計政策變動

本集團已於該等中期綜合財務報表應用其2020年年度綜合財務報表的相同會計政策，惟採納以下香港財務報告準則的修訂除外：

- 香港財務報告準則第9號、香港會計準則第39號、香港財務報告準則第7號、香港財務報告準則第4號及香港財務報告準則第16號的修訂：利率基準改革 — 第2階段

本集團概無應用本會計期間尚未生效的任何新訂準則或詮釋。採納經修訂香港財務報告準則的影響討論如下：

香港財務報告準則第9號、香港會計準則第39號、香港財務報告準則第7號、香港財務報告準則第4號及香港財務報告準則第16號的修訂：利率基準改革—第2階段

該等修訂提供(i)財務資產、財務負債及租賃負債的合約現金流的釐定基準變更作為修訂的會計處理方法，及(ii)由於銀行同業拆息改革(「銀行同業拆息改革」)導致基準利率被替代基準利率取代的非持續性對沖會計處理方法的針對性補救措施。由於本集團並無合約以受到銀行同業拆息改革影響的基準利率為指數，因此該等修訂對本中期財務報告並無影響。

4. 使用判斷及估計

編製該等中期簡明綜合財務報表時，管理層在應用本集團會計政策時作出的重大判斷及估計不確定性因素的主要來源與2020年年度財務報表所應用者相同。

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

5. REVENUE AND SEGMENT INFORMATION

Management has determined the operating segments based on the reports reviewed by chief operating decision maker. The chief operating decision maker, who is responsible for allocating resources and assessing performance of the operating segment, has been identified as the executive directors of the Company.

The Group is principally engaged in the provision of online advertising services and online sales services in the PRC. Management reviews the operating results of the business as two operating segments to make decisions about resources to be allocated. Therefore, the chief operating decision maker of the Company regards that there are two segments which are used to make strategic decisions.

The major operating entity of the Group is domiciled in the PRC. Accordingly, all of the Group's revenue were derived in the PRC for the six months ended 30 June 2021 and 2020.

As at 30 June 2021 and 31 December 2020, all of the non-current assets of the Group were located in the PRC.

The Group's customer base is diversified and includes four customers with whom transactions have exceeded 10% of the Group's revenue for the six months ended 30 June 2021 (six months ended 30 June 2020: three).

All the Group's revenue is derived from contracts with customers. Revenue mainly comprises of proceeds from online advertising services. An analysis of the Group's revenue by category for the six months ended 30 June 2021 and 2020 was as follows:

5. 收益及分部資料

管理層已基於主要經營決策者審閱的報告釐定經營分部。主要經營決策者負責分配資源及評估經營分部的表現，並已被認為本公司執行董事。

本集團主要於中國從事提供線上廣告服務及線上銷售服務。管理層審閱業務經營業績時將其視為兩個經營分部而作出資源分配的決定。因此，本公司的主要經營決策者認為有兩個分部用於作出戰略決定。

本集團的主要經營實體位於中國。因此，截至2021年及2020年6月30日止六個月，本集團的所有收益均來自中國。

於2021年6月30日及2020年12月31日，本集團的所有非流動資產均位於中國。

本集團擁有多元化的客戶群，截至2021年6月30日止六個月四名(截至2020年6月30日止六個月：三名)客戶的交易額超過本集團收益的10%。

本集團所有收益均來自與客戶訂立的合約。收益主要包括來自線上廣告服務的所得款項。本集團截至2021年及2020年6月30日止六個月按類別劃分的收益分析如下：

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

(a) Disaggregated revenue information

(a) 收益資料細分

		Six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Reportable segment revenue from contract with customers	來自與客戶訂立的合約之可報告分部收益		
Online advertising services	線上廣告服務	48,362	34,727
Online sales services	線上銷售服務	—	—
		48,362	34,727
Reportable segment loss	可報告分部虧損		
Online advertising services	線上廣告服務	31,486	4,783
Online sales services	線上銷售服務	—	267
		31,486	5,050
Reconciliation of reportable segment loss	可報告分部虧損的對賬		
Reportable segment loss	可報告分部虧損	31,486	5,050
Other income and other net gains	其他收入及其他收益淨額	850	(3,120)
Central administration costs	中央行政成本	15,840	27,201
Finance costs	融資成本	(14)	—
Consolidated loss before income tax	除所得稅前綜合虧損	48,162	29,131
Timing of revenue recognition	收益確認時間		
At a point in time	於某一時間點確認	48,362	34,727

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

(b) Assets recognised from incremental costs to obtain a contract

For the six months ended 30 June 2021 and 2020, there were no significant incremental costs to obtain a contract.

(c) Significant changes in contract liabilities

Contract liabilities of the Group mainly arise from the advance payments made by customers while the underlying services are yet to be provided.

The following table shows how much of the revenue recognised in the current reporting period carried-forward contract liabilities:

(b) 自獲取合約增量成本確認的資產

截至2021年及2020年6月30日止六個月，並無重大獲取合約增量成本。

(c) 合約負債重大變動

本集團的合約負債主要來自客戶的預付款項，而相關服務尚未提供。

下表顯示本報告期內確認的收益結轉為合約負債的金額：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Balance as at 1 January	於1月1日的結餘	4,968	4,943
Decrease in contract liabilities as a result of recognising revenue during the period/year that was included in the contract liabilities at the beginning of the period/year	因期／年內確認計入期／年初合約負債的收益而導致的合約負債減少	(4,340)	(2,743)
Increase in contract liabilities as a result of billing in advance of online advertising activities	因預先就線上廣告活動發出賬單而導致的合約負債增加	1,894	2,768
Balance as at 30 June/31 December	於6月30日／ 12月31日的結餘	2,522	4,968

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

6. OTHER INCOME AND OTHER NET GAINS

6. 其他收入及其他收益淨額

		Six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Exchange (loss)/gain, net	匯兌(虧損)/收益淨額	(422)	307
Interest income	利息收入	950	2,086
Gain on disposal of a subsidiary	出售一間附屬公司的收益	875	—
Others	其他	(8)	378
		1,395	2,771

7. FINANCE COSTS

7. 融資成本

		Six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Interest on lease liabilities	租賃負債的利息	95	—

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

8. LOSS BEFORE INCOME TAX

Loss before income tax is arrived at after charging the following:

		Six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Amortisation of intangible assets (Note)	無形資產攤銷(附註)	11,822	12,117
Depreciation of property, plant and equipment	物業、廠房及設備折舊	1,263	344
Provision for impairment loss on trade receivables	貿易應收款項減值虧損撥備	468	2,879
Provision for impairment loss on contract assets	合約資產減值虧損撥備	12,133	9,557
Provision for impairment loss on other receivables	其他應收款項減值虧損撥備	3,179	—
Research and development expenditure	研發開支	618	578
Short-term lease expenses	短期租賃開支	183	545
<hr/>			
Staff costs (including directors' emoluments):	員工成本(包括董事酬金)		
— Salaries, wages and other benefits	— 薪金、工資及其他利益	18,164	12,710
— Retirement scheme contribution	— 退休計劃供款	1,505	546
<hr/>			
		19,669	13,256

Note:

Amortisation of intangible assets was included in “cost of sales” and “administrative expenses” on the face of the condensed consolidated statements of profit or loss and other comprehensive income.

8. 除所得稅虧損

除所得稅虧損於扣除以下各項得出：

		Six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Amortisation of intangible assets (Note)	無形資產攤銷(附註)	11,822	12,117
Depreciation of property, plant and equipment	物業、廠房及設備折舊	1,263	344
Provision for impairment loss on trade receivables	貿易應收款項減值虧損撥備	468	2,879
Provision for impairment loss on contract assets	合約資產減值虧損撥備	12,133	9,557
Provision for impairment loss on other receivables	其他應收款項減值虧損撥備	3,179	—
Research and development expenditure	研發開支	618	578
Short-term lease expenses	短期租賃開支	183	545
<hr/>			
Staff costs (including directors' emoluments):	員工成本(包括董事酬金)		
— Salaries, wages and other benefits	— 薪金、工資及其他利益	18,164	12,710
— Retirement scheme contribution	— 退休計劃供款	1,505	546
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		19,669	13,256

附註：

無形資產攤銷於簡明綜合損益及其他全面收益表內計入「銷售成本」及「行政開支」。

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

9. INCOME TAX CREDIT

Current tax	即期稅項
Tax for the current period	本期間稅項
Deferred tax	遞延稅項
Credited to loss for the period	計入期內虧損

(856)	(334)
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Pursuant to the rules and regulations of the Cayman Islands, the Group is not subject to any income tax in the Cayman Islands.

Pursuant to the rules and regulations of the BVI, the Group is not subject to any income tax in the BVI.

No provision for Hong Kong Profits Tax has been made as the Group had no assessable profits arising in Hong Kong during the six months ended 30 June 2021 and 2020.

Income tax provision of the Group in respect of operations in the PRC has been calculated at the applicable tax rate on the estimated assessable profits for the period, based on the existing legislation, interpretations and practices in respect thereof. The general corporate income tax rate in PRC is 25%. Two subsidiaries of the Group in PRC were approved as High and New Technology Enterprise, and are subjected to a preferential income tax rate of 15% in certain years.

5 years tax free period has been granted by local tax authority to certain subsidiaries in PRC since 2017.

10. DIVIDENDS

The board has resolved not to recommend or declare the payment of an interim dividend for the six months ended 30 June 2021 (six months ended 30 June 2020: nil).

9. 所得稅抵免

Six months ended 30 June

截至6月30日止六個月

2021	2020
2021年	2020年
RMB'000	RMB'000
人民幣千元	人民幣千元
(Unaudited)	(Unaudited)
(未經審核)	(未經審核)

84	197
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(940)	(531)
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(856)	(334)
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根據開曼群島的規則及法規，本集團毋須繳納開曼群島的任何所得稅。

根據英屬處女群島的規則及法規，本集團毋須繳納英屬處女群島的任何所得稅。

由於本集團於截至2021年及2020年6月30日止六個月在香港並無任何應課稅溢利，故並無就香港利得稅計提撥備。

本集團就中國業務計提的所得稅撥備乃按現行法例、有關詮釋及實務就期內估計應課稅溢利按適用稅率計算。中國的一般企業所得稅率為25%。本集團的兩間中國附屬公司獲認可為高新技術企業，於若干年度可按優惠稅率15%繳納所得稅。

自2017年起，若干在中國的附屬公司獲地方稅務機關批准五年免稅期。

10. 股息

董事會已議決不建議或宣派截至2021年6月30日止六個月的中期股息(截至2020年6月30日止六個月：無)。

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

11. LOSS PER SHARE

(a) Basic

The calculation of basic loss per share for the six months ended 30 June 2021 is based on the loss attributable to the ordinary equity shareholders of the Company of RMB47,009,000 and the weighted average of 2,268,467,000 ordinary shares in issue during the interim period.

The calculation of basic earnings per share for the six months ended 30 June 2020 is based on the profit attributable to the ordinary equity shareholders of the Company of RMB28,606,000 and the weighted average of 2,299,618,000 ordinary shares in issue during the interim period.

Loss per share (basic):

Loss attributable to the owners of the Company (RMB'000)	本公司擁有人應佔虧損 (人民幣千元)	47,009	28,606
Weighted average number of ordinary shares in issue (thousand shares)	已發行普通股的加權平均數 (千股)	2,268,467	2,299,618
Basic loss per share attributable to the owners of the Company (RMB per share)	本公司擁有人應佔每股基本虧損 (每股人民幣元)	0.021	0.012

11. 每股虧損

(a) 基本

截至2021年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣47,009,000元及已發行2,268,467,000股普通股的加權平均數計算。

截至2020年6月30日止六個月的每股基本盈利乃根據中期期間的本公司普通權益股東應佔溢利人民幣28,606,000元及已發行2,299,618,000股普通股的加權平均數計算。

每股虧損(基本):

Six months ended 30 June

截至6月30日止六個月

2021	2020
2021年	2020年
(Unaudited)	(Unaudited)
(未經審核)	(未經審核)

47,009 28,606

2,268,467 2,299,618

0.021 0.012

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

Weighted average number of ordinary shares (basic):

普通股的加權平均數(基本)：

		Six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020年
		Thousand shares	Thousand shares
		千股	千股
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Issued ordinary shares as at 1 January	於1月1日的已發行普通股	2,291,196	1,706,140
Effect of (vesting)/purchase of shares held by the employee share trusts*	(歸屬)/購買僱員股份信託所持股份的影響*	(22,729)	593,478
Weighted average number of ordinary shares (basic) as at 30 June	於6月30日的普通股的加權平均數(基本)	2,268,467	2,299,618

* The shares held by the employee share trusts are regarded as treasury shares.

* 僱員股份信託所持股份被視作庫存股份。

(b) Diluted

Diluted loss per share is calculated by adjusting the weighted average number of ordinary shares outstanding to assume conversion of all dilutive potential ordinary shares. For the period ended 30 June 2021, the Company had potential ordinary shares of unvested restricted shares of the Company. The potential ordinary shares were not included in the calculation of diluted loss per share, as their inclusion would be anti-dilutive. Accordingly, diluted loss per share for the period ended 30 June 2021 is the same as basic loss per share of the respective period.

Diluted loss per share are same as the basic loss per share as there is no dilutive potential ordinary shares in existence during the six months ended 30 June 2021 and 2020.

12. PROPERTY, PLANT AND EQUIPMENT

During the six months ended 30 June 2021 and 2020, the Group acquired no property, plant and equipment.

In addition, there was disposal of property, plant and equipment during the six months ended 30 June 2021 amounting to RMB3,000 (2020: Nil).

(b) 攤薄

每股攤薄虧損乃透過調整發行在外普通股的加權平均數計算，以假設轉換所有潛在攤薄普通股。截至2021年6月30日止期間，本公司擁有其未歸屬受限制股份的潛在普通股。由於計入每股攤薄虧損具反攤薄效應，故於計算每股攤薄虧損時並無計入潛在普通股。因此，截至2021年6月30日止期間的每股攤薄虧損與相關期間的每股基本虧損相同。

由於截至2021年及2020年6月30日止六個月內並無具潛在攤薄效應的普通股，故每股攤薄虧損與每股基本虧損一致。

12. 物業、廠房及設備

於截至2021年及2020年6月30日止六個月，本集團並無新增物業、廠房及設備。

此外，於截至2021年6月30日止六個月內，曾出售物業、廠房及設備人民幣3,000元(2020年：無)。

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

13. INTANGIBLE ASSETS

During the six months ended 30 June 2021, the Group had addition of developed software with a total cost of approximately RMB5.3 million (six months ended 30 June 2020: RMB5.3 million).

14. TRADE RECEIVABLES

Trade receivables	貿易應收款項
Less: Loss allowance for trade receivables	減：貿易應收款項的虧損撥備

13. 無形資產

於截至2021年6月30日止六個月，本集團新增開發軟件的總成本約為人民幣5.3百萬元(截至2020年6月30日止六個月：人民幣5.3百萬元)。

14. 貿易應收款項

30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
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12,828	14,608
(8,500)	(8,776)

4,328	5,832
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The ageing analysis of trade receivables, net of impairment losses at the end of each reporting period based on invoice date is as follows:

各報告期末的貿易應收款項扣除減值虧損後根據發票日期的賬齡分析如下：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
0-30 days	0至30日	—	3,636
31-60 days	31至60日	—	116
61-90 days	61至90日	—	—
91-180 days	91至180日	—	830
181-365 days	181至365日	3,816	43
Over 365 days	365日以上	512	1,207
		4,328	5,832

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

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During the six months ended 30 June 2021, the Group allows credit periods ranging from 1 to 30 days (31 December 2020: 1 to 30 days) to its customers. Before accepting any new customer, the Group assesses the potential customer's credit quality and defines credit limits by customer. Credit limits attributed to customers and credit term granted to customers are reviewed regularly. The Group does not hold any collateral or other credit enhancements over its trade receivable balances. Trade receivables are non-interest-bearing.

Movement in lifetime expected credit loss that has been recognised for trade receivables in accordance with the simplified approach prescribed by HKFRS 9 as follow:

截至2021年6月30日止六個月，本集團向其客戶授出介乎1至30日(2020年12月31日：1至30日)的信貸期。本集團在接受任何新客戶前，會評估潛在客戶的信貸質素，並按客戶設定信貸限額。本集團亦會定期審視為客戶設定的信貸限額及向客戶授出的信貸期。本集團並無就其貿易應收款項結餘持有任何抵押品或其他增信措施。貿易應收款項為不計息。

根據香港財務報告準則第9號所列的簡化方法，就貿易應收款項確認的整個期限內的預期信貸虧損變動如下：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
As at 1 January	於1月1日	8,776	1,536
Provision for impairment loss on trade receivables	貿易應收款項減值虧損撥備	468	7,240
Amount written-off as uncollectible	撇銷為無法收回的款項	(629)	—
Disposal of a subsidiary	出售一間附屬公司	(115)	—
As at 30 June/31 December	於6月30日/12月31日	8,500	8,776

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

15. CONTRACT ASSETS

The contract assets primarily relate to the Group's rights to consideration for services provided but not billed at the reporting date on revenue related to the provisions of online advertising services and online sales services. The contract assets are transferred to receivables when the rights become unconditional. This usually occurs when the Group provides the invoice to the customer.

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 <i>RMB'000</i> 人民幣千元 (Audited) (經審核)
Contract assets	合約資產	59,155	69,767
Less: Loss allowance for contract assets	減：合約資產虧損撥備	(37,962)	(35,404)
		21,193	34,363

Movement in lifetime ECL that has been recognised for contract assets in accordance with the simplified approach set out in HKFRS 9 as follow:

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 <i>RMB'000</i> 人民幣千元 (Audited) (經審核)
As at 1 January	於1月1日	35,404	15,865
Provision for impairment loss on contract assets	合約資產減值虧損撥備	12,133	19,539
Amount written-off as uncollectible	撇銷為無法收回的款項	(9,473)	—
Disposal of a subsidiary	出售一間附屬公司	(102)	—
As at 30 June/31 December	於6月30日/12月31日	37,962	35,404

15. 合約資產

合約資產主要有關本集團就於報告日期已提供但尚未就提供線上廣告服務及線上銷售服務有關的收益開具賬單的服務收取代價的權利。合約資產於有關權利成為無條件時轉撥至應收款項。上述情況通常於本集團向客戶出具發票時發生。

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 <i>RMB'000</i> 人民幣千元 (Audited) (經審核)
Contract assets	合約資產	59,155	69,767
Less: Loss allowance for contract assets	減：合約資產虧損撥備	(37,962)	(35,404)
		21,193	34,363

根據香港財務報告準則第9號所列的簡化方法，就合約資產確認的整個期限內預期信貸虧損變動如下：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 <i>RMB'000</i> 人民幣千元 (Audited) (經審核)
As at 1 January	於1月1日	35,404	15,865
Provision for impairment loss on contract assets	合約資產減值虧損撥備	12,133	19,539
Amount written-off as uncollectible	撇銷為無法收回的款項	(9,473)	—
Disposal of a subsidiary	出售一間附屬公司	(102)	—
As at 30 June/31 December	於6月30日/12月31日	37,962	35,404

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

16. DEPOSITS, PREPAYMENTS AND OTHER RECEIVABLES

16. 按金、預付款項及其他應收款項

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Non-current assets	非流動資產		
Other receivables (Note)	其他應收款項(附註)	435	—
Less: Loss allowance for the other receivables	減：其他應收款項虧損撥備	(73)	—
		362	—
Current assets	流動資產		
Deposits	按金	570	561
Prepayments	預付款項	22,791	16,480
Other receivables	其他應收款項	10,514	11,031
Less: Loss allowance for the other receivables	減：其他應收款項虧損撥備	(3,065)	(2,501)
		30,810	25,571
		31,172	25,571

Note: The amount represented consideration receivable by instalments on disposal of a subsidiary, Horgos Xingcheng Huyu Culture Communications Co., Ltd., and the last instalment will be received on 31 May 2023.

附註：該金額指就出售附屬公司霍爾果斯星成互娛文化傳播有限公司分期應收的代價，最後一期分期款項將於2023年5月31日收取。

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

中期簡明綜合財務報表附註

Movement in ECL that has been recognised for other receivables in accordance with the general approach set out in HKFRS 9 as follow:

根據香港財務報告準則第9號所列的一般方法，就其他應收款項確認的預期信貸虧損變動如下：

		30 June	31 December
		2021	2020
		2021年	2020年
		6月30日	12月31日
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Audited)
		(未經審核)	(經審核)
As at 1 January	於1月1日	2,501	—
Provision for impairment loss on other receivables	其他應收款項減值虧損撥備	3,179	2,501
Amount written-off as uncollectible	撇銷為無法收回的款項	(2,542)	—
As at 30 June/31 December	於6月30日／12月31日	3,138	2,501

17. AMOUNTS DUE FROM SHAREHOLDERS

The amounts due from shareholders are unsecured, interest-free, repayable on demand and non-trade in nature.

17. 應收股東款項

應收股東款項為無抵押、免息、須按要求償還及非貿易性質。

18. TIME DEPOSITS WITH ORIGINAL MATURITY OVER 3 MONTHS

18. 原到期日超過3個月的定期存款

		30 June	31 December
		2021	2020
		2021年	2020年
		6月30日	12月31日
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Audited)
		(未經審核)	(經審核)
Bank deposits	銀行存款	—	32,622

The effective interest rate on bank deposits with original maturity over 3 months for the year ended 31 December 2020 is 2.6% per annum.

截至2020年12月31日止年度，原到期日超過3個月之銀行存款之實際年利率為2.6%。

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19. TRADE PAYABLES

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Trade payables	貿易應付款項	9,276	21,754

The credit terms of trade payables vary according to the terms agreed with different suppliers, normally range from 1 day to 60 days. Based on the receipt of services and goods, which normally coincided with the invoice dates, the ageing analysis of the Group's trade payables as at the end of each of the Reporting Period is as follows:

貿易應付款項的信貸期視乎與不同供應商協定的條款而有所不同，一般介乎1日至60日。根據接收服務及貨物日期(一般與發票日期相同)，本集團於各報告期末的貿易應付款項賬齡分析如下：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
0-30 days	0至30日	4,480	7,378
31-90 days	31至90日	2,304	10,736
91-180 days	91至180日	295	241
181-365 days	181至365日	193	786
Over 365 days	365日以上	2,004	2,613
		9,276	21,754

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20. ACCRUALS AND OTHER PAYABLES

20. 應計費用及其他應付款項

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Salaries payables	應付薪金	2,746	2,165
Accruals	應計費用	597	1,490
Other tax payables	其他應付稅項	4,100	6,705
Other payables	其他應付款項	577	1,778
		8,020	12,138

21. CAPITAL

21. 股本

		30 June 2021 2021年6月30日		31 December 2020 2020年12月31日	
		No. of Shares 股份數目 (Unaudited) (未經審核)	RMB'000 人民幣千元 (Unaudited) (未經審核)	No. of Shares 股份數目 (Audited) (經審核)	RMB'000 人民幣千元 (Audited) (經審核)
Issued and fully paid:	已發行及繳足：				
As at 1 January and 30 June/ 31 December	於1月1日及6月30日/ 12月31日	2,300,000,000	1,967	2,300,000,000	1,967

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22. MATERIAL RELATED PARTIES TRANSACTIONS

Key management personnel remuneration

Remuneration for key management personnel of the Group including amounts paid to the Company's directors is disclosed as follows:

22. 重大關連方交易

主要管理人員酬金

本集團主要管理人員的酬金包括向本公司董事支付的金額，詳情披露如下：

		Six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Short-term employee benefits	短期僱員福利	1,716	1,643
Retirement scheme contribution	退休計劃供款	139	33
		1,855	1,676

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23. FINANCIAL INSTRUMENTS

The following table shows the carrying amount and fair value of financial assets and liabilities:

23. 財務工具

下表載列財務資產及負債的賬面值及公允值：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)		31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)	
		Carrying amount 賬面值 RMB'000 人民幣千元	Fair value 公允值 RMB'000 人民幣千元	Carrying amount 賬面值 RMB'000 人民幣千元	Fair value 公允值 RMB'000 人民幣千元
Financial assets at amortised cost:	以攤銷成本計量的財務資產				
— Trade receivables, deposits and other receivables	— 貿易應收款項、按金及其他應收款項	12,709	12,709	14,923	14,923
— Contract assets	— 合約資產	21,193	21,193	34,363	34,363
— Amounts due from shareholders	— 應收股東款項	186	186	188	188
— Time deposits with original maturity over 3 months	— 原到期日超過3個月的定期存款	—	—	32,622	32,622
— Cash and cash equivalents	— 現金及現金等價物	59,338	59,338	89,714	89,714
Financial assets at fair value through profit or loss:	按公允值計入損益的財務資產：				
— Film and drama investment	— 電影及戲劇投資	12,445	12,445	13,445	13,445
— Unlisted equity investment	— 非上市股權投資	969	969	1,696	1,696
— Unlisted equity investments with a put option	— 附帶認沽權的非上市股權投資	7,100	7,100	8,687	8,687
— Structured deposit	— 結構性存款	20,000	20,000	—	—
		133,940	133,940	195,638	195,638
Financial liabilities measured at amortised costs:	以攤銷成本計量的財務負債：				
— Trade payables, accruals and other payables	— 貿易應付款項、應計費用及其他應付款項	13,196	13,196	27,187	27,187
— Lease liabilities	— 租賃負債	3,645	3,645	4,826	4,826
		16,841	16,841	32,013	32,013

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Fair value measurement

A number of assets and liabilities included in these condensed consolidated interim financial statements require measurement at, and/or disclosure of, fair value.

The fair value measurement of the Group's financial and non-financial assets and liabilities utilised market observable inputs and data as far as possible. Inputs used in determining fair value measurements are categorised into different levels based on how observable the inputs used in the valuation technique utilised are (the "Fair Value Hierarchy"):

- Level 1: Quoted prices in active markets for identical items (unadjusted);
- Level 2: Observable direct or indirect inputs other than Level 1 inputs;
- Level 3: Unobservable inputs (i.e. not derived from market data).

The classification of an item into the above levels is based on the lowest level of the inputs used that has a significant effect on the fair value measurement of the item. Transfers of items between levels are recognised in the period they occur.

Financial instruments not measured at fair value

Financial instruments not measured at fair value include cash and cash equivalents, time deposits with original maturity over 3 months, trade receivables, deposits and other receivables, contract assets, amounts due from shareholders, lease liabilities, trade payables, accruals and other payables.

Due to their short term nature, the carrying value of cash and cash equivalents, time deposits with original maturity over 3 months, trade receivable, deposits and other receivables, contract assets, amounts due from shareholders, lease liabilities, trade payables, accruals and other payables approximates fair value.

公允值計量

該等中期簡明綜合財務報表中載列的多項資產及負債須按公允值計量及／或披露公允值。

本集團財務及非財務資產及負債的公允值計量盡可能使用市場可觀察輸入數據及數值。於釐定公允值計量時所使用的輸入數據基於所用估值技術中使用的輸入數據的可觀察程度歸類為不同層級(「公允值層級」)：

- 第一級：相同項目於活躍市場所報價格(未經調整)；
- 第二級：第一級輸入數據以外直接或間接可觀察輸入數據；
- 第三級：不可觀察輸入數據(即無法自市場數據衍生)。

分類為上述等級的項目乃基於所使用對該項目公允值計量產生重大影響之最低等級輸入數據確定。等級之間項目轉撥於其產生期間確認。

並非按公允值計量的財務工具

並非按公允值計量的財務工具包括現金及現金等價物、原到期日超過3個月的定期存款、貿易應收款項、按金及其他應收款項、合約資產、應收股東款項、租賃負債、貿易應付款項、應計費用及其他應付款項。

由於屬短期性質，現金及現金等價物、原到期日超過3個月的定期存款、貿易應收款項、按金及其他應收款項、合約資產、應收股東款項、租賃負債、貿易應付款項、應計費用及其他應付款項的賬面值與公允值相若。

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Financial instruments measured at fair value

The fair value of financial assets and liabilities with standard terms and conditions and trade on active liquid markets are determined with reference to quoted market prices.

The fair value of film and drama investments is based on income approach and grouped into Level 3.

Structured deposit is measured at fair values with fair values being determined based on unobservable inputs (Level 3) using valuation techniques.

There was no change in valuation techniques during the period.

Fair value hierarchy

The following table provides an analysis of financial instruments carried at fair value by level of fair value hierarchy:

- Level 1: Quoted prices (unadjusted) in active markets for identical assets or liabilities
- Level 2: Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices); and
- Level 3: Inputs for the asset or liability that are not based on observable market data (unobservable inputs).

按公允價值計量的財務工具

附帶標準條款及條件並於活躍流通市場買賣的財務資產及負債的公允價值參照市場報價釐定。

電影及戲劇投資的公允價值根據收入法釐定，並分類為第三級。

結構性存款按公允價值計量，其公允價值乃使用估值方法基於不可觀察輸入數據(第三級)釐定。

估值方法期內並無變動。

公允價值層級

下表列示按公允價值層級劃分以公允價值列值之財務工具分析：

- 第一級：相同資產或負債於活躍市場所報價格(未經調整)；
- 第二級：直接(即價格)或間接(即來自價格)的資產或負債之可觀察輸入數據，而非第一級所包括的所報價格；及
- 第三級：並非基於可觀察市場數據的資產或負債之輸入數據(不可觀察之輸入數據)。

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The following table illustrates the fair value measurement hierarchy of the Group's financial instruments:

下表載列本集團財務工具的公允值計量層級：

		As at 30 June 2021			
		於2021年6月30日			
		Level 1	Level 2	Level 3	Total
		第一級	第二級	第三級	合共
		RMB'000	RMB'000	RMB'000	RMB'000
		人民幣千元	人民幣千元	人民幣千元	人民幣千元
Financial assets at FVTPL	按公允值計入損益的財務資產				
Film and drama investments	電影及戲劇投資	—	—	12,445	12,445
Unlisted equity investment	非上市股權投資	—	—	969	969
Unlisted equity investments with a put option	附帶認沽權的非上市股權投資	—	—	7,100	7,100
Structured deposit	結構性存款	—	—	20,000	20,000
		—	—	40,514	40,514

		As at 31 December 2020			
		於2020年12月31日			
		Level 1	Level 2	Level 3	Total
		第一級	第二級	第三級	合共
		RMB'000	RMB'000	RMB'000	RMB'000
		人民幣千元	人民幣千元	人民幣千元	人民幣千元
Financial assets at FVTPL	按公允值計入損益的財務資產				
Film and drama investments	電影及戲劇投資	—	—	13,445	13,445
Unlisted equity investment	非上市股權投資	—	—	1,696	1,696
Unlisted equity investments with a put option	附帶認沽權的非上市股權投資	—	—	8,687	8,687
		—	—	23,828	23,828

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Below is a summary of significant unobservable inputs to the valuation of financial instruments together with a quantitative sensitivity analysis as at 30 June 2021 and 31 December 2020:

以下概述財務工具估值的重大不可觀察輸入數據連同於2021年6月30日及2020年12月31日的定量敏感度分析：

Financial assets	30 June 2021 2021年6月30日 RMB'000 人民幣千元	31 December 2020 2020年12月31日 RMB'000 人民幣千元	Fair value hierarchy	Valuation techniques	Significant unobservable inputs in 2021	Relationship of unobservable inputs to fair value
財務資產			公允值層級	估值方法	2021年重大不可觀察輸入數據	不可觀察輸入數據與公允值的關係
Unlisted equity investments 非上市股權投資	969	1,696	Level 3 第三級	Market approach 市場法	Price-to-earnings multiple 市盈率倍數	The higher the multiple, the higher the fair value 倍數越高，公允值越高
					Marketability discount 市場流通性貼現率	The higher the discount, the lower the fair value 貼現率越高，公允值越低
Unlisted equity investments with a put option 附帶認沽權的非上市股權投資	7,100	8,687	Level 3 第三級	Market approach 市場法	Price-to-earnings multiples 市盈率倍數	The higher the multiples, the higher the fair value 倍數越高，公允值越高
					Price-to-sales multiples 市銷率倍數	The higher the multiples, the higher the fair value 倍數越高，公允值越高
					Marketability discount 市場流通性貼現率	The higher the discount, the lower the fair value 貼現率越高，公允值越低
				Binominal pricing model 二項式定價模型	Risk-free interest rate 無風險利率	The higher the interest rate, the lower the fair value 利率越高，公允值越低
					Volatility 波動性	The higher the volatility, the higher the fair value 波動性越高，公允值越高
Film and drama investments 電影及戲劇投資	12,445	13,445	Level 3 第三級	Discounted cash flow 貼現現金流量	Expected future cash flow 預期未來現金流量	The higher the expected future cash flow, the higher the fair value 預期未來現金流量越高，公允值越高
					Discount rate 貼現率	The higher the discount rate, the lower the fair value 貼現率越高，公允值越低
Structured deposit 結構性存款	20,000	—	Level 3 第三級	Binominal pricing model 二項式定價模型	Risk-free interest rate 無風險利率	The higher the interest rate, the lower the fair value 利率越高，公允值越低
					Volatility 波動性	The higher the volatility, the higher the fair value 波動性越高，公允值越高

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The sensitivity analysis on changes in fair value of the unlisted equity investments are as follows:

A 5% increase/decrease in price-to-earnings multiple while all other variables keep constant, would increase/decrease the carrying amount as at 30 June 2021 by RMB21,000 (31 December 2020: RMB85,000).

A 0.5% increase/decrease in marketability discount while all other variables keep constant, would decrease/increase the carrying amount as at 30 June 2021 by RMB6,000 (31 December 2020: RMB Nil/RMB7,000).

The sensitivity analysis on changes in fair value of the unlisted equity investments with put options are as follows:

A 5% increase/decrease in price-to-earnings multiple while all other variables keep constant, would increase/decrease the carrying amount as at 30 June 2021 by RMB68,000/RMB66,000 (31 December 2020: RMB100,000).

A 1% increase/decrease in price-to-sales multiple while all other variables keep constant, would increase/decrease the carrying amount as at 30 June 2021 by RMB3,000 (31 December 2020: RMB100,000/RMB10,000).

A 0.5% increase/decrease in marketability discount while all other variables keep constant, would decrease/increase the carrying amount as at 30 June 2021 by RMB10,000 (31 December 2020: RMB10,000/RMB90,000).

A 5% increase/decrease in risk-free interest rate while all other variables keep constant, would decrease/increase the carrying amount as at 30 June 2021 by RMB7,000 (31 December 2020: RMB1,000/RMB Nil).

A 5% increase/decrease in volatility while all other variables keep constant, would increase/decrease the carrying amount as at 30 June 2021 by RMB30,000 (31 December 2020: RMB85,000/RMB76,000).

就該等非上市股權投資公允值變動的敏感度分析如下：

倘市盈率倍數增加／減少5%而所有其他變數保持不變，則於2021年6月30日的賬面值將增加／減少人民幣21,000元(2020年12月31日：人民幣85,000元)。

倘市場流通性貼現率增加／減少0.5%而所有其他變數保持不變，則於2021年6月30日的賬面值將減少／增加人民幣6,000元(2020年12月31日：人民幣零元／人民幣7,000元)。

就附帶認沽權的非上市股權投資公允值變動的敏感度分析如下：

倘市盈率倍數增加／減少5%而所有其他變數保持不變，則於2021年6月30日的賬面值將增加／減少人民幣68,000元／人民幣66,000元(2020年12月31日：人民幣100,000元)。

倘市銷率倍數增加／減少1%而所有其他變數保持不變，則於2021年6月30日的賬面值將增加／減少人民幣3,000元(2020年12月31日：人民幣100,000元／人民幣10,000元)。

倘市場流通性貼現率增加／減少0.5%而所有其他變數保持不變，則於2021年6月30日的賬面值將減少／增加人民幣10,000元(2020年12月31日：人民幣10,000元／人民幣90,000元)。

倘無風險利率增加／減少5%而所有其他變數保持不變，則於2021年6月30日的賬面值將減少／增加人民幣7,000元(2020年12月31日：人民幣1,000元／人民幣零元)。

倘波動性增加／減少5%而所有其他變數保持不變，則於2021年6月30日的賬面值將增加／減少人民幣30,000元(2020年12月31日：人民幣85,000元／人民幣76,000元)。

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The sensitivity analysis on changes in fair value of the film and drama investments are as follows:

A 1% increase/decrease in the discount rate while all other variables keep constant, would decrease/increase the carrying amount as at 30 June 2021 by RMB144,000/RMB147,000 (31 December 2020: RMB110,000).

A 0.5% increase/decrease in profit margin attributable to the Group while all other variables keep constant, would increase/decrease the carrying amount as at 30 June 2021 by RMB51,000. (31 December 2020: RMB66,000)

The sensitivity analysis on changes in fair value of structured deposit are as follows:

A 0.5% increase/decrease in risk-free interest rate while all other variables keep constant, would decrease/increase the carrying amount as at 30 June 2021 by RMB Nil.

A 5% increase/decrease in volatility while all other variables keep constant, would increase/decrease the carrying amount as at 30 June 2021 by RMB6,000/RMB4,000.

The movements in fair value measurements within Level 3 during the period/year are as follows:

就電影及戲劇投資公允值變動的敏感度分析如下：

倘貼現率增加／減少1%而所有其他變數保持不變，則於2021年6月30日的賬面值將減少／增加人民幣144,000元／人民幣147,000元(2020年12月31日：人民幣110,000元)。

倘本集團應佔毛利增加／減少0.5%而所有其他變數保持不變，則於2021年6月30日的賬面值將增加／減少人民幣51,000元(2020年12月31日：人民幣66,000元)。

就結構性存款公允值變動的敏感度分析如下：

倘無風險利率增加／減少0.5%而所有其他變數保持不變，則於2021年6月30日的賬面值將減少／增加人民幣零元。

倘波動性增加／減少5%而所有其他變數保持不變，則於2021年6月30日的賬面值將增加／減少人民幣6,000元／人民幣4,000元。

期／年內的第三級公允值計量變動如下：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Financial assets at fair value through profit or loss	按公允值計入損益的財務資產		
As at 1 January	於1月1日	23,828	8,500
Addition (Note ii)	添置(附註ii)	20,000	13,841
Total (losses)/gains recognised in the statement of profit or loss included in other income and other net gains/ (losses)	於損益表確認並計入其他收入及其他收益／(虧損)淨額的(虧損)／收益總額	(3,295)	1,487
Exchange losses	匯兌虧損	(19)	—
As at 30 June/31 December	於6月30日／12月31日	40,514	23,828

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Note:

- i) During the six months ended 30 June 2021, there were no transfers between Level 1 and Level 2 (2020: nil), or transfers into or out of Level 3 (2020: nil). The Group's policy is to recognise transfers between levels of fair value hierarchy as at the end of the reporting period in which they occur.
- ii) Doumob. (Beijing) Technology Co., Ltd., a wholly-owned subsidiary of the Company, entered into a Subscription Agreement with China Guangfa Bank on 12 May 2021, to subscribe for a gold price (XAU/USD) linked structured bank deposits amounting to RMB20,000,000. Pursuant to the relevant underlying agreements, the yield of the structured bank deposits will be linked to the performance of the gold price (XAU/USD) at the maturity date (12 August 2021) and the principal sums are denominated in RMB. Expected annualised rate of return is 1.30% or 3.25% or 3.5%.

附註：

- i) 截至2021年6月30日止六個月，第一級及第二級之間概無轉撥(2020年：無)，亦無轉入第三級或自第三級轉出(2020年：無)。本集團的政策為於出現轉撥的報告期末確認公允值層級各級之間的轉撥。
- ii) 本公司的全資附屬公司豆盟(北京)科技股份有限公司於2021年5月12日與廣發銀行訂立認購協議，以認購金價(黃金現貨美元)掛鉤結構性銀行存款人民幣20,000,000元。根據相關協議，結構性銀行存款的回報率與於到期日(2021年8月12日)的金價(黃金現貨美元)掛鉤，而本金金額以人民幣計值。預期年度化回報率為1.30%或3.25%或3.5%。

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24. DISPOSAL OF SUBSIDIARY

During the current period, the Group entered into an agreement with the minority shareholder of Horgos Xingcheng Huyu Culture Communications Co., Ltd. ("Horgos Xingcheng") to dispose the entire equity interest in Horgo Xingcheng at a cash consideration of RMB800,000. Horgos Xingcheng principally engaged in advertising and promotion services. The transaction was completed on 1 June 2021. The net assets of the subsidiary at the date of completion of disposal and net gain on disposal of the subsidiary recognised during the current period were as follows:

		Notes 附註	RMB'000 人民幣千元
Property, plant and equipment	物業、廠房及設備	12	3
Trade receivables	貿易應收款項	(Note)(附註)	382
Contract assets	合約資產	(Note)(附註)	632
Prepayments and other receivables	預付款項及其他應收款項		400
Cash and cash equivalents	現金及現金等價物		38
Trade payables	貿易應付款項		(771)
Other payables and accruals	其他應付款項及應計費用		(831)
Net liabilities disposed of	已出售的負債淨額		(147)
Gain on disposal:	出售收益：		
Consideration receivable by instalments	分期應收的代價		800
Net liabilities disposed of	已出售的負債淨額		147
Non-controlling interest	非控股權益		(72)
			875

Note: The gross amount of the trade receivables and the contract assets disposed are RMB497,000 and RMB734,000, and the allowance for impairment are RMB115,000 and RMB102,000 respectively.

Analysis of net outflow of cash and cash equivalents in respect of the disposal of subsidiary during the current period were as follows:

		RMB'000 人民幣千元
Cash and bank balances disposed of	已出售的現金及銀行結餘	(38)

24. 出售附屬公司

於本期間，本集團與霍爾果斯星成互娛文化傳播有限公司(「霍爾果斯星成」)的少數股東訂立協議，以按現金代價人民幣800,000元出售霍爾果斯星成的全部股權。霍爾果斯星成主要從事廣告及推廣服務。有關交易已於2021年6月1日完成。該附屬公司於出售完成日期的資產淨值及於本期間確認的出售附屬公司的收益淨額如下：

	Notes 附註	RMB'000 人民幣千元
Property, plant and equipment	12	3
Trade receivables	(Note)(附註)	382
Contract assets	(Note)(附註)	632
Prepayments and other receivables		400
Cash and cash equivalents		38
Trade payables		(771)
Other payables and accruals		(831)
Net liabilities disposed of		(147)
Gain on disposal:	出售收益：	
Consideration receivable by instalments	分期應收的代價	800
Net liabilities disposed of	已出售的負債淨額	147
Non-controlling interest	非控股權益	(72)
		875

附註：已出售的貿易應收款項及合約資產總額分別為人民幣497,000元及人民幣734,000元，而減值撥備分別為人民幣115,000元及人民幣102,000元。

於本期間出售附屬公司的現金及現金等價物流出淨額分析如下：

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25. EVENTS AFTER THE END OF REPORTING PERIOD AND EFFECT OF COVID-19

As of the approval date on these financial statements, the Group had no significant events after reporting period which need to be disclosed.

The directors of the Company are continuing to assess the implications of COVID-19 pandemic to the business in which the Group operates. Depending on the duration of the COVID-19 pandemic and continued negative impact on economic activity, the Group might experience further negative results, and liquidity restraints and incur additional impairments on its assets in 2021. However, the exact impact in the remainder of 2021 and thereafter cannot be predicted.

25. 報告期結束後事項及 COVID-19 的影響

於該等財務表批准日期，本集團於報告期後並無須予披露的重大事項。

本公司董事繼續評估 COVID-19 疫情對本集團所在行業的影響。取決於 COVID-19 疫情的持續時間及對經濟活動的持續負面影響，本集團或會經歷進一步的負面業績及流通量限制並於 2021 年產生額外資產減值。然而，本公司未能預測於 2021 年餘下時間及其後的實際影響。



Doumob
豆盟科技有限公司