

AdTiger

虎視傳媒有限公司

ADTIGER CORPORATIONS LIMITED

(incorporated in the Cayman Islands with limited liability)

Stock Code: 1163

2023
INTERIM REPORT



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CORPORATE INFORMATION

Board of Directors

Executive Directors

Ms. CHANG Sufang (*Chairperson and Chief Executive Officer*)

Ms. LI Hui

Non-Executive Director

Mr. HSIA Timothy Chunhon

Independent Non-Executive Directors

Mr. YAO Yaping

Mr. CHAN Foon

Mr. ZHANG Yaoliang

Audit Committee

Mr. CHAN Foon (*Chairperson*)

Mr. ZHANG Yaoliang

Mr. HSIA Timothy Chunhon

Nomination Committee

Mr. YAO Yaping (*Chairperson*)

Ms. CHANG Sufang

Mr. CHAN Foon

Remuneration Committee

Mr. ZHANG Yaoliang (*Chairperson*)

Ms. CHANG Sufang

Mr. YAO Yaping

Joint Company Secretaries

Ms. ZHAO Xiaojuan

Mr. CHU Wing Tim Benedict

Authorised Representatives

Ms. CHANG Sufang

Mr. CHU Wing Tim Benedict

Auditor

Ernst & Young

Certified Public Accountants

Registered Public Interest Entity Auditor

27/F, One Taikoo Place

979 King's Road

Quarry Bay

Hong Kong

Company's Website

www.adtiger.hk

Stock Code

1163

Board Lots

2,500 Shares

Place of Listing

The Main Board of the Stock Exchange

Head Office and Principal Place of Business in the PRC

Room 1004–1005, Tower 5

Laiguangying Chengying Centre

(來廣營誠盈中心)

Chaoyang District, Beijing, the PRC

Hong Kong Branch Share Registrar

Boardroom Share Registrars (HK) Limited

(寶德隆證券登記有限公司)

2103B, 21/F

148 Electric Road

North Point, Hong Kong





Registered Office

4th Floor, Harbour Place
103 South Church Street, George Town
P.O. Box 10240, Grand Cayman KY1-1002
Cayman Islands

Principal Share Registrar and Transfer Office

Harneys Fiduciary (Cayman) Limited
4th Floor, Harbour Place
103 South Church Street
George Town
P.O. Box 10240, Grand Cayman KY1-1002
Cayman Islands

Principal Place of Business in Hong Kong

31/F., 148 Electric Road
North Point
Hong Kong

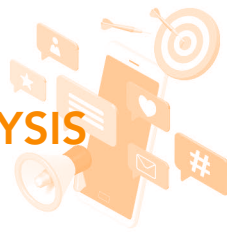
Principal Banks

The HongKong and Shanghai Banking
Corporation Limited
Citibank, N.A., Hong Kong Branch
China Merchants Bank, Wangjing Branch

FINANCIAL HIGHLIGHTS

	Six months ended 30 June		
	2023 <i>RMB'000</i> (unaudited)	2022 <i>RMB'000</i> (unaudited)	Period-to-Period Change %
Revenue	167,733	190,463	(11.9)
Gross profit	34,300	32,887	4.3
Profit for the period	5,423	6,329	(14.3)





BUSINESS REVIEW

We are an online advertising platform that connects our advertisers with our media publishers, either directly or indirectly through resellers designated by our media publishers. With a view to providing China-based advertisers with overseas online advertising services, it has consistently been our strategy to cover top-tier media publishers, including overseas media such as Meta (formerly Facebook), Google, Snapchat, TikTok, Taboola, Outbrain, Kwai, BIGO Ads, Twitter, Bing, Pinterest and Yahoo and top-tier Chinese media platforms such as ByteDance, Kuaishou and iFeng.com so that our advertiser customers can optimise their ad placement and acquire users globally by advertising thereon. We are a partner in the Google AdWords Reseller Programme (since 2016), a China Agency Partner of Facebook (since 2017), a Snapchat sales representative authorised by Baidu (since 2018), a dealer for TikTok (since 2018), a China advertising partner of BIGO Ads (since 2020), a certified agent of Taboola (since 2021) and an overseas advertising partner of Kwai (since 2021).

We continue to expand our media coverage and maintain close relationships with our media partners to provide better placement return for our advertisers. In 2020, we were awarded the title of Snapchat's Official Certified Partner and Lens Creative Partner in China, the Best Value-Added Operation Partner for TikTok Ads, as well as BIGO Ads' 2020 high-quality partner in China. We were also named as the fastest growing digital marketing company in 2020 in the 20th IAI International Advertising Awards. In 2021, we became the first certified agency of Taboola Pro in Greater China, as well as Kwai's overseas advertising partner. We have been recognised as Meta Business Partner in China for six consecutive years since 2017, shortlisted as Overseas Partnership Agent 2022 by TikTok for Business, and Overseas Advertising Partner 2022 by Kuaishou. In 2022, we won the 13th Golden Mouse Digital Marketing Awards (金鼠標數字營銷大賽) — Digital Marketing Influencer Agency of the Year, and the 8th Phoenix Adx Festival (第8屆金梧獎) — Integrated Marketing — Classic Case Award. The case we built with Ctrip was awarded the 2022 Integrated Marketing Gold Case (2022年度整合營銷金案) in the 29th China International Advertising Festival (中國國際廣告節媒企盛典). We were also recognised as the Alibaba Group Digital Commerce — 2022 Think Tank Merchandiser (阿里巴巴集團海外數字商業2022年智囊團商家) by Alibaba Group and Kwai for Business 2022 Most Contributive Partner (Kwai for Business 2022年度最佳貢獻合作夥伴) by the Kwai for Business media platform. In 2023, the case we built with Ctrip was awarded the 23rd IAI Awards (IAI傳鑒國際廣告獎). We were also recognised as the Outstanding Agency in Ecosystem Track (生態賽道優秀代理) by TikTok for business for the first half of 2023.

We have accumulated a diverse base of advertisers from various industries, including utility and content app developers, as well as companies in e-commerce, media, tourism, finance, games, education, medical and film industries. The number of our advertisers reached 710 as at 30 June 2023 (as at 31 December 2022: 675).

Management Discussion and Analysis

We have strategically focused on covering top media publishers, including Facebook, Google, Snapchat, TikTok, Taboola, Kwai, BIGO Ads, Twitter, Bing, Pinterest and Yahoo etc. We help match our media publishers' available ad inventories to appropriate ad campaigns that maximise their monetisation potential. Our number of media publishers from whom we purchase ad inventories reached 50 as at 30 June 2023 (as at 31 December 2022: 33). We plan to expand our media publishers base to include a combination of top, medium and long tail media publishers in the future, especially those medium and long tail media publishers that have global presence and have large operations in certain countries or regions.

Our services are empowered by our proprietary ad optimisation and management platform — AdTensor. AdTensor utilises AI technology to conduct ad optimisation and management automatically, intelligently and in real time. Our big data and AI capabilities enable us to achieve advertising targets for our advertisers by delivering appropriate ad content to the ad inventories where they are most likely to be converted, and at the same time maximising the monetisation potential of our media publishers. In order to strengthen our competitive advantage in video AI algorithm capabilities, and considering that AI technology is one of the core technologies supporting the next generation of the internet — Metaverse, we plan to break through in the cutting-edge areas of AI on video, etc. During the Reporting Period, we have increased our R&D investment in AdTensor; and use AI to develop strategies, manage advertisements, generate advertising materials and report results.

In respect of technology-empowered materials creation, we have maintained a high level of focus and effort. We have been practicing the concept of generating advertising materials with the help of AI technology for many years. Recently, it has been recognized by a wider range of industry players and the AIGC has a consensus on it. We have completely reorganized our AdTensor technology platform and added a new cluster of AI GPU hosts. The computing capability and scalability have been greatly expanded. The training of AI models and the speed of material generation have been significantly improved.

After several iterations, our AI audio technology has significantly improved compared to the past. Concerning tone, emotion, timbre, and many other dimensions are more delicate and realistic, AI audio is highly indistinguishable from a professional voice-over.

In respect of 3D virtual character, character models are more realistic due to the enhanced computing capability. With real-time high-precision motion capture technology, the face, limbs and gestures of 3D virtual character are more natural. It is able to achieve better interpretation of the product's point of interest, as well as richer expression and emotions.

Our AI digital figures technology is widely applied to materials generation. Outstanding results were achieved in the areas such as utility, e-commerce, social and finance. It also helped our customers to lower the cost and enhance effectiveness.

In addition, cutting edge functions such as AI drawings and large language model were also integrated into our AdTensor technology platform. We have activated many AI skills and integrated them to compose many highly effective materials generation workflows.





In order to meet the customers' requests for the localized video featuring humans, we have set up a global network of actors and filming resources. The global actors pool includes actors from Europe, the US, Australia, the Middle East, Japan, South Korea and Southeast Asia, etc. There are studios in both China and overseas to accommodate different cultural settings. The cast is very diversified, covering different industries and different social classes such as amateur and professional actors, Internet celebrities and key opinion leaders. We also have a professional TVC shooting team, with cinematic shooting and production equipment, who are able to shoot in both China and overseas. Also, we have built a global network of key opinion leaders for precise engagement with local target audiences.

In the future, we will continue to adhere to the concept of combining technical materials and shooting that features real-person casts, continuously improve production efficiency and quality, reduce production costs, and improve the return on investment for customers, which will in turn lead to a more efficient materials production process, with more diversified contents and more outstanding quality.

For the Reporting Period, our advertisers' advertising spending amounted to RMB1,193 million (six months ended 30 June 2022: RMB783.8 million), representing an approximately 52.2% increase.

In light of the global economic downturn and the declining demand for advertisement, we (i) prioritised the new demands of our advertisers and allocated more human resources in helping our advertisers to minimise the impact of economic downturn so as to retain our advertisers; (ii) provided our advertisers with more attractive offers to encourage advertisement orders and boost market share; and (iii) upgraded our online advertising platform in order to achieve a higher return on investment for our advertisers given the increased price of ad inventories of our major media publishers.

FINANCIAL REVIEW

Six Months Ended 30 June 2023 Compared to Six Months Ended 30 June 2022

Revenue

During the Reporting Period, we mainly generated all of our revenue from the provision of online advertising services.

The following table sets forth the breakdown of revenue by CPA and CPC/CPM pricing models for the periods indicated:

	For the six months ended 30 June			
	2023		2022	
	RMB'000 (Unaudited)	%	RMB'000 (Unaudited)	%
Revenue				
CPA pricing model				
— specified action revenue	130,490	77.8	164,929	86.6
CPC/CPM pricing model				
— specified action revenue	2,187	1.3	484	0.2
— agreed rebates	35,056	20.9	25,050	13.2
Sub-total	37,243	22.2	25,534	13.4
Total	167,733	100.0	190,463	100.0

The following table sets forth a breakdown of our revenue by advertisement types and their respective percentages of our total revenue for the periods indicated:

	For the six months ended 30 June			
	2023		2022	
	RMB'000 (Unaudited)	%	RMB'000 (Unaudited)	%
Utility and content app developers	68,461	40.8	81,361	42.7
E-commerce	60,222	35.9	54,052	28.4
Education	3,973	2.4	30,672	16.1
Tourism	2,496	1.5	1,449	0.8
Finance	28,490	17.0	17,178	9.0
Others ^{Note}	4,091	2.4	5,751	3.0
Total	167,733	100.0	190,463	100.0

Note: Others primarily include advertisements in the games, media, medical and film industries.





Our total revenue decreased by RMB22.7 million, or 11.9%, from RMB190.5 million for the six months ended 30 June 2022 to RMB167.7 million for the Reporting Period, which is mainly attributable to the impact of global economic downturn and the declining demand of advertisement.

Cost of Sales

Our cost of sales primarily consists of (i) traffic acquisition costs we paid to media publishers who provide us with ad inventories either directly or through their resellers; (ii) expenses for external optimisers and designers for designing ad content and optimising our ad placements; and (iii) salaries and benefits for internal optimisers and designers.

The following table sets forth a breakdown of our cost of sales, including the breakdown of the traffic acquisition costs recognised in the cost of sales which only relate to the CPA pricing model, as well as the breakdown of the traffic acquisition costs by major media publishers, for the periods indicated:

	For the six months ended 30 June			
	2023		2022	
	RMB'000 (Unaudited)	%	RMB'000 (Unaudited)	%
Cost of Sales				
Traffic acquisition costs <i>Note</i>				
Google	55,559	41.6	54,491	34.6
Facebook	27,154	20.4	42,162	26.8
TikTok	18,728	14.0	36,080	22.9
Toutiao	2,663	2.0	10,122	6.4
Others	21,740	16.3	9,114	5.8
Sub total	125,844	94.3	151,969	96.5
Salaries and benefits for external optimisers and designers	4,654	3.5	2,752	1.7
Salaries and benefits for internal optimisers and designers	2,935	2.2	2,855	1.8
Total	133,433	100.0	157,576	100.0

Note: Traffic acquisition costs were only incurred by and related to the CPA pricing model.

Our total cost of sales decreased by RMB24.1 million, or 15.3%, from RMB157.6 million for the six months ended 30 June 2022 to RMB133.4 million for the Reporting Period, which primarily reflected a decrease of 17.2% in traffic acquisition costs of RMB26.1 million resulting from the decreased purchase of ad inventory from utility app developer, partially offset by (i) an increase of 69.1% in the salaries and benefits of RMB1.9 million for external optimisers and designers; and (ii) an increase of 2.8% in the salaries and benefits for the internal optimisers and designers as a result of the increase in the number of our optimisers and designers hired for the purpose of enhancing our service capabilities.

Management Discussion and Analysis

Total Gross Profit and Total Gross Profit Margin

Our total gross profit represents our total revenue less our total cost of sales. Our total gross profit margin represents our total gross profit as a percentage of our total revenue.

Our gross profit margin for charging advertisers using the CPC/CPM pricing model is higher compared to our gross profit margin for charging advertisers using the CPA pricing model, because we recognise revenue generated from utilising the CPC/CPM pricing model on a net basis. The following table sets forth a breakdown of our total gross profit and total gross profit margin for the periods indicated:

	For the six months ended 30 June	
	2023 RMB'000/% (Unaudited)	2022 RMB'000/% (Unaudited)
Total revenue	167,733	190,463
Total cost of sales	133,433	157,576
Total gross profit	34,300	32,887
Total gross profit margin	20.5%	17.3%

Our total gross profit increased by RMB1.4 million, or 4.3%, from RMB32.9 million for the six months ended 30 June 2022 to RMB34.3 million for the Reporting Period, primarily because we provided our advertisers with more attractive offers to encourage advertisement orders and boost market share to minimize the impact of global economic downturn and the declining demand of advertisement.

Other Income and Gains

Our other income and gains for the Reporting period primarily consist of (i) bank interest income; and (ii) foreign exchange gains.

Our other income and gains increased by RMB2.2 million, or 202.0%, from RMB1.1 million for the six months ended 30 June 2022 to RMB3.3 million for the Reporting Period, primarily due to an increase in interest income from increased bank balances.



**Selling and Distribution Expenses**

Our selling and distribution expenses primarily consist of: (i) salaries and benefits for our sales and marketing team; (ii) bonus payments, which primarily consist of bonus payments to our sales and marketing staff based on their job performance; and (iii) other selling and distribution expenses, which primarily consist of award application fees and other expenses that are directly related to our marketing and promotion activities.

Our selling and distribution expenses increased by RMB1.4 million, or 39.8%, from RMB3.5 million for the six months ended 30 June 2022 to RMB4.9 million for the Reporting Period, primarily as a result of the increase in sales and marketing headcounts, as the Company has been aiming to expand customer base and market share.

Administrative Expenses

Our administrative expenses primarily consist of: (i) employee salaries and benefits, which primarily consist of salaries and benefits for our management, finance and administration team; (ii) depreciation of right-of-use assets in relation to our leased property; (iii) consultancy fees, which primarily consist of service fees we paid to third party professionals for general operational matters such as recruitment agent fees, trademark registration fees and translations fees; (iv) impairment of trade receivables, which primarily consist of the provisions we made for certain past due trade receivables; (v) depreciation and amortisation expenses in relation to our fixed assets comprising mainly computers and equipment; and (vi) other administrative expenses, which primarily consist of travel expenses, office expenses and other miscellaneous expenses.

Our administrative expenses increased by RMB5.8 million, or 29.6%, from RMB19.5 million for the six months ended 30 June 2022 to RMB25.2 million for the Reporting Period, primarily because of (i) the constant recruitment of R&D experts in social network and online gaming during the Reporting Period; and (ii) the continuous investment in R&D, which together led to an increase in office lease expense, staff cost and R&D expense during the Reporting Period.

Other Expenses

Our other expenses for the Reporting Period primarily consist of bank service charges. Our other expenses decreased significantly by RMB2.7 million, or 97.5%, from RMB2.8 million for the six months ended 30 June 2022 to RMB0.1 million for the Reporting Period, primarily because the Company recorded foreign exchange loss for the six months ended 30 June 2022, which was resulted from the depreciation of Euros held by the Company.

Finance Costs

Our finance costs consist of interest expenses associated with our lease liabilities under HKFRS 16. Our finance costs increased by RMB37,000, or 336.4%, from RMB11,000 for the six months ended 30 June 2022 to RMB48,000 for the Reporting Period, primarily due to an increase in the amortised cost of lease liabilities.

Profit for the Period

Our profit for the period decreased by RMB0.9 million, or 14.3%, from RMB6.3 million for the six months ended 30 June 2022 to RMB5.4 million for the Reporting Period primarily due to the factors mentioned above.

Employees and Remuneration Policies

The following table sets forth a breakdown of our employees by functions as at the date indicated:

	As at 30 June 2023	
	Number of Employees	% of Total
Optimisers and Designers	56	32.2
Sales and Marketing	25	14.4
Operations	32	18.4
Finance and Administration	24	13.8
IT and R&D	37	21.2
Total	174	100.0

The remuneration of our employees is determined based on their performance, experience, competence and market comparables. We provide our employees with competitive salaries and bonuses determined by performance, housing subsidies, regular team building activities, off sites and internal trainings and opportunities of advancement. The Group's total staff costs (including Directors' emolument, salaries, bonus, social insurance and provident funds) amounted to RMB20.2 million for the Reporting Period (for the six months ended 30 June 2022: RMB17.2 million). As required by PRC laws and regulations, we have made contributions to the various mandatory social security funds, including funds for basic pension insurance, unemployment insurance, basic medical insurance, maternity leave insurance and occupational injury. In addition, we also provide our employees with housing fund as well as offer them annual body check benefits.

The remuneration of Directors and members of senior management is determined on the basis of each individual's responsibilities, qualification, position, experience, performance and time commitment. They receive compensation in the form of salaries, bonuses, pension right and benefits-in-kind, including the Company's contribution to their retirement benefit schemes on their behalf.

The Company has adopted the Post-IPO Share Option Scheme. The purpose of the Post-IPO Share Option Scheme is to incentivise and reward the eligible persons for their contribution to the Group and to align their interests with that of the Company so as to encourage them to work towards enhancing the value of the Company. The Post-IPO Share Option Scheme shall be valid and effective for a period of ten years commencing on the Listing Date, after which period no further options will be granted but the provisions of the Post-IPO Share Option Scheme shall remain in full force and effect to the extent necessary to give effect to the exercise of any options granted prior thereto which are at that time or become thereafter capable of exercise under the Post-IPO Share Option Scheme, or otherwise to the extent as may be required in accordance with the provisions of the Post-IPO Share Option Scheme. During the Reporting Period, no option had been granted or agreed to be granted by the Company under the Post-IPO Share Option Scheme.





The Company has also adopted a share award scheme (the “**Share Award Scheme**”) on 29 September 2021 as incentives or rewards to eligible persons for their contributions to the Group. The purpose of the Share Award Scheme are (i) to recognise the contributions by selected participants; (ii) to offer suitable incentives to attract and retain talented selected participants who may be beneficial to the growth and development of the Group; and (iii) to align the interests of the selected participants directly to the Shareholders through ownership of the Shares, dividends and other distributions paid on the Shares and/or the increase in the value of the Shares. The Share Award Scheme shall be valid and effective for a term of ten years commencing on 29 September 2021 (the “**Award Period**”), provided no further awards will be granted after the expiry of the Award Period. During the Reporting Period, no share awards had been granted or agreed to be granted by the Company under the Share Award Scheme.

Contingent Liabilities

The Group did not have any material contingent liabilities as at 30 June 2023 (as at 31 December 2022: nil).

Liquidity, Financial and Capital Resources

During the Reporting Period, the Group continued to maintain a healthy and solid liquidity position by adopting a prudent financial management approach on its financing and treasury policies and we have funded our cash requirements principally from cash generated from our operating activities. As at 30 June 2023, cash and cash equivalents increased by RMB158.0 million from RMB271.6 million as at 31 December 2022 to RMB429.6 million. The increase was primarily resulted from (i) the increase in proceeds from disposal of financial assets at FVTPL; and (ii) the increase in proceeds from issue of shares.

As at 30 June 2023, the Group’s cash and cash equivalents were mainly held in USD and RMB, and the Group did not have any interest-bearing bank borrowings. We currently do not use any financial instruments for hedging purposes.

The Group’s financial assets at FVTPL decreased by RMB105.3 million from RMB125.2 million as at 31 December 2022 to RMB19.9 million as at 30 June 2023, which was mainly attributable to the redemption of certain structured deposits and wealth management plans set up with different financial institutions by the Group.

Significant Investment, Material Acquisition and Disposal of Subsidiaries, Associate and Joint Venture

Saved as disclosed in the section headed “Use of Proceeds” below, there was no significant investment held by the Company nor any material acquisition or disposal of any subsidiary, associate or joint venture during the Reporting Period.

Capital Commitments

As at 30 June 2023, the Group had contracted but not provided for capital contributions payable to FVTPL at an amount of RMB8.0 million (as at 31 December 2022: RMB8.0 million).

Management Discussion and Analysis

Charge on the Group's Assets

As at 30 June 2023, none of the Group's assets were charged with any parties or financial institutions (as at 31 December 2022: nil).

Top Customers

Our top five customers accounted for 36.4% and 55.6% of our revenue for the six months ended 30 June 2023 and 2022, respectively, on the basis that the net rebates (rebates we receive from the media publishers minus rebates return to advertisers (if any)) under the CPC/CPM pricing model were to be treated as revenue attributable to the corresponding advertisers. Our largest customer accounted for 12.9% and 16.9% of our revenue for the six months ended 30 June 2023 and 2022, respectively, on the basis that the net rebates (rebates we receive from the media publishers minus rebates return to advertisers (if any)) under the CPC/CPM pricing model were to be treated as revenue attributable to the corresponding advertisers.

To the best of our Directors' knowledge, none of our Directors or their respective close associates or any person who owns more than 5% of our issued share capital or of our subsidiary, had any interest in any of our top five customers during the Reporting Period.

Top Suppliers

Our top five suppliers accounted for 63.2% and 71.9% of our total costs of sales for the six months ended 30 June 2023 and 2022 respectively. Our largest supplier accounted for 18.3% and 22.4% of our total costs of sales for the six months ended 30 June 2023 and 2022, respectively.

To the best of our Directors' knowledge, none of our Directors or their respective close associates or any person who owns more than 5% of our issued share capital or of our subsidiary, had any interest in any of our top five suppliers during the Reporting Period.

Cash Flow

The following table is a condensed summary of our condensed consolidated statements of cash flows and analysis of balances of cash and cash equivalents for the periods indicated:

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Net cash flows from operating activities	36,287	15,537
Net cash flows from/(used in) investing activities	106,272	(23,089)
Net cash flows from/(used in) financing activities	10,426	(3,011)
Net increase/(decrease) in cash and cash equivalents	152,985	(10,563)
Cash and cash equivalents at the beginning of the period	271,560	269,576
Cash and cash equivalents at the end of the period	429,600	264,658





Indebtedness

As at 30 June 2023, we did not apply or obtain any banking facilities and the amount of unutilised banking facilities amounted to nil and we did not have any outstanding debt securities, mortgage, charges, debentures or other loan capital (issued or agreed to be issued), bank overdrafts, loans, liabilities under acceptance or acceptance credits, or other similar indebtedness, financial leasing commitments, hire purchase commitments, guarantees or other material contingent liabilities.

As at 30 June 2023, our total lease liabilities were RMB1.6 million (as at 31 December 2022: RMB1.4 million).

Certain Financial Ratios

The following table sets forth certain financial ratio as at the balance sheet dates indicated:

	As at 30 June 2023 (Unaudited)	As at 31 December 2022 (Audited)
Return on equity ⁽¹⁾	5.0% ⁽⁶⁾	4.7%
Return on total assets ⁽²⁾	1.6% ⁽⁶⁾	1.5%
Current ratio ⁽³⁾	1.4	1.4
Gearing ratio ⁽⁴⁾	—	—
	For the six months ended 30 June	
	2023 (Unaudited)	2022 (Unaudited)
Gross profit margin ⁽⁵⁾	20.5%	17.3%

Notes:

- (1) Return on equity ratio is profit for the period/year as a percentage of total equity as at period-end/year-end and multiplied by 100%.
- (2) Return on total assets ratio is profit for the period/year as a percentage of total assets as at period-end/year-end and multiplied by 100%.
- (3) Current ratio is total current assets as at period-end/year-end as a percentage of total current liabilities as at period-end/year-end.
- (4) Gearing ratio is total interest-bearing bank borrowings as at period-end/year-end as a percentage of total assets as at period-end/year-end. As at 30 June 2023 and 31 December 2022, we did not have any interest-bearing bank borrowings.
- (5) Gross profit margin is gross profit for the period as a percentage of revenue.
- (6) Calculated on an annualised basis by multiplying the profit for the Reporting Period by two.

Management Discussion and Analysis

Financial risks

We are exposed to various types of financial and market risks, including foreign currency risk, credit risk and liquidity risk. The Board reviewed and agreed on financial management policies and practices for managing each of these risks.

Foreign currency risk

We mainly operate in Mainland China with most of our monetary assets, liabilities and transactions principally denominated in RMB and U.S. dollars. We are exposed to foreign currency risk arising from fluctuations in exchange rates between RMB, U.S. dollars and other currencies in which we conduct our business. We are subject to foreign currency risk attributable to our trade payables and bank balances denominated in currencies other than RMB and U.S. dollars. We did not use any derivative financial instruments to hedge our foreign currency risk during the Reporting Period.

Credit risk

Credit risk arises mainly from the risk that counterparties may default on the terms of their agreements. The carrying amounts of our other financial assets, which comprises cash and cash balances, deposits, amounts due from related parties and other receivables represent our maximum exposure to credit risk in relation to these instruments.

We have established policies to evaluate credit risk when accepting new business and to limit our credit exposure to individual customers. We only trade with recognised and creditworthy third parties and retail customers. It is our policy that all customers who wish to trade on credit terms are subject to credit verification procedures. In addition, we monitor receivable balances on an on-going basis and our exposure to bad debts is insignificant. Our Directors consider that we did not have a significant concentration of credit risk as at 30 June 2023. As we only trade with recognised and creditworthy third parties and retail customers, we do not require collateral from our customers.

Liquidity risk

We aim to maintain sufficient cash and credit lines to meet our liquidity requirements. We monitor risks of funding shortage using a recurring liquidity planning tool, which takes into consideration the maturity of our financial investments and financial assets (e.g., trade receivables and other financial assets) and projected cash flows from operations.





To the board of directors of AdTiger Corporations Limited
(Incorporated in the Cayman Islands with limited liability)

Introduction

We have reviewed the interim financial information set out on pages 18 to 35, which comprises the condensed consolidated statement of financial position of AdTiger Corporations Limited (the “**Company**”) and its subsidiaries (the “**Group**”) as at 30 June 2023 and the related condensed consolidated statements of profit or loss, comprehensive income, changes in equity and cash flows for the six-month period then ended, and 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 of the Company are responsible for the preparation and presentation of this interim financial information in accordance with HKAS 34. Our responsibility is to express a conclusion on this interim financial information based on our review. Our 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.

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 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 financial information is not prepared, in all material respects, in accordance with HKAS 34.

Ernst & Young

Certified Public Accountants
Hong Kong

23 August 2023

INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

For the six months ended 30 June 2023

	Notes	2023 (Unaudited) RMB'000	2022 (Unaudited) RMB'000
REVENUE	4	167,733	190,463
Cost of sales		(133,433)	(157,576)
GROSS PROFIT		34,300	32,887
Other income and gains	4	3,325	1,101
Selling and distribution expenses		(4,895)	(3,502)
Administrative expenses		(25,233)	(19,464)
Other expenses		(71)	(2,789)
Finance costs		(48)	(11)
PROFIT BEFORE TAX	5	7,378	8,222
Income tax expense	6	(1,955)	(1,893)
PROFIT FOR THE PERIOD		5,423	6,329
ATTRIBUTABLE TO:			
Owners of the parent		6,113	6,269
Non-controlling interests		(690)	60
		5,423	6,329
EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT	8		
Basic and diluted (RMB)		0.01	0.01



INTERIM CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2023



	2023 (Unaudited) RMB'000	2022 (Unaudited) RMB'000
PROFIT FOR THE PERIOD	5,423	6,329
OTHER COMPREHENSIVE INCOME		
Other comprehensive income/(loss) that may be reclassified to profit or loss in subsequent periods:		
Exchange differences on translation of foreign operations	300	(308)
Net other comprehensive income/(loss) that may be reclassified to profit or loss in subsequent periods	300	(308)
Other comprehensive income that will not be reclassified to profit or loss in subsequent periods:		
Exchange differences on translation of financial statements	4,627	5,846
Net other comprehensive income that will not be reclassified to profit or loss in subsequent periods	4,627	5,846
OTHER COMPREHENSIVE INCOME FOR THE PERIOD, NET OF TAX	4,927	5,538
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	10,350	11,867
ATTRIBUTABLE TO:		
Owners of the parent	11,040	11,807
Non-controlling interests	(690)	60
	10,350	11,867

INTERIM CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

30 June 2023

	Notes	30 June 2023 (Unaudited) RMB'000	31 December 2022 (Audited) RMB'000
NON-CURRENT ASSETS			
Property, plant and equipment	9	507	367
Right-of-use assets		1,771	1,476
Investment in an associate		4,500	4,500
Deferred tax assets		1,270	1,364
Financial assets at fair value through profit or loss	10	13,025	12,871
Total non-current assets		21,073	20,578
CURRENT ASSETS			
Trade receivables	11	222,635	204,453
Prepayments, other receivables and other assets		7,754	11,911
Financial assets at fair value through profit or loss	10	6,827	112,310
Cash and cash equivalents		429,600	271,560
Total current assets		666,816	600,234
CURRENT LIABILITIES			
Trade payables	12	409,486	371,415
Other payables and accruals		51,134	45,026
Tax payable		10,085	9,244
Lease liabilities		1,537	1,148
Total current liabilities		472,242	426,833
NET CURRENT ASSETS		194,574	173,401
TOTAL ASSETS LESS CURRENT LIABILITIES		215,647	193,979
NON-CURRENT LIABILITIES			
Lease liabilities		99	218
Total non-current liabilities		99	218
Net assets		215,548	193,761
EQUITY			
Equity attributable to owners of the parent			
Share capital	13	2,599	2,157
Treasury shares		(3,268)	(3,268)
Reserves		215,727	193,692
		215,058	192,581
Non-controlling interests		490	1,180
Total equity		215,548	193,761



INTERIM CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the six months ended 30 June 2023



	Attributable to owners of the parent										
	Share capital	Treasury shares	Share premium	Merger reserve	Capital reserve	Exchange fluctuation reserve	Statutory surplus reserve	Retained profits	Total	Non-controlling interests	Total equity
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
At 1 January 2023 (audited)	2,157	(3,268)	151,072	2,500	466	1,514	5,360	32,780	192,581	1,180	193,761
Profit for the period	—	—	—	—	—	—	—	6,113	6,113	(690)	5,423
Other comprehensive income for the period:											
Exchange differences related to foreign operations	—	—	—	—	—	4,927	—	—	4,927	—	4,927
Total comprehensive income for the period	—	—	—	—	—	4,927	—	6,113	11,040	(690)	10,350
Issue of shares	442	—	11,273	—	—	—	—	—	11,715	—	11,715
Share issue expenses	—	—	(278)	—	—	—	—	—	(278)	—	(278)
At 30 June 2023 (unaudited)	2,599	(3,268)	162,067*	2,500*	466*	6,441*	5,360*	38,893*	215,058	490	215,548

	Attributable to owners of the parent										
	Share capital	Treasury shares	Share premium	Merger reserve	Capital reserve	Exchange fluctuation reserve	Statutory surplus reserve	Retained profits	Total	Non-controlling interests	Total equity
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
At 1 January 2022 (audited)	2,157	(743)	151,072	2,500	466	(8,530)	5,203	23,949	176,074	1,040	177,114
Profit for the period	—	—	—	—	—	—	—	6,269	6,269	60	6,329
Other comprehensive income for the period:											
Exchange differences related to foreign operations	—	—	—	—	—	5,538	—	—	5,538	—	5,538
Total comprehensive income for the period	—	—	—	—	—	5,538	—	6,269	11,807	60	11,867
Shares withheld for share award schemes	—	(2,618)	—	—	—	—	—	—	(2,618)	—	(2,618)
At 30 June 2022 (unaudited)	2,157	(3,361)	151,072*	2,500*	466*	(2,992)*	5,203*	30,218*	185,263	1,100	186,363

* These reserve accounts comprise the consolidated reserves of RMB215,727,000 (six months ended 30 June 2022: RMB186,467,000) in the interim condensed consolidated statement of financial position as at 30 June 2023.

INTERIM CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

For the six months ended 30 June 2023

	2023 (Unaudited) RMB'000	2022 (Unaudited) RMB'000
CASH FLOWS FROM OPERATING ACTIVITIES		
Profit before tax:	7,378	8,222
Adjustments for:		
Finance costs	48	11
Interest income	(916)	(74)
Other interest income from financial assets at fair value through profit or loss	(912)	—
Fair value gains from financial assets at fair value through profit or loss	(289)	(177)
Impairment of trade receivables and other receivables	372	909
Depreciation of right-of-use assets	938	373
Depreciation of items of property, plant and equipment	117	81
	6,736	9,345
Increase in trade receivables	(18,653)	(19,970)
Decrease/(Increase) in prepayments, other receivables and other assets	4,156	(52)
Decrease/(Increase) in amounts due from related parties	19	(5)
Increase in trade payables	38,071	7,943
Increase in other payables and accruals	6,107	22,487
	36,436	19,748
Cash generated from operations	916	74
Interest received	(1,065)	(4,285)
Income tax paid		
	36,287	15,537
CASH FLOWS FROM/(USED IN) INVESTING ACTIVITIES		
Purchase of items of property, plant and equipment	(257)	(89)
Proceeds from disposal/(Purchase) of wealth management products	106,529	(23,000)
	106,272	(23,089)
Net cash flows from/(used in) investing activities		
CASH FLOWS FROM/(USED IN) FINANCING ACTIVITIES		
Lease payments	(1,011)	(393)
Payment on purchase of shares	—	(2,618)
Proceeds from issue of shares	11,715	—
Share issue expenses	(278)	—
	10,426	(3,011)
Net cash flows from/(used in) financing activities		
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS		
	152,985	(10,563)
Cash and cash equivalents at beginning of period	271,560	269,576
Effect of foreign exchange rate changes, net	5,055	5,645
	429,600	264,658
CASH AND CASH EQUIVALENTS AT END OF PERIOD		
	429,600	264,658
ANALYSIS OF BALANCES OF CASH AND CASH EQUIVALENTS		
Cash and cash equivalents as stated in the interim condensed consolidated statement of cash flows and the interim condensed consolidated statement of financial position	429,600	264,658

NOTES TO INTERIM CONDENSED CONSOLIDATED FINANCIAL INFORMATION

30 June 2023



1. CORPORATE INFORMATION

The Company is a limited liability company incorporated in the Cayman Islands on 1 February 2019. The registered office address of the Company is 4th Floor, Harbour Place, 103 South Church Street, George Town, P.O. Box 10240, Grand Cayman KY1-1002, Cayman Islands.

The Company is an investment holding company. During the period, the Company's subsidiaries were engaged in the business of providing online advertising services in the People's Republic of China (the "PRC" or "China") and internationally.

2.1 BASIS OF PREPARATION

The interim condensed consolidated financial information for the six months ended 30 June 2023 has been prepared in accordance with HKAS 34 *Interim Financial Reporting*. The interim condensed consolidated financial information does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's annual consolidated financial statements for the year ended 31 December 2022.

2.2 CHANGES IN ACCOUNTING POLICIES AND DISCLOSURES

The accounting policies adopted in the preparation of the interim condensed consolidated financial information are consistent with those applied in the preparation of the Group's annual consolidated financial statements for the year ended 31 December 2022, except for the adoption of the following new and revised Hong Kong Financial Reporting Standards ("HKFRSs") for the first time for the current period's financial information.

HKFRS 17	<i>Insurance Contracts</i>
Amendments to HKFRS 17	<i>Insurance Contracts</i>
Amendment to HKFRS 17	<i>Initial Application of HKFRS 17 and HKFRS 9 — Comparative Information</i>
Amendments to HKAS 1 and HKFRS Practice Statement 2	<i>Disclosure of Accounting Policies</i>
Amendments to HKAS 8	<i>Definition of Accounting Estimates</i>
Amendments to HKAS 12	<i>Deferred Tax related to Assets and Liabilities arising from a Single Transaction</i>
Amendments to HKAS 12	<i>International Tax Reform — Pillar Two Model Rules</i>

The nature and impact of the new and revised HKFRSs that are applicable to the Group are described below:

- (a) Amendments to HKAS 1 require entities to disclose their material accounting policy information rather than their significant accounting policies. Accounting policy information is material if, when considered together with other information included in an entity's financial statements, it can reasonably be expected to influence decisions that the primary users of general purpose financial statements make on the basis of those financial statements. Amendments to HKFRS Practice Statement 2 provide non-mandatory guidance on how to apply the concept of materiality to accounting policy disclosures. The Group has applied the amendments since 1 January 2023. The amendments did not have any impact on the Group's interim condensed consolidated financial information but are expected to affect the accounting policy disclosures in the Group's annual consolidated financial statements.

30 June 2023

2.2 CHANGES IN ACCOUNTING POLICIES AND DISCLOSURES (Continued)

- (b) Amendments to HKAS 8 clarify the distinction between changes in accounting estimates and changes in accounting policies. Accounting estimates are defined as monetary amounts in financial statements that are subject to measurement uncertainty. The amendments also clarify how entities use measurement techniques and inputs to develop accounting estimates. The Group has applied the amendments to changes in accounting policies and changes in accounting estimates that occur on or after 1 January 2023. Since the Group's policy of determining accounting estimates aligns with the amendments, the amendments did not have any impact on the financial position or performance of the Group.
- (c) Amendments to HKAS 12 *Deferred Tax related to Assets and Liabilities arising from a Single Transaction* narrow the scope of the initial recognition exception in HKAS 12 so that it no longer applies to transactions that give rise to equal taxable and deductible temporary differences, such as leases and decommissioning obligations. Therefore, entities are required to recognise a deferred tax asset (provided that sufficient taxable profit is available) and a deferred tax liability for temporary differences arising from these transactions. The Group has applied the amendments on temporary differences related to leases as at 1 January 2022, and the amendments did not have any impact on the balance of retained profits or other component of equity as appropriate at that date. In addition, the Group has applied the amendments prospectively to transactions other than leases that occurred on or after 1 January 2022, if any.
- (d) Amendments to HKAS 12 *International Tax Reform — Pillar Two Model Rules* introduce a mandatory temporary exception from the recognition and disclosure of deferred taxes arising from the implementation of the Pillar Two model rules published by the Organisation for Economic Co-operation and Development. The amendments also introduce disclosure requirements for the affected entities to help users of the financial statements better understand the entities' exposure to Pillar Two income taxes, including the disclosure of current tax related to Pillar Two income taxes separately in the periods when Pillar Two legislation is effective and the disclosure of known or reasonably estimable information of their exposure to Pillar Two income taxes in periods in which the legislation is enacted or substantively enacted but not yet in effect. Entities are required to disclose the information relating to their exposure to Pillar Two income taxes in annual periods beginning on or after 1 January 2023, but are not required to disclose such information for any interim periods ending on or before 31 December 2023. The Group has applied the amendments retrospectively. Since the Group did not fall within the scope of the Pillar Two model rules, the amendments did not have any impact to the Group.





3. SEGMENT INFORMATION

Operating segment information

No operating segment information is presented as the Group's revenue and reported results during the period, and the Group's total assets as at the end of the period were derived from one single operating segment, i.e., provision of online advertising services.

Geographical information

The following table sets out information about the geographical location of the Group's revenue from external customers based on the country/jurisdiction where external customer is registered.

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Mainland China	76,495	70,917
Hong Kong	28,893	17,434
Indonesia	28,110	28,164
Singapore	18,939	60,603
Others	15,296	13,345
Total	167,733	190,463

The Group's non-current assets are substantially located in Mainland China, and accordingly, no further analysis by geographical segment of non-current assets is presented.

Information about major customers

The revenue generated from sales to customers which individually contributed more than 10% of the Group's total revenue during the period is set out below:

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Customer A	21,719	22,768
Customer B	N/A*	32,130
Customer C	N/A*	29,479

* Less than 10% of the Group's total revenue.

Notes to Interim Condensed Consolidated Financial Information

30 June 2023

4. REVENUE, OTHER INCOME AND GAINS

Revenue mainly represents revenue from the provision of online advertising services during the period.

An analysis of revenue, other income and gains is as follows:

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
<i>Revenue from contracts with customers</i>		
Specified action revenue (where the Group acts as the principal)	132,677	165,413
— comprehensive user acquisition services under CPA pricing model	130,490	164,929
— service for opening and/or topping-up advertisers' accounts under CPC/CPM pricing model	2,187	484
Agreed rebates under CPC/CPM pricing model (where the Group acts as the agent)	35,056	25,050
	167,733	190,463
<i>Other income and gains</i>		
Others	3,325	1,101

Disaggregated revenue information for revenue from contracts with customers:

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
<i>Timing of revenue recognition</i>		
Online advertising services transferred at a point in time	167,733	190,463





5. PROFIT BEFORE TAX

The Group's profit before tax is arrived at after charging/(crediting):

	For the six months ended 30 June	
	2023 <i>RMB'000</i> (Unaudited)	2022 <i>RMB'000</i> (Unaudited)
Cost of services rendered (excluding those included in employee benefit expense)	130,498	154,721
Bank interest income	(916)	(74)
Depreciation of items of property, plant and equipment	117	81
Depreciation of right-of-use assets	938	373
Impairment of trade receivables and other receivables	372	909
Lease payments not included in the measurement of lease liabilities	719	298
Auditor's remuneration	700	700
Employee benefit expense (including directors' remuneration):		
Salaries, allowances and benefits in kind	18,471	15,119
Pension scheme contributions	1,704	2,118

6. INCOME TAX

The Group is subject to income tax on an entity basis on profits arising in or derived from the countries/jurisdictions in which members of the Group are domiciled and operate.

The Company was incorporated in the Cayman Islands as an exempted company with limited liability under the Companies Law of the Cayman Islands and accordingly is not subject to income tax.

Hong Kong profits tax has been provided for at the rate of 16.5% on the estimated assessable profits arising in Hong Kong during the period, unless such profits are taxable at the half-rate of 8.25% that may apply for the first HK\$2 million of assessable profits for years of assessment beginning on or after 1 April 2018.

Pursuant to the PRC Corporate Income Tax Law ("**CIT Law**"), the CIT rate for domestic enterprises and foreign invested enterprises is 25%.

Notes to Interim Condensed Consolidated Financial Information

30 June 2023

6. INCOME TAX (Continued)

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Current income tax — Mainland China	1,027	1,438
Current income tax — Hong Kong	821	547
Deferred income tax	107	(92)
Total tax charge for the period	1,955	1,893

A reconciliation of the tax expense applicable to profit before tax at the statutory rate applicable in Mainland China to the tax expense at the effective tax rate is as follows:

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Profit before tax	7,378	8,222
Tax calculated at a tax rate of 25% (2022: 25%)	1,845	2,056
Effect of different tax rates available to different subsidiaries of the Group	(744)	(237)
Expenses not deductible for tax purposes	111	74
Tax losses not recognised	743	—
	1,955	1,893

7. DIVIDENDS

No dividend has been paid or declared by the Company since its date of incorporation.





8. EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT

The calculation of the basic earnings per share amounts is based on the profit for the period attributable to ordinary equity holders of the parent, and the weighted average number of ordinary shares of 636,529,360 (2022: 619,644,972) in issue during the period.

The Group had no potentially dilutive ordinary shares in issue during the periods ended 30 June 2023 and 2022.

The calculations of basic and diluted earnings per share are based on:

	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Earnings		
Profit attributable to ordinary equity holders of the parent, used in the basic and diluted earnings per share calculation	6,113	6,269
	Number of shares	
	2023	2022
Shares		
Weighted average number of ordinary shares in issue during the period used in the basic and diluted earnings per share calculation	636,529,360	619,644,972

9. PROPERTY, PLANT AND EQUIPMENT

During the six months ended 30 June 2023, the Group acquired assets at a cost of RMB257,000 (30 June 2022: RMB89,000). During the six months ended 30 June 2023, depreciation of RMB117,000 (30 June 2022: RMB81,000) was recognised for certain property, plant and equipment.

30 June 2023

10. FINANCIAL ASSETS AT FAIR VALUE THROUGH PROFIT OR LOSS

	30 June 2023 RMB'000 (Unaudited)	31 December 2022 RMB'000 (Audited)
Non-current		
Unlisted equity investments, at fair value	13,025	12,871
Current		
Other unlisted investments, at fair value	6,827	112,310
	19,852	125,181

The above unlisted equity investments were classified as financial assets at fair value through profit or loss as the Group has not elected to recognise the fair value gain or loss through other comprehensive income.

The above unlisted investments were wealth management products issued by banks in Mainland China. They were mandatorily classified as financial assets at fair value through profit or loss as their contractual cash flows are not solely payments of principal and interest.

11. TRADE RECEIVABLES

An ageing analysis of the trade receivables as at the end of the reporting period, based on the invoice date and net of loss allowance, is as follows:

	30 June 2023 RMB'000 (Unaudited)	31 December 2022 RMB'000 (Audited)
Within 1 month	213,494	154,415
1–3 months	8,392	49,787
3–12 months	749	251
	222,635	204,453





12. TRADE PAYABLES

An ageing analysis of the trade payables as at the end of the reporting period, based on the invoice date, is as follows:

	30 June 2023 RMB'000 (Unaudited)	31 December 2022 RMB'000 (Audited)
Within 1 year	409,486	371,415

13. SHARE CAPITAL

	30 June 2023 RMB'000 (Unaudited)	31 December 2022 RMB'000 (Audited)
Issued and fully paid: 747,000,000 (2022: 622,500,000) ordinary shares of US\$0.0005 each	2,599	2,157

Note: On 5 June 2023, the Company issued 124,500,000 ordinary shares at a subscription price of HK\$0.104 per ordinary share.

14. COMMITMENTS

The Group had the following capital commitments at the end of the reporting period:

	30 June 2023 RMB'000 (Unaudited)	31 December 2022 RMB'000 (Audited)
Contracted, but not provided for Capital contributions payable to investments	8,000	8,000

30 June 2023

15. RELATED PARTY TRANSACTIONS AND BALANCES

The directors of the Company are of the view that the following company is a related party that had transactions or balances with the Group during the reporting period.

(a) Name and relationship

Name of related party	Relationship with the Group and the Company
Taschh Limited	A shareholder of the Company

(b) Related party transactions

In addition to the transactions and balances disclosed elsewhere in the financial statements, the Group had the following transactions with a related party during the reporting period:

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Services provided to a related party: Taschh Limited	101	16

(c) Outstanding balances with a related party

The Group had the following balance with a related party:

	30 June 2023 RMB'000 (Unaudited)	31 December 2022 RMB'000 (Audited)
	Amounts due from a related party: Taschh Limited ⁽¹⁾	17

(1) The amounts due from a related party are included in trade receivables in note 11 to the financial statements and are trade in nature.





15. RELATED PARTY TRANSACTIONS AND BALANCES (Continued)

(d) Compensation of key management personnel of the Group

	For the six months ended 30 June	
	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Short term employee benefits	6,203	3,601
Contributions to the pension scheme	74	65
	6,277	3,666

16. FAIR VALUE AND FAIR VALUE HIERARCHY OF FINANCIAL INSTRUMENTS

The carrying amounts and fair values of the Group's financial instruments, other than those with carrying amounts that reasonably approximate to fair values, are as follows:

	Carrying amounts		Fair values	
	30 June 2023 RMB'000 (Unaudited)	31 December 2022 RMB'000 (Audited)	30 June 2023 RMB'000 (Unaudited)	31 December 2022 RMB'000 (Audited)
Financial assets at fair value through profit or loss	19,852	125,181	19,852	125,181

Management has assessed that the fair values of cash and cash equivalents, trade receivables, trade payables, financial assets included in prepayments, other receivables and other assets, and financial liabilities included in other payables and accruals, approximate to their carrying amounts largely due to the short-term maturities of these instruments.

The Group's finance department headed by the finance manager is responsible for determining the policies and procedures for the fair value measurement of financial instruments. The finance manager reports directly to the chief financial officer and the audit committee. At each reporting date, the finance department analyses the movements in the values of financial instruments and determines the major inputs applied in the valuation. The valuation is reviewed and approved by the chief financial officer. The valuation process and results are discussed with the audit committee twice a year for interim and annual financial reporting.

30 June 2023

16. FAIR VALUE AND FAIR VALUE HIERARCHY OF FINANCIAL INSTRUMENTS (Continued)

The fair values of the financial assets and liabilities are included at the amount at which the instrument could be exchanged in a current transaction between willing parties, other than in a forced or liquidation sale. The following methods and assumptions were used to estimate the fair values:

The Group invests in unlisted investments, which represent wealth management products issued by financial institutions in Mainland China. The Group has estimated the fair value of these unlisted investments by using a discounted cash flow valuation model based on the market interest rates of instruments with similar terms and risks.

The fair values of unlisted equity investments have been estimated using a market-based valuation technique based on assumptions that are not supported by observable market prices or rates. Valuation techniques applied include reference to the net asset value based on the fair value of the underlying investments. The directors believe that the estimated fair values resulting from the valuation technique, which are recorded in the interim condensed consolidated statement of financial position, and the related changes in fair values, which are recorded in profit or loss, are reasonable, and that they were the most appropriate values at the end of the reporting period.

Fair value hierarchy

The following tables illustrate the fair value measurement hierarchy of the Group's financial instruments:

Assets measured at fair value:

As at 30 June 2023

	Fair value measurement using			Total RMB'000 (Unaudited)
	Quoted prices in active markets (Level 1) RMB'000 (Unaudited)	Significant observable inputs (Level 2) RMB'000 (Unaudited)	Significant unobservable inputs (Level 3) RMB'000 (Unaudited)	
Financial assets at fair value through profit or loss	—	6,827	13,025	19,852





16. FAIR VALUE AND FAIR VALUE HIERARCHY OF FINANCIAL INSTRUMENTS (Continued)

Fair value hierarchy (Continued)

The following tables illustrate the fair value measurement hierarchy of the Group's financial instruments: (Continued)

Assets measured at fair value: (Continued)

As at 31 December 2022

	Fair value measurement using			Total RMB'000 (Audited)
	Quoted prices in active markets (Level 1) RMB'000 (Audited)	Significant observable inputs (Level 2) RMB'000 (Audited)	Significant unobservable inputs (Level 3) RMB'000 (Audited)	
Financial assets at fair value through profit or loss	—	16,693	108,488	125,181

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

	2023 RMB'000 (Unaudited)	2022 RMB'000 (Unaudited)
Unlisted equity investments		
At 1 January	108,488	4,000
Total gains recognised in the statement of profit or loss included in other income	154	—
Purchases	—	4,000
Disposals	(95,617)	—
As 30 June	13,025	8,000

During the period, there were no transfers of fair value measurements between Level 1 and Level 2 and no transfers into or out of Level 3 for financial assets (2022: Nil).

17. EVENTS AFTER THE REPORTING PERIOD

There are no significant events after the end of the reporting period.

18. APPROVAL OF THE FINANCIAL STATEMENTS

The unaudited interim condensed consolidated financial statements were approved and authorised for issue by the board of directors on 23 August 2023.

CORPORATE GOVERNANCE AND OTHER INFORMATION

FUTURE AND OUTLOOK

Driven by the demands from advertisers and media publishers and the growing competition in the online advertising industry, our R&D team is focused on improving our ad formats and ad creatives as well as supporting the development and maintenance of AdTensor. AdTensor is able to optimise and manage advertisements on a real-time basis automatically and intelligently by using AI technology. It allows historical analysis of specific ad performance and user data. It generates reports in real-time or at specified intervals based on advertiser requirements to monitor and optimize ad campaigns, making advertisements delivered through our platform more effective and efficient.

We will step up our efforts in the R&D of big data and AI algorithm system, as well as in expanding the integration of AI computing and machine learning in our services. Applying AI algorithms for processing of video advertisements will optimise our production efficiency and lower our production costs, which enhances our competitive edge in maximizing the effectiveness of our video advertisements.

While focusing on the high-quality development of our advertising business, we also attach great importance to the rapid growth of the global digital entertainment industry, with billions of users worldwide having vast potential for social and entertainment needs. In the second half of 2023, we will actively develop innovative businesses and explore and establish a presence in the global entertainment market. We aim to research, develop, and incubate diverse entertainment products that cater to the varied needs of global users, creating a high-quality and diverse entertainment product matrix. We will conduct localised operations for entertainment applications, constantly enhancing efficiency in customer acquisition, operation, and monetization on an international scale.

Additionally, we will expand the boundaries of our business and explore more innovative fields, such as the Metaverse, and we aim to cover more segments in the advertisement industry. This will further scale up our business and inject new vitality into the company's development.

Given the uncertainties of macroeconomic factors and other uncontrollable elements that may impact our business operations, we closely monitor industry-related trends, including the advertisers' spending distribution, in order to adjust our sales activities. We will maintain and expand our diverse advertiser base, foster stable partnerships with existing advertisers and media publishers, and remain prepared for potential rapid changes in ad demands. Our commitment to global development, seizing opportunities, pursuing high-quality and sustainable growth, will create long-term shareholder returns.





PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

During the Reporting Period, the Company did not redeem any of its listed securities nor did the Company or any of its subsidiaries purchase or sell such securities.

COMPLIANCE WITH CG CODE

The Group is committed to implementing high standards of corporate governance to safeguard the interests of the Shareholders and enhance the corporate value as well as the responsibility commitments. The Company has adopted the CG Code as its own code of corporate governance since the Listing Date.

In the opinion of the Directors, the Company has complied with mandatory disclosure requirements and all applicable code provisions of the CG Code for the Reporting Period except as disclosed below:

Code provision C.2.1 of the CG Code stipulates that the roles of chairman and chief executive should be separate and should not be performed by the same individual. Ms. Chang currently holds both positions. Since the inception of the Group, Ms. Chang has been the Group's key leadership figure who has been primarily involved in the overall strategic planning, management and operations of the Group. Taking into account the continuous implementation of the business plans, the Board believes that vesting the roles of both chairman and the chief executive officer in the same person provides the Company with strong and consistent leadership, and allows for effective and efficient planning and implementation of business decisions and strategies.

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

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code as its own code of conduct governing the securities transactions by the Directors. Specific enquiries have been made to all the Directors and the Directors have confirmed that they have complied with the Model Code for the Reporting Period.

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES OF THE COMPANY OR ITS ASSOCIATED CORPORATIONS

As at 30 June 2023, the interests and short positions of the Directors or the chief executive of the Company in the shares, underlying shares or debentures of the Company or its associated corporations (within the meaning of Part XV of the SFO), which were required to be (a) 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) recorded in the register required to be kept by the Company, pursuant to section 352 of the SFO; or (c) notified to the Company and the Stock Exchange pursuant to the Model Code, were as follows:

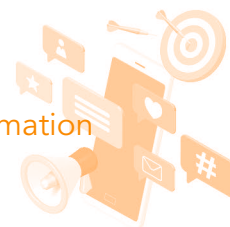
(a) Interests of Directors and Chief Executive of the Company

Name of Director	Nature of Interest	Number of Shares held ⁽¹⁾	Total	Approximate percentage of the issued Shares
Ms. Chang ⁽²⁾⁽³⁾	Interest in a controlled corporation	229,500,000 (L)	288,000,000	38.55%
	Interest of party acting in concert	58,500,000 (L)		
Ms. Li ⁽²⁾⁽³⁾	Interest in a controlled corporation	58,500,000 (L)	288,000,000	38.55%
	Interest of party acting in concert	229,500,000 (L)		
Mr. Hsia Timothy Chunhon ⁽⁴⁾	Beneficiary of a trust	30,000,000 (L)	30,000,000	4.02%

Notes:

- (1) The letter "L" denotes the person's long position in the Shares.
- (2) 229,500,000 Shares is owned by Rowtel, a company beneficially and wholly owned by Fetech, which is in turn beneficially and wholly owned by Ms. Chang, and 58,500,000 Shares in the Company is owned by Westel, a company beneficially and wholly owned by Hera, which is in turn beneficially and wholly owned by Ms. Li. As such, Ms. Chang is deemed to be interested in the Shares held by Rowtel and Ms. Li is deemed to be interested in the Shares held by Westel.
- (3) Ms. Chang and Ms. Li executed certain acting-in-concert agreements on 11 May 2016, 31 May 2016 and 6 September 2019 to acknowledge and reflect the mutual understanding and intention, and to confirm that such acting in concert arrangement has been put in place and shall continue during the period as long as Ms. Chang and Ms. Li retain equity interest in the Group directly or indirectly. Each of Ms. Chang and Ms. Li is deemed interested in 288,000,000 Shares in aggregate.
- (4) 30,000,000 Shares is owned by Taschh Limited, a company beneficially and 99.99% owned by Tiequan LLC. Tiequan LLC is in turn beneficially and wholly owned by Tiequan Trust, while Southpac Trust International, Inc. acts as the trustee of Tiequan Trust. Mr. Hsia is the sole beneficiary of Tiequan Trust. As such, Mr. Hsia is deemed to be interested in the Shares held by Taschh Limited.

Save as disclosed above, as at 30 June 2023, none of the Directors nor the chief executive of the Company had any interests or short positions in any of the shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO), which were required to be: (a) 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 the Directors and chief executive of the Company were taken or deemed to have under such provisions of the SFO); (b) recorded in the register required to be kept by the Company pursuant to section 352 of the SFO; or (c) notified to the Company and the Stock Exchange pursuant to the Model Code.



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

As at 30 June 2023, so far as is known to the Directors, the following corporation (other than a Director or the chief executive of the Company) had, or were taken or deemed to have interests or short positions in the shares or underlying shares which were required to be disclosed to the Company and the Stock Exchange under the provision of Divisions 2 and 3 of Part XV of the SFO, or which were recorded in the register required to be kept under section 336 of the SFO were as follows:

Name of Shareholder	Nature of interest	Number of Shares held ⁽¹⁾	Approximate percentage of the issued Shares
Rowtel ⁽²⁾	Beneficial owner	229,500,000 (L)	30.72%
Fetech ⁽²⁾	Interest in a controlled corporation	229,500,000 (L)	30.72%
Westel ⁽³⁾	Beneficial owner	58,500,000 (L)	7.83%
Hera ⁽³⁾	Interest in a controlled corporation	58,500,000 (L)	7.83%
Case Blue Limited ⁽⁴⁾	Beneficial owner	55,427,500 (L)	7.42%
Case Holdings Group Limited ⁽⁴⁾	Interest in a controlled corporation	55,427,500 (L)	7.42%
Yang Wei ⁽⁴⁾	Interest in a controlled corporation	55,427,500 (L)	7.42%

Notes:

- (1) The letter "L" denotes the person's long position in the Shares.
- (2) Rowtel is beneficially and wholly owned by Fetech, which is in turn beneficially and wholly owned by Ms. Chang. As such, each of Fetech and Ms. Chang is deemed to be interested in the Shares held by Rowtel.
- (3) Westel is beneficially and wholly owned by Hera, which is in turn beneficially and wholly owned by Ms. Li. As such, each of Hera and Ms. Li is deemed to be interested in the Shares held by Westel.
- (4) Case Blue Limited is beneficially and wholly owned by Case Holdings Group Limited, which is in turn wholly owned by Yang Wei. As such, each of Case Holdings Group Limited and Yang Wei is deemed to be interested in the Shares held by Case Blue Limited.

Save as disclosed above, as at 30 June 2023, the Directors were not aware of any other corporation which/person (other than a Director or the chief executive of the Company) who had any interests or short positions in the shares or underlying shares which were required to be disclosed to the Company and the Stock Exchange under the provisions of Divisions 2 and 3 of Part XV of the SFO, or which were recorded in the register required to be kept by the Company pursuant to section 336 of the SFO.

POST-IPO SHARE OPTION SCHEME

The Post-IPO Share Option Scheme was conditionally approved and adopted by the then Shareholders on 22 June 2020, and became effective on the Listing Date. The purpose of the Post-IPO Share Option Scheme is to incentivise and reward the Eligible Persons (as defined below) for their contribution to the Group and to align their interests with that of the Company so as to encourage them to work towards enhancing the value of the Company. The Post-IPO Share Option Scheme shall be valid and effective for a period of ten years commencing on the Listing Date.

The maximum number of Shares which may be issued upon exercise of all options to be granted under the Post-IPO Share Option Scheme must not in aggregate exceed 10% of the total number of Shares in issue as at the Listing Date, being 60,000,000 Shares.

Since the adoption of the Post-IPO Share Option Scheme, no share option was granted under the Post-IPO Share Option Scheme. Accordingly, as at the beginning and the end of Reporting Period, the total number of Shares available for issue under the Post-IPO Share Option Scheme was 60,000,000 Shares.

SHARE AWARD SCHEME

The Share Award Scheme was adopted on 29 September 2021. The purposes of the Share Award Scheme are (i) to recognise the contributions by selected participants; (ii) to offer suitable incentives to attract and retain talented selected participants who may be beneficial to the growth and development of the Group; and (iii) to align the interests of the selected participants directly to the Shareholders through ownership of Shares, dividends and other distributions paid on Shares and/or the increase in the value of the Shares. Please refer to the Company's announcements dated 29 September 2021 and 19 October 2021 for further details.

The Company shall not make any further grant of award which will result in the number of Shares granted under the Share Award Scheme exceeding 10% of the total number of issued Shares as at the adoption date, i.e. 62,250,000 Shares. Since the adoption of the Share Award Scheme, no award share has been granted to any selected participants pursuant to the Share Award Scheme. Accordingly, as at the beginning and the end of the Reporting Period, the total number of Shares available for issue under the Post-IPO Share Option Scheme was 62,250,000 Shares.

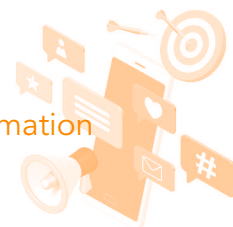
AUDIT COMMITTEE

The Company has established the Audit Committee with written terms of reference in compliance with the CG Code. As at the date of this report, the Audit Committee consists of two independent non-executive Directors, namely Mr. Chan Foon and Mr. Zhang Yaoliang, and a non-executive Director, Mr. Hsia Timothy Chunhon. The chairman of the Audit Committee is Mr. Chan Foon.

REVIEW OF INTERIM RESULTS

The Audit Committee has reviewed the unaudited condensed consolidated financial statements of the Group for the Reporting Period and this report, including the applicable accounting policies and accounting standards adopted by the Group, and considers that such statements have been prepared in compliance with the applicable Listing Rules.





USE OF PROCEEDS

The Shares were listed on the Main Board of the Stock Exchange on 10 July 2020 by way of Global Offering, raising total net proceeds of HK\$83.5 million after deducting professional fees, underwriting commissions and other related listing expenses. The Over-allotment Option was fully exercised on 2 August 2020 and raised total gross proceeds of approximately HK\$17.4 million. The total net proceeds received by the Company were HK\$100.9 million (the “**IPO Proceeds**”). On 24 December 2021, the Board, having considered the business environment and development of the Group under the impact of the COVID-19 pandemic, resolved to reallocate the remaining unutilised IPO proceeds of approximately HK\$55.7 million (the “**Unutilised IPO Proceeds**”) among the intended uses (the “**Revised Allocation**”). For further details, please refer to the announcement of the Company dated 24 December 2021.

The original proposed allocation of the IPO Proceeds (the “**Planned Use of Proceeds**”), the reallocation of the Unutilised IPO Proceeds and the actual usage of the Unutilised IPO Proceeds up to 30 June 2023 are set out below:

	Approximate % of total IPO Proceeds	Planned Use of Proceeds	Unutilised IPO Proceeds up to the Revised Allocation	Revised Allocation of the Unutilised IPO Proceeds	Unutilised amount of the IPO Proceeds as at 1 January 2023	Actual usage of the amount of IPO Proceeds for the six months ended 30 June 2023	Unutilised amount of the IPO Proceeds as at 30 June 2023	Expected timeline for utilising the remaining unutilised IPO Proceeds
	%	HK\$' million	HK\$' million	HK\$' million	HK\$' million	HK\$' million	HK\$' million	
AI technologies and technology capabilities; offering of our AdTensor platform	35	35.3	12.6	12.6	7.3	7.3	—	—
Local service capabilities and global footprint	20	20.2	9.8	9.8	—	—	—	—
IT infrastructure, management system, ERP system, ORACLE system and performance monitoring system	20	20.2	17.1	4.0	—	—	—	—
Sales and marketing and local presence in selected regions in China	15	15.1	7.3	12.2	—	—	—	—
Strategic investments and mergers and acquisitions	10	10.1	8.9	8.9	4.3	—	4.3	By 31 December 2024 <i>(Note)</i>
General working capital	—	—	—	8.2	—	—	—	—
Total	100	100.9	55.7	55.7	11.6	7.3	4.3	

Note: The delay in the use of the Unutilised IPO Proceeds for strategic investments and mergers and acquisitions purposes was mainly due to the lack of suitable investment targets under relevant market conditions.

During the Reporting Period, the Group had followed the proposed use of the Unutilised IPO Proceeds as disclosed in the announcement of the Company dated 24 December 2021.

PLACING OF NEW SHARES

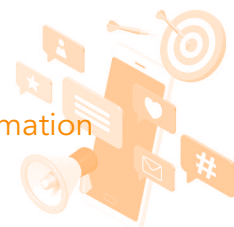
Reference is made to the Company's announcements dated 25 May 2023 and 5 June 2023 regarding the Placing (the "Placing Announcements").

The completion of the Placing of new Shares took place on 5 June 2023, and an aggregate of 124,500,000 placing Shares were allotted and issued to not less than six placees who were professional, institutional and/or other investor(s) at the placing price of HK\$0.104 and the net placing price of approximately HK\$0.103 per placing Share. The aggregate nominal value of the placing Shares was US\$62,250. The net proceeds received by the Company are approximately HK\$12,818,520 (after deduction of placing commission and other expenses of the Placing). The placing price of HK\$0.104 per placing Share represents: (i) a discount of approximately 16.1% to the closing price of HK\$0.124 per Share as quoted on the Stock Exchange on 25 May 2023, being the date of the Placing Agreement; and (ii) a discount of approximately 17.1% to the average closing price of approximately HK\$0.1254 per Share as quoted on the Stock Exchange for the last five consecutive trading days immediately prior to the date of the Placing Agreement. To the best of the Directors' knowledge, information and belief having made all reasonable enquiry, each of the placees and their respective ultimate beneficial owners is an Independent Third Party. None of the placees has become a substantial Shareholder (as defined in the Listing Rules) immediately after completion of the Placing.

The Placing was for the purpose of raising further capital for the Company whilst broadening the shareholder base and the capital base of the Company. The Directors intend to use the net proceeds from the Placing to strengthen and improve the services of our AdTensor platform and for general working capital purposes. For details, please refer to the Placing Announcements. The following table sets out a breakdown of the use of net proceeds as at 30 June 2023:

	Approximate % of total net proceeds %	Planned use of actual net proceeds HK\$ million	Actual usage of the net proceeds for the six months ended 30 June 2023 HK\$ million	Unutilised amount of the net proceed as at 30 June 2023 HK\$ million	Expected timeline for utilising the remaining balance of net proceeds from the Placing
Strengthening the big data, machine learning and AI capabilities; and improving the services of the Group's AdTensor platform	70	9.0	—	9.0	By 31 December 2024
Supplementing the Group's operating and general working capital	30	3.8	—	3.8	By 31 December 2024
Total	100	12.8	—	12.8	





During the Reporting Period, the Group had not used the proceeds from the Placing. It is expected that the Group will follow the proposed use of proceeds as set out in the announcement of the Company dated 25 May 2023.

FUTURE PLANS FOR MATERIAL INVESTMENTS OR CAPITAL ASSETS

Save as disclosed in the Prospectus and this report, the Group did not have any future plans for material investments or capital assets as at 30 June 2023.

SUBSEQUENT EVENTS

Save as disclosed in this report, there was no other significant subsequent event relevant to the business or financial performance of the Group that has come to the attention of the Directors since 30 June 2023 and up to the date of this report.

INTERIM DIVIDEND

The Board has resolved not to declare the payment of any interim dividend for the Reporting Period (six months ended 30 June 2022: nil).

DEFINITIONS

In this interim report, unless the context otherwise require, the following expressions shall have the following meaning:

“AdTensor”	our proprietary ad optimisation and management platform
“AI”	artificial intelligence
“Audit Committee”	the audit committee of the Board
“Board”	the board of directors of the Company
“CG Code”	the Corporate Governance Code set out in Appendix 14 to the Listing Rules
“China” or “PRC”	the People’s Republic of China, excluding, for the purpose of this report, Hong Kong, Macau and Taiwan
“Company”	ADTIGER CORPORATIONS LIMITED, a company incorporated in the Cayman Islands as an exempted company with limited liability, the Shares of which are listed and traded on the Main Board of the Stock Exchange
“Controlling Shareholder(s)”	has the meaning ascribed to it under the Listing Rules, and in the context of the Company, means Ms. Chang, Fetech, Rowtel, Ms. Li, and Hera, or any one of them
“COVID-19”	the novel coronavirus 2019
“CPA”	cost per action, a performance-based pricing model where advertising is paid on the basis of each action of the mobile device user such as download, installation or registration. CPI is typically referred to as CPA
“CPC”	cost per click, a non-performance-based pricing model where advertisers are charged on the basis of each click of the ad
“CPI”	cost per install, a performance-based pricing model where advertisers are charged on the basis of each installation of the app
“CPM”	cost per mille, a non-performance-based pricing model where advertisers are charged on the basis of thousand impressions
“Director(s)”	the director(s) of the Company
“Euro(s)”	the lawful currency of the member states of the European Union
“FVTPL”	fair value through profit or loss





“Fetech”	Fetech Media Limited, a company incorporated in the BVI with limited liability on 29 October 2018, one of our Controlling Shareholders
“Global Offering”	has the meaning ascribed to it under the Prospectus
“Group”	the Company and its subsidiaries
“Hera”	Hera Bridge Media Limited, a company incorporated in the BVI with limited liability on 29 October 2018, one of our Controlling Shareholders
“HKFRS”	Hong Kong Financial Reporting Standards
“impression(s)”	the number of ad views, represents the total number of times our ad is viewed by a user or displayed on a web page during a certain period of time
“Listing”	the listing of the Shares on the Main Board of the Stock Exchange
“Listing Date”	10 July 2020, the date on which the Shares were listed on the Main Board of the Stock Exchange
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange, as amended, supplemented or otherwise modified from time to time
“Main Board”	the stock exchange (excluding the option market) operated by the Stock Exchange which is independent from and operates in parallel with GEM of the Stock Exchange
“Model Code”	the Model Code for Securities Transactions by Directors of Listed Issuers set out in Appendix 10 to the Listing Rules
“Ms. Chang”	Ms. CHANG Sufang (常素芳), our executive Director, one of our founders and Controlling Shareholders
“Ms. Li”	Ms. LI Hui (李慧), our executive Director, one of our founders and Controlling Shareholders
“Over-allotment Option”	has the meaning ascribed to it under the Prospectus
“Placing”	the placing of 124,500,000 Shares at the placing price of HK\$0.104 per Share conducted by the Company pursuant to a placing agreement dated 25 May 2023

Definitions

“Post-IPO Share Option Scheme”	the share option scheme conditionally adopted by our Company, further details of which are described in the subsection headed “Statutory and General Information — D. Post-IPO Share Option Scheme” in Appendix IV to the Prospectus
“Prospectus”	the prospectus of the Company dated 29 June 2020
“R&D”	research and development
“Reporting Period”	the six months ended 30 June 2023
“RMB”	Renminbi, the lawful currency of the PRC
“Rowtel”	Rowtel Technology Limited, a company incorporated in the BVI with limited liability on 27 December 2018, one of our Controlling Shareholders
“SFO”	the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) as amended and supplemented from time to time
“Share(s)”	ordinary share(s) in the share capital of the Company, currently of nominal value US\$0.0005 each
“Shareholder(s)”	holder(s) of Shares
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“U.S.”, “US” or “United States”	the United States of America
“USD”	U.S. dollars, the lawful currency of the U.S.
“Westel”	Westel Technology Limited, a company incorporated in the BVI with limited liability on 27 December 2018, one of our substantial shareholders

* for identification purposes only

