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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)

ANNUAL RESULTS ANNOUNCEMENT FOR THE YEAR ENDED 31 DECEMBER 2022

截至2022年12月31日止年度的 全年業績公告

The board of Directors (the “**Board**”) of Doumob (the “**Company**”) announces the audited consolidated annual results of the Group for the year ended 31 December 2022 (“**Annual Results**”) together with the comparative information for the year ended 31 December 2021. The Annual Results have been prepared in accordance with the HKFRS and audited by BDO Limited, the auditor of the Company. In addition, the Annual Results have also been reviewed by the Audit Committee.

豆盟科技有限公司（「**本公司**」）董事會（「**董事會**」）宣佈本集團截至2022年12月31日止年度的經審核綜合全年業績（「**全年業績**」），連同截至2021年12月31日止年度的比較資料。全年業績乃根據香港財務報告準則編製，並已經由本公司核數師香港立信德豪會計師事務所有限公司審核。此外，全年業績亦已經由審核委員會審閱。

FINAL RESULTS

For the year ended 31 December 2022, the Group’s loss and other comprehensive income attributable to owners of the Company was RMB54.3 million as compared to the loss and other comprehensive income attributable to owners of the Company was RMB108.9 million for the corresponding period of last year. The basic loss per share for the year ended 31 December 2022 was RMB0.024 (2021: basic loss per share was RMB0.048).

末期業績

截至2022年12月31日止年度，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54.3百萬元，上年同期本公司擁有人應佔虧損及其他全面收益則為人民幣108.9百萬元。截至2022年12月31日止年度的每股基本虧損為人民幣0.024元（2021年：每股基本虧損為人民幣0.048元）。

FINAL DIVIDEND

The Board does not recommend the payment of final dividend for the year ended 31 December 2022.

末期股息

董事會並不建議派付截至2022年12月31日止年度的末期股息。

MANAGEMENT DISCUSSION AND ANALYSIS

OVERVIEW

Through proprietary interactive advertising platform and based on H5 video interactive advertising technology, the Company served massive advertisers and media publishers on China's Internet mobile terminal. It provides targeted and diversified advertising marketing solutions to advertisers to help its clients reaching effective users efficiently. In November 2022, the Company's H5 video interactive advertising technology has successfully obtained US patent authorization. The acquisition of this patent authorization demonstrates the technological superiority in interactive performance advertising, strengthens the competitiveness and corporate value.

As affected by the COVID-19 pandemic, any adverse changes in the economic conditions and market environment in China may have a significant impact on the production development and marketing planning of the advertiser, which in turn may harm the original business and operation results. The new consumption patterns and new products in the market are taking shape. The Company has significantly optimized its business structure and model with its existing technology and talent advantages, and adjusted the business model of helping advertisers with precision marketing to help brands provide full-case performance-based marketing services. Based on the Group's technological capabilities and advertiser resources in the Internet advertising and marketing industry, the development of the short video and live-streaming e-commerce business that was launched since the fourth quarter of 2021, has achieved milestone victory and become a major growth driver for the Group's business during the Reporting Period, which realized the deployment of certain representative projects among the industry, demonstrated the Group's leading operational capability and positive market feedback in providing live-streaming agency services based on platforms such as Tiktok, Kuaishou for brand customers.

管理層討論與分析

概覽

本公司通過專有的互動式效果廣告平台，基於H5視頻互動廣告技術，服務於中國互聯網移動端海量的廣告主和媒體發布者，面向廣告主提供針對性且多元化的廣告營銷方案，幫助客戶高效觸達有效用戶。於2022年11月，本公司的H5視頻互動廣告技術成功取得美國專利授權。該專利授權的取得肯定了我們在互動式效果廣告領域的技術優勢，增強了本公司的競爭力和公司價值。

受2019年新冠疫情的影響、中國經濟狀況及市場環境的任何不利變動，均會對廣告主的生產發展及營銷規劃造成重大影響，進而可能損害我們原有的業務及經營業績。市場中新的消費模式和新產品正在形成，本公司以既有的技術和人才優勢，對業務結構與模式進行了大幅優化，從幫助廣告主精準營銷的商業模式，調整為幫助品牌方提供全案效果營銷服務。自2021年第四季度起開展的短視頻及直播電商業務，基於本集團於互聯網廣告營銷行業的技術能力和廣告主資源，該業務的發展於本報告期內取得了階段性的勝利並成為本集團主要的業務增長點，實現了若干在行業內具有代表性項目的佈局，展示了本集團為品牌客戶提供基於抖音快手等平台的直播代運營服務的領先運營能力以及良好的市場反應。

The Group insisted on optimizing the relevant business system and strategically focused on the expansion of short video and live-streaming e-commerce business to ensure the Group remains on track with the business operation and long-term objectives. For the Reporting Period, total revenue decreased by 43.7% as compared to the corresponding period, mainly due to the larger share of revenue from the Group's short video and live-streaming e-commerce business for which the Company settled sales commissions instead of advertising service fees. Meanwhile, the increase in the share of short video and live-streaming e-commerce business also made significant contributions to the growth of gross profit, the Company's profitability has been gradually improved. During the Reporting Period, the Group's gross profit and gross profit margin were RMB16.6 million and 32.4%, respectively, representing an improvement from RMB12.3 million and 13.6% for the corresponding period. In addition, the loss for the year was approximately RMB54.3 million, a narrowed down 50.3% as compared to the corresponding period.

Since the second half of 2021, while the Company have been expanding and continuously enhancing the service latitude and professional capabilities in the short video and live-streaming e-commerce business, the Company have placed particular emphasis on improving the capacity building of talent, cultivation and reservation for key positions, and optimizing the Company's operating manpower efficiency ratio. During the Reporting Period, the Group set up a live-streaming base in Weihai, Shandong, the PRC, and formed a well-established professional and elite short video and live-streaming operation team. During the Reporting Period, the Group has signed cooperation agreements with a number of top well-known brands. The team has served brand customers in categories including, but not limited to food, soft drinks, coffee, tea, bedding, infant and toddler products, etc., effectively assisted a certain top brand customer to achieve a breakthrough from 0 to million for their daily GMV results on Tiktok. With a deep understanding of the customers' marketing needs, the Company aim to provide effective support and more valuable assistance to the brand customers in improving their marketing efficiency and sales through the innovative short video and live-streaming e-commerce operation capabilities.

本集團堅持優化相關業務體系，戰略聚焦短視頻及直播電商業務的拓展，確保本集團在業務經營和長遠目標的軌道上保持有序前進。於本報告期，收益總額較相應期間減少43.7%，主要原因為本集團短視頻及直播電商業務的收入佔比較大，且該部分業務結算模式為與客戶結算銷售佣金而非結算廣告服務費。同時，短視頻及直播電商業務的佔比提高也對毛利的增長產生突出貢獻，本集團盈利能力逐步提升。於本報告期內，本集團的毛利及毛利率分別為人民幣16.6百萬元及32.4%，較相應期間的人民幣12.3百萬元及13.6%有所提升。此外年內虧損約人民幣54.3百萬元，也較相應期間收窄50.3%。

自2021年下半年以來，我們在拓展並不斷提升短視頻及直播電商業務的服務緯度和專業能力的同時，尤其重視人才梯隊的建設，崗位人才培養與儲備，以及公司運營人效比的優化。於報告期內，本集團在中國山東威海設立了直播基地，組建了初具規模的優秀專業的直播運營團隊。本報告期內，本集團已與多個頭部知名品牌簽訂合作協議，我們的團隊服務過的品牌類別，包括但不限於食品、軟飲料、咖啡、茶、床上用品、嬰幼兒產品等；有效幫助某頭部品牌客戶實現抖音平台的日GMV從零到百萬的突破。憑藉著對客戶營銷需求的深刻理解，通過創新的短視頻及直播電商運營能力，我們志在為品牌客戶營銷效率及銷售額的提升提供有效支持和更有價值的幫助。

OUTLOOK FOR 2023

During the Reporting Period, the short video and live-streaming e-commerce business made significant progress and became a main growth driver for the Group in the long run. The Group is grateful for the dedication, understanding and support of the team, shareholders and brand customers. With a good start, the Company are confident in the live-streaming e-commerce business. Looking ahead, the Group will continue to adhere to the mission “making every connection more effective” and provide efficient, stable and long-term marketing solutions for its brand customers to connect with their target users.

To achieve the long-term goals, the Company will continue to optimize the staff incentive strategies to attract more talents, optimize its operation mechanism by further introducing and operating scientifically advanced technology and analytics, and help more brand customers to reach target users efficiently through live-streaming e-commerce. While promoting high-quality products, the Company will enhance the brand influence, and aim to attract and retain more consumers by offering them with a unique and pleasant shopping experience. This will further achieve an all-win situation and goal for consumers, brand customers and the Group, and enable the Group to occupy a larger market from the dimension perspective.

On the other hand, while expanding and steadily developing the domestic market, the Company are preparing to further explore the overseas market of live-streaming e-commerce business. Through the comprehensive evaluation and analysis of geographical culture, consumer preferences and purchasing psychology, price index and market supply and demand, the Company would select the products that are suitable for market demand and can better satisfy consumer expectations and purchasing psychology. Based on mature professional and systematic short video and live-streaming operation strategies, the Company would obtain overseas markets through flexible use of market factors such as exchange rate and price. This will further realize the purpose of boosting the competitiveness and influence of the Company and as well as the overall revenue.

2023年展望

於報告期內，我們的短視頻及直播電商業務的表現取得顯著進展，並成為本集團長期的主要增長力。我們非常感謝團隊、股東及品牌客戶等各方的付出、理解與支持。良好的開端使我們對直播電商業務充滿了信心。展望未來，我們將堅定不移的秉持「讓每一次連接更有效」的使命，為品牌客戶連接目標用戶提供高效、穩定、長期的營銷解決方案。

為實現我們的長期目標，我們將持續優化人員激勵政策，吸引更多人才的加入，通過進一步引進和運用科學先進的技術及分析方法來優化運營機制，幫助更多品牌客戶通過直播電商的方式高效觸達目標用戶。我們將在推廣優質產品的同時，注重擴大品牌影響力，通過為消費者提供獨特且愉悅的購物體驗吸引並留住更多消費者。從而進一步實現消費者、品牌客戶與本集團三方共贏的局面和目標，從維度佔領更大的市場。

另一方面，我們將在拓展和穩定發展國內市場的同時，準備進一步探索直播電商業務的海外市場。通過對地域文化、消費者偏好及購買心理，物價指數和市場供需方面的綜合評估分析，選擇適合市場需求並能夠更好的滿足消費者預期和購買心理的產品。本公司基於成熟的、專業化和系統化的短視頻和直播運營策略，通過靈活運用匯率、價格等市場因素獲取國外市場。這將進一步實現提高本公司競爭力和影響力、提高整體業務收入的目的。

**YEAR ENDED 31 DECEMBER 2022 COMPARED
TO THE YEAR ENDED 31 DECEMBER 2021**

**截至2022年12月31日止年度與截至
2021年12月31日止年度比較**

The following table sets forth the comparative statements of profit or loss for the year ended 31 December 2022 and the year ended 31 December 2021.

下表載列截至2022年12月31日止年度與截至2021年12月31日止年度比較的損益表。

		Notes 附註	2022 2022年 (RMB'000) (人民幣千元)	2021 2021年 (RMB'000) (人民幣千元)	Year-on-year change % 同比 變動百分比
Revenue	收益	4	51,279	91,005	(43.7)%
Cost of services	服務成本		(34,644)	(78,672)	(56.0)%
Gross profit	毛利		16,635	12,333	34.9%
Other income and other net gains	其他收入及其他收益淨額	5	3,725	1,362	173.5%
Change in fair value of:	以下各項的公允值變動：				
– Financial assets at fair value through profit or loss	– 按公允值計入損益的 財務資產		(11,114)	(7,323)	51.8%
Selling and distribution expenses	銷售及分銷開支		(9,156)	(12,567)	(27.1)%
Administrative expenses	行政開支		(44,674)	(101,230)	(55.9)%
Impairment loss on intangible assets	無形資產的減值虧損		(8,883)	–	–
Finance costs	融資成本	6	–	(131)	(100.0)%
Loss before income tax	除所得稅前虧損	7	(53,467)	(107,556)	(50.3)%
Income tax expense	所得稅開支	8	(815)	(1,682)	(51.5)%
Loss for the year	年內虧損		(54,282)	(109,238)	(50.3)%
Total comprehensive income for the year attributable to:	以下人士應佔年內全面 收益總額				
Owners of the Company	本公司擁有人		(54,282)	(108,941)	(50.2)%
Non-controlling interests	非控股權益		–	(297)	(100.0)%
			(54,282)	(109,238)	(50.3)%
Loss per share:	每股虧損：				
Basic	基本	9(a)	RMB(0.024) 人民幣(0.024)元	RMB(0.048) 人民幣(0.048)元	(50.0)%
Diluted	攤薄	9(b)	RMB(0.024) 人民幣(0.024)元	RMB(0.048) 人民幣(0.048)元	(50.0)%

REVENUE

The following table sets forth the breakdown of the revenue for the year ended 31 December 2022 and 2021:

		For the year ended 31 December 截至12月31日止年度			
		2022 2022年		2021 2021年	
		(RMB'000) (人民幣千元)	(% of total revenue) (佔收益 總額百分比)	(RMB'000) (人民幣千元)	(% of total revenue) (佔收益 總額百分比)
Interactive advertising	互動廣告	40,165	78.4%	83,959	92.3%
Non-interactive advertising	非互動廣告	10,479	20.4%	6,962	7.6%
Others	其他	635	1.2%	84	0.1%
Total	總計	51,279	100.0%	91,005	100.0%

For the year ended 31 December 2022, total revenue was approximately RMB51.3 million, representing an decrease of approximately 43.7% as compared with 2021. This is mainly due to the Company's exploration of new interactive marketing services, mainly short video and live-streaming e-commerce business, compared to 2021. Under this business model, the Company sets sales commissions instead of advertising service fees with its customers, resulting in a decrease in total revenue. The volume, pace and budget of the investment in advertising by customers were also reduced due to the impact of COVID-19 pandemic.

收益

下表載列我們截至2022年及2021年12月31日止年度的收益明細：

截至2022年12月31日止年度，收益總額約為人民幣51.3百萬元，較2021年減少約43.7%，主要由於相較於2021年本公司探索新互動營銷服務業務，主要為短視頻及直播電商業務，該業務的結算模式通過結算銷售佣金而非結算廣告服務費，導致收入總額的減少。另受COVID-19疫情影響，客戶廣告投入數量、節奏及預算亦有所減少。

COST OF SALES

The cost of sales was approximately RMB34.6 million in 2022, representing a decrease of approximately 56.0% as compared with 2021. This was mainly attributable to the decrease in total revenue which resulted in reduced purchases from downstream suppliers.

GROSS PROFIT AND GROSS PROFIT MARGIN

The gross profit was RMB16.6 million for 2022, representing a year-on-year increase of approximately 34.9%. The gross profit margin was 32.4% for 2022, as compared with 13.6% for 2021. This increase was mainly attributable to (1) higher gross profit margin from new interactive advertising and marketing services, which accounted for a larger proportion of revenue; (2) the Company optimized the cost control of traditional interactive advertising business and strengthened its procurement of traffic from downstream quality media channels, resulting in improved gross profit margin.

EXPENSES

Selling and Distribution Expenses

The selling and distribution expenses primarily consist of the sales personnel's salaries and benefits. The selling and distribution expenses were RMB9.2 million for 2022, representing a decrease of 27.1% as compared with 2021. This was mainly attributable to a decrease in market development fees.

銷售成本

我們於2022年的銷售成本約為人民幣34.6百萬元，較2021年減少約56.0%，主要由於收入總額減少導致對應向下游供應商的採購減少。

毛利及毛利率

我們於2022年的毛利為人民幣16.6百萬元，同比增加約34.9%。毛利率於2022年為32.4%，而2021年為13.6%。該增加主要是由於(1)新互動廣告營銷服務毛利較高，且收入佔比較大；(2)本公司對傳統互動廣告業務的成本進行管控優化，加強對下游優質媒體渠道流量的採購，導致毛利有所提升。

開支

銷售及分銷開支

我們的銷售及分銷開支主要包括銷售人員薪金及福利。銷售及分銷開支於2022年為人民幣9.2百萬元，較2021年減少27.1%，主要原因是市場拓展費減少。

Administrative Expenses

The administrative expenses primarily consist of (i) staff salaries and benefits; (ii) expected credit losses on financial assets; (iii) amortisation and depreciation charges; (iv) legal and professional fee; (v) agent cost; (vi) short term lease expenses; (vii) R&D expenditure; and (viii) Auditors' remuneration. The administrative expenses were RMB44.7 million for 2022, representing a decrease of 55.9% as compared with 2021. This was mainly attributable to (1) a decrease in labour costs as a result of an optimised staff structure; (2) a decrease in amortisation of intangible assets and depreciation of fixed assets; (3) a decrease in third-party consulting and agency costs; and (4) a decrease in ECL on financial assets.

Profit or loss on change in fair value of financial assets

In 2022, the fair value loss recorded on the financial assets at fair value through profit or loss amounted to approximately RMB11.1 million (2021: loss on change in fair value of approximately RMB7.3 million), which was mainly attributable to the change in fair value resulting from the loss mainly due to the delayed progress of interactive drama investments due to the impact of the pandemic and the income of the unlisted equity investment project companies did not meet expectations.

Income Tax Expense

The income tax expense consist of current income tax and deferred income tax. The income tax expense recorded was RMB0.8 million for 2022 (2021: income tax credit of RMB1.7 million), which was primarily attributable to the reversal of expected credit loss related to financial asset. 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 2022 (2021: two subsidiaries were subjected to a preferential income tax rate of 15%).

行政開支

我們的行政開支主要包括(i)員工薪金及福利；(ii)財務資產預期信貸虧損；(iii)攤銷及折舊開支；(iv)法律及專業費用；(v)代理成本；(vi)短期租賃開支；(vii)研發開支；及(viii)核數師酬金。行政開支於2022年為人民幣44.7百萬元，較2021年減少55.9%，主要是由於(1)公司人員結構優化調整使人工成本減少；(2)無形資產攤銷及固定資產折舊減少；(3)第三方諮詢及代理成本減少；及(4)財務資產預期信貸損失減少。

財務資產之公允值變動損益

於2022年，我們按公允值計入損益之財務資產錄得公允值損失約為人民幣11.1百萬元（2021年：公允值變動損失約人民幣7.3百萬元），該損失主要來自於受疫情影響互動劇投資相關進度有所延遲及非上市股權投資項目公司收入未達預期導致的公允值變動。

所得稅開支

我們的所得稅開支包括即期所得稅及遞延所得稅。2022年錄得所得稅開支人民幣0.8百萬元（2021年：所得稅開支人民幣1.7百萬元），該變化主要是由於財務資產相關預期信用損失回撥所致。一般企業收入在中國的稅率為25%。集團旗下兩家子公司在中國被批准為高新技術企業，並在2022年享受優惠稅率15%（2021年：兩家子公司享受優惠稅率15%）。

NON-HKFRS MEASURES

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

Adjusted net loss eliminates the effect of certain non-cash or non-recurring items, namely listing-related expenses and share-based compensation expenses. 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 the net loss for the year. The following table reconciles the adjusted net loss for the periods indicated to the most directly comparable financial measure calculated and presented in accordance with HKFRS:

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。

經調整純虧損扣除若干非現金或非經常性項目的影響，即上市相關開支及以股份為基礎的酬金開支。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 year 31 December 截至12月31日止年度	
		2022 2022年 (RMB'000) (人民幣千元)	2021 2021年 (RMB'000) (人民幣千元)
Loss for the year	年內虧損	(54,282)	(109,238)
<i>Add:</i>	<i>加：</i>		
Share-based compensation costs	以股份為基礎的酬金成本	<u>794</u>	<u>7,333</u>
Adjusted net loss	經調整純虧損	<u>(53,488)</u>	<u>(101,905)</u>

In light of the foregoing limitations for other financial measures, when assessing the operating and financial performance, adjusted net loss cannot be considered in isolation or as a substitute for the loss for the year, 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.

FINANCIAL POSITIONS

As of 31 December 2022, the total equity was approximately RMB64.6 million, as compared with approximately RMB118.8 million as of 31 December 2021. The total equity represented a decrease of approximately 45.6% as compared with 2021. The decrease was mainly attributable to the loss from operating activities.

As of 31 December 2022, the net current assets were approximately RMB54.7 million, as compared with approximately RMB72.9 million as of 31 December 2021. The net current assets represented a decrease of approximately 25.0% as compared with 2021. The decrease was mainly attributable to the decrease in cash at banks and on hand and the decrease in trade receivables.

LIQUIDITY AND FINANCIAL RESOURCES

		31 December 2022 2022年 12月31日 (RMB'000) (人民幣千元)	31 December 2021 2021年 12月31日 (RMB'000) (人民幣千元)	<i>Change %</i> <i>變動百分比</i>
Cash at banks and on hand	銀行及手頭現金	41,295	59,002	(30.0)%
Total	總計	41,295	59,002	(30.0)%

As of 31 December 2022, the cash at banks and on hand totaled RMB41.3 million, as compared with RMB59.0 million as of 31 December 2021. The change was mainly attributable to the payment of funds related to operating activities.

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年內虧損、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。

財務狀況

截至2022年12月31日，我們的權益總額約為人民幣64.6百萬元，而截至2021年12月31日則約為人民幣118.8百萬元。權益總額較2021年減少約45.6%。該減少主要由於經營活動產生的虧損所致。

截至2022年12月31日，我們的流動資產淨值約為人民幣54.7百萬元，而截至2021年12月31日則約為人民幣72.9百萬元。流動資產淨值較2021年減少約25.0%。該減少主要由於銀行及手頭現金減少及貿易應收款減少所致。

流動資金及財務資源

		31 December 2022 2022年 12月31日 (RMB'000) (人民幣千元)	31 December 2021 2021年 12月31日 (RMB'000) (人民幣千元)	<i>Change %</i> <i>變動百分比</i>
Cash at banks and on hand	銀行及手頭現金	41,295	59,002	(30.0)%
Total	總計	41,295	59,002	(30.0)%

截至2022年12月31日，我們的銀行及手頭現金合計為人民幣41.3百萬元，而截至2021年12月31日則為人民幣59.0百萬元。該變動主要由於支付有關經營活動的資金所致。

GEARING RATIO

As of 31 December 2022, the gearing ratio, which is calculated as total liabilities divided by total assets, was 14.9%, as compared with 20.8% as of 31 December 2021.

CAPITAL EXPENDITURE

The capital expenditure includes expenditures on furniture, fixtures and office equipment, computers and motor vehicles. For the year ended 31 December 2022, the Company has no significant capital expenditure (2021: nil).

SIGNIFICANT INVESTMENTS, ACQUISITIONS AND DISPOSALS

The Company did not have any significant investment, acquisition and disposal for the year ended 31 December 2022.

CHARGE ON ASSETS

As of 31 December 2022, no property, plant and equipment were pledged.

CONTINGENT LIABILITIES AND GUARANTEES

As of 31 December 2022, the Company did not have any unrecorded significant contingent liabilities, guarantees or material litigation against us.

EMPLOYEES AND REMUNERATION POLICIES

As of 31 December 2022, the employee remuneration totalled to approximately RMB25.6 million (including Directors' emoluments, staff salary, bonus, share-based compensation, pension scheme contribution, other social security fund and other employee benefits) (31 December 2021: RMB33.7 million).

資產負債比率

按債務總額除以資產總值計算，截至2022年12月31日的資產負債比率為14.9%，而截至2021年12月31日則為20.8%。

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。截至2022年12月31日止年度，本公司並無重大資本開支(2021年：無)。

重大投資、收購及出售

截至2022年12月31日止年度，本公司並無任何重大投資、收購及出售。

資產抵押

截至2022年12月31日，概無質押任何物業、廠房及設備。

或然負債及擔保

截至2022年12月31日，我們並無任何未記錄的重大或然負債、擔保或針對我們的重大索償訴訟。

僱員及薪酬政策

截至2022年12月31日，我們的僱員薪酬總額約為人民幣25.6百萬元(包括董事酬金、員工薪金、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)(2021年12月31日：人民幣33.7百萬元)。

The remuneration of the employees is determined based on their performance, experience, competence and market comparables. Their remuneration package includes salaries, bonus related to the performance, allowances and state-managed retirement benefit schemes for employees in the PRC. The Company also provides customised 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 2020 annual report of the Company for further details.

USE OF NET PROCEEDS FROM LISTING

The net proceeds from the Global Offering in 2019 were approximately HK\$27 million, as calculated by deducting all expenditures paid by us in connection with the Global Offering, including those capitalised and expensed, from the gross proceeds raised. As at 31 December 2022, the Company has utilised HK\$27 million of the net proceeds from the Global Offering, thus the net proceeds from the Global Offering have been fully utilised. According to the announcement dated 15 November 2022 (the “**UOP Announcement**”), the Board has resolved and approved to change the use of proceeds on even date. As at 31 December 2022, the following table sets out the breakdown of the use of proceeds from global offering:

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日的公告及本公司2020年年報。

上市所得款項淨額用途

於2019年，全球發售所得款項淨額約為27百萬港元（募集資金總額扣除我們就全球發售已付的全部開支，包括資本化及費用化部分）。於2022年12月31日，本公司已動用全球發售所得款項淨額27百萬港元，故全球發售所得款項淨額已經悉數動用。根據日期為2022年11月15日的公告（「**所得款項用途公告**」），董事會於當日決議並批准變更所得款項用途。於2022年12月31日，下表載列全球發售所得款項用途的明細：

As of 31 December 2022
截至2022年12月31日

		Percentage (adjusted according to the UOP Announcement) %	Net Proceeds (adjusted according to the UOP Announcement) 所得款項淨額 (根據所得款項 用途公告調整) HKD'000 千港元	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	增強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	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	5,400	—
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投入	12.5%	3,375	3,375	—
To pursue strategic cooperation, investments and acquisition	尋求戰略合作、投資及收購	10%	2,700	2,700	—
To enhance the functionality and architecture of the proprietary advertising platform	改善專有廣告平台功能及架構	10%	2,700	2,700	—
To develop new products	開發新產品	5%	1,350	1,350	—
To expand and train the teams	擴展及培訓團隊	5%	1,350	1,350	—
For working capital and general corporate purposes	營運資金及一般企業用途	17.5%	4,725	4,725	—
Total	合計	100%	27,000	27,000	—

Note: The difference between the actual net proceeds from the Global Offering and the previous estimation mainly represents underwriting incentive fees, overtime payment to intermediaries and other miscellaneous fees which were determined after listing.

附註：全球發售實際所得款項淨額與之前預計差異主要為包銷獎勵費、中介機構加班加急費以及其他雜項費用，而有關金額乃於上市後釐定。

EVENTS AFTER REPORTING PERIOD

The Group has no significant events requiring disclosure after the Reporting Period and up to the date of this announcement.

報告期後事項

繼報告期後及至本公告日期，本集團並無任何需要披露的重大事項。

FINANCIAL INFORMATION

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2022

財務資料

綜合財務狀況表

於2022年12月31日

			2022	2021
			2022年	2021年
		Notes	(RMB'000)	(RMB'000)
		附註	(人民幣千元)	(人民幣千元)
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		249	264
Intangible assets	無形資產		4,745	27,912
Financial assets at fair value through profit or loss	按公允值計入損益的財務資產		4,965	16,464
Non-current other receivables	非流動其他應收款項		—	361
Deferred tax assets	遞延稅項資產		—	815
			<u>9,959</u>	<u>45,816</u>
Current assets	流動資產			
Trade receivables	貿易應收款項	11	8,383	10,596
Contract assets	合約資產	12	—	5,185
Deposits, prepayments and other receivables	按金、預付款項及其他應收款項		16,154	29,155
Amounts due from shareholders	應收股東款項		198	183
Cash and cash equivalents	現金及現金等價物		41,295	59,002
			<u>66,030</u>	<u>104,121</u>
Current liabilities	流動負債			
Trade payables	貿易應付款項	13	3,902	10,734
Contract liabilities	合約負債		319	1,441
Accruals and other payables	應計費用及其他應付款項		6,276	18,093
Income tax payable	應付所得稅		850	908
			<u>11,347</u>	<u>31,176</u>
Net current assets	流動資產淨值		<u>54,683</u>	<u>72,945</u>
Net assets	資產淨值		<u>64,642</u>	<u>118,761</u>

			2022	2021
			2022年	2021年
		Notes	(RMB'000)	(RMB'000)
		附註	(人民幣千元)	(人民幣千元)
EQUITY	權益			
Capital and reserves	資本及儲備			
Capital	資本	14	1,967	1,967
Reserves	儲備		<u>62,675</u>	<u>116,794</u>
Equity attributable to owners of the Company	本公司擁有人應佔權益		<u>64,642</u>	<u>118,761</u>
Total equity	權益總額		<u><u>64,642</u></u>	<u><u>118,761</u></u>

1. GENERAL INFORMATION

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 addresses of Company's registered office is located at the office of Walkers Corporate Limited, 190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands. The Company's principal place of business is located in the People 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 other sales services.

2. BASIS OF PREPARATION

2.1 Statement of compliance

The consolidated financial statements have been prepared in accordance with all applicable HKFRSs, Hong Kong Accounting Standards ("HKASs") and Interpretations (hereinafter collectively referred to as the "HKFRSs") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the disclosure requirements of the Hong Kong Companies Ordinance. In addition, the consolidated financial statements include applicable disclosure required by the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

2.2 Basis of measurement

The consolidated financial statements have been prepared on the historical cost basis except for film and drama investments and unlisted equity investments, which are stated at their fair values at the end of each reporting period as explained in the accounting policies set out below.

It should be noted that accounting estimates and assumptions are used in the preparation of the consolidated financial statements. Although these estimates are based on management's best knowledge and judgement of current events and other factors, actual results may ultimately differ from those estimates. The areas involving higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the consolidated financial statements are disclosed in Note 4.

1. 一般資料

本公司於2018年3月26日根據開曼群島法例第22章公司法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」）。

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

2. 編製基準

2.1 合規聲明

綜合財務報表乃根據香港會計師公會（「香港會計師公會」）頒佈的所有適用香港財務報告準則、香港會計準則（「香港會計準則」）及詮釋（下文統稱為「香港財務報告準則」）以及香港公司條例的披露規定編製。此外，綜合財務報表亦已包括香港聯合交易所有限公司證券上市規則所規定的適用披露。

2.2 計量基準

綜合財務報表乃按照歷史成本基準編製，惟影視及戲劇投資以及非上市股權投資，除另有註明者外，該等項目於每個報告期末均按其公允值列賬，如下列會計政策所解釋。

務請注意，編製綜合財務報表時已採用會計估計及假設。儘管該等估計乃基於管理層所知現有事件及其他因素以及相關判斷而作出，惟實際結果最終可能與該等估計有所不同。涉及較高程度的判斷或複雜程度的範疇，或對綜合財務報表具有重大影響的假設及估計的範疇於附註4中披露。

During the year ended 31 December 2022, the Group had operating loss before working capital changes amounting to RMB20,298,000 and the net cash used in operating activities amounted to RMB19,644,000, these conditions may cast significant doubt about the Group's ability to continue as a going concern. Nevertheless, these consolidated financial statements were prepared based on the assumption that the Group is able to operate as a going concern and the directors of the Company are of the view that the Group will have sufficient working capital to finance its operations and fulfil its finance obligations as and when they fall due based on a cash flow forecast covering a period from the end of the reporting period to 30 June 2024 ("cash flow forecast"). The forecast was prepared with the considerations of a series of measures that aim at improving profitability including such as relocation of office for lower rental, implementation of other cost control measures for cost efficiency and exploring new business for better profit margin.

2.3 Functional and presentation currency

Items included in the financial statements of each of the Group's entities are measured using the currency of the primary economic environment in which the entity operates ("the functional currency"), and all values are rounded to the nearest thousand (RMB'000) except when otherwise indicated.

The functional currency of the Company is Renminbi ("RMB"), which is same as the presentation currency of the consolidated financial statements.

於截至2022年12月31日止年度內，本集團錄得虧損人民幣20,298,000元及經營活動所用現金淨額人民幣19,644,000元，這些情況可能會使人嚴重懷疑本集團能否繼續作為持續經營企業。然而，該等綜合財務報表乃基於本集團能夠持續經營的假設而編製，而基於報告期末至2024年6月30日期間的現金流量預測（「現金流量預測」），本公司董事認為本集團將擁有充足營運資金為營運撥資及滿足到期財務責任。編製預測時已考慮一連串旨在提高盈利能力的措施，包括為降低租金而搬遷辦公室、針對成本效益實施其他成本控制措施及探索利潤率較佳的新業務。

2.3 功能及呈列貨幣

本集團各實體的財務報表所列項目均以該實體經營所在的主要經濟環境的貨幣（「功能貨幣」）計量，除另有指明外，所有數值均約整至最接近的千位數（人民幣千元）。

本公司的功能貨幣為人民幣（「人民幣」），與綜合財務報表的呈列貨幣相同。

3. ADOPTION OF NEW AND REVISED STANDARDS

3.1 Adoption of new and revised standards – effective on 1 January 2022

The HKICPA has issued a number of amendments to HKFRSs that are first effective for the current accounting period of the Group:

Amendments to HKFRS 3	Reference to the Conceptual Framework
Amendment to HKFRS 16	Covid-19-Related Rent Concessions beyond 30 June 2021
Amendments to HKAS 16	Property, Plant and Equipment – Proceeds before Intended Use
Amendments to HKAS 37	Onerous Contracts – Cost of Fulfilling a Contract
Annual Improvements to HKFRSs 2018-2020	Amendments to HKFRS 1, HKFRS 9, HKFRS 16 and HKAS 41

None of these amendments to HKFRSs has a material impact on the Group's results and financial position for the current or prior period. The Group has not early applied any new or amended HKFRSs that is not yet effective for the current accounting period.

3. 應用新訂及經修訂香港財務報告準則

3.1 採納新訂／經修訂香港財務報告準則 – 自2022年1月1日起生效

香港會計師公會已頒佈多項香港財務報告準則的修訂，該等修訂於本集團當前會計期間首次採用：

香港財務報告準則第3號的修訂	框架概念的提述
香港財務報告準則第16號的修訂	2021年6月30日後的Covid-19相關租金寬免
香港會計準則第16號的修訂	物業、廠房及設備 – 用作擬定用途前的所得款項
香港會計準則第37號的修訂	虧損性合約 – 履行合約的成本
香港財務報告準則2018年至2020年的年度改進	修訂香港財務報告準則第1號、香港財務報告準則第16號及香港會計準則第41號

該等香港財務報告準則的修訂對本期間或過往期間本集團的業績及財務狀況並無重大影響。本集團並無提早應用任何於本會計期間尚未生效的新訂或經修訂香港財務報告準則。

3.2 New standards, interpretations and amendments not yet effective

The following new or amended HKFRSs, potentially relevant to the Group's financial statements, have been issued, but are not yet effective and have not been early adopted by the Group. The Group's current intention is to apply these changes on the date they become effective. These standards are not expected to have a material impact on the Group in the current or future reporting periods and on foreseeable future transactions.

Amendments to HKAS 1	Classification of Liabilities as Current or Non-current ²
Amendments to HKAS 1	Non-current Liabilities with Covenants ²
HK Interpretation 5 (2020)	Presentation of Financial Statements – Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause ²
Amendments to HKAS 8	Definition of Accounting Estimates ¹
Amendments to HKAS 12	Deferred Tax related to Assets and Liabilities arising from a Single Transaction ¹
Amendments to HKAS 1 and HKFRS Practice Statement 2	Disclosure of Accounting Policies ¹
Amendments to HKFRS 10 and HKAS 28	Sale or Contribution of Assets between an Investor and its Associate or Joint Venture ³
HKFRS 17 and amendments to HKFRS 17	Insurance Contracts ¹
Amendments to HKFRS 16	Lease Liability in a Sale and Leaseback ²

- ¹ Effective for annual periods beginning on or after 1 January 2023.
- ² Effective for annual periods beginning on or after 1 January 2024.
- ³ The amendments shall be applied prospectively to the sale or contribution of assets occurring in annual periods beginning on or after a date to be determined.

3.2 尚未生效的新訂準則、詮釋及修訂本

以下可能與本集團財務報表有關的新訂或經修訂香港財務報告準則已經頒佈，但尚未生效，且未獲本集團提早採納。本集團目前計劃於該等準則生效當日應用該等變動。該等準則預計不會對本集團目前或未來報告期間及可見未來的交易有重大影響。

香港會計準則第1號的修訂	分類負債為流動或非流動 ²
香港會計準則第1號的修訂 香港詮釋第5號(2020年)	附帶契諾的非流動負債 ² 財務報表之呈列—借款人對包含按要求償還條款之定期貸款之分類 ²
香港會計準則第8號的修訂	會計估計的釋義 ¹
香港會計準則第12號的修訂	與單一交易產生的資產及負債相關的遞延稅項 ¹
香港會計準則第1號及香港財務報告準則實務聲明第2號的修訂	會計政策的披露 ¹
香港財務報告準則第10號及香港會計準則第28號的修訂	投資者與其聯營公司或合營企業之間的資產出售或注資 ³
香港財務報告準則第17號及香港財務報告準則第17號的修訂	保險合約 ¹
香港財務報告準則第16號的修訂	售後租回交易中的租賃負債 ²

- ¹ 於2023年1月1日或之後開始的年度期間生效。
- ² 於2024年1月1日或之後開始的年度期間生效。
- ³ 修訂須前瞻性地應用於自待定期日或之後開始年度期間發生的資產出售或貢獻。

4. 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 has been identified as the executive directors of the Company, is responsible for allocating resources and assessing performance of the operating segments.

The Group is principally engaged in the provision of online advertising services and other 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 entities of the Group are domiciled in the PRC. Accordingly, all of the Group's revenue were derived in the PRC.

All of the non-current assets were located in the PRC.

All the Group's revenue is derived from contracts with customers. Revenue mainly comprises of proceeds from online advertising services and other sales services. An analysis of the Group's revenue by category for the year ended 31 December 2022 and 2021 was as follows:

4. 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(並已被認定為本公司的執行董事)負責分配資源及評估經營分部的表現。

本集團主要於中國從事提供線上廣告服務及其他銷售服務。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策略決定。

本集團的主要經營實體位於中國。因此，本集團的所有收益均來自中國。

所有非流動資產均位於中國。

本集團的所有收益均與客戶訂立的合約。收益主要包括來自線上廣告服務及其他銷售服務的所得款項。本集團截至2022年及2021年12月31日止年度按類別劃分的收益分析如下：

(a) Disaggregated revenue information**(a) 收益資料細分**

		2022	2021
		2022年	2021年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
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	50,644	90,921
Other sales services	其他銷售服務	635	84
		51,279	91,005
Reportable segment loss	可報告分部虧損		
Online advertising services	線上廣告服務	(53,271)	(107,011)
Other sales services	其他銷售服務	635	84
		(52,636)	(106,927)
Reconciliation of reportable segment profit or loss	可報告分部損益的對賬		
Reportable segment loss	可報告分部虧損	(52,636)	(106,927)
Bank interest income	銀行利息收入	237	934
Unallocated corporate expenses	未分配公司開支	(1,068)	(1,432)
Finance costs	融資成本	—	(131)
Consolidated loss before income tax	除所得稅前綜合虧損	(53,467)	(107,556)
Timing of revenue recognition	收益確認時間		
At a point in time	於某個時間點	50,430	87,208
Over time	於一段時間內	849	3,797
		51,279	91,005

The Group's customer base is diversified and includes two customers with whom transactions have exceeded 10% of the Group's revenues for the year ended 31 December 2022 (2021: three). Revenues from these customers are set out below.

本集團擁有多元化的客戶群，而於截至2022年12月31日止年度，有兩名客戶（2021年：三名）的交易額超過本集團收益的10%。來自該等客戶的收益載列如下。

		2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
Customer A	客戶A	25,796	23,090
Customer B	客戶B	5,663	22,178
Customer C	客戶C	—*	11,872
		<u>31,459</u>	<u>57,140</u>

* represents that the amount of revenue from that customer is less than 10% of the total revenue of that year.

* 指來自該名客戶的收益低於該年度收益總額的10%。

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

During the years ended 31 December 2022 and 2021, there was no significant incremental costs to obtain a contract.

(b) 就獲取合約所產生增量成本確認的資產

截至2022年及2021年12月31日止年度，概無為獲取合約而產生重大增量成本。

(c) Details of contract balances

The Group has recognised the following revenue-related contract balances:

(c) 合約負債詳情

本集團已確認以下與收益有關的合約負債：

		2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
Contract assets	合約資產	—	5,185
Contract liabilities	合約負債	<u>319</u>	<u>1,441</u>

5. OTHER INCOME AND OTHER NET GAINS

5. 其他收入及其他收益淨額

		2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
Interest income	利息收入	237	934
Gain on disposal of property, plant and equipment	物業、廠房及設備出售收益	—	4
Gain on disposal of a subsidiary	附屬公司出售收益	—	875
Realised gain on disposal of structure deposit	結構性存款配置已實現收益	—	160
Exchange gain/(loss), net	匯兌收益/(虧損)淨額	2,534	(952)
Others	其他	954	341
		<u>3,725</u>	<u>1,362</u>

6. FINANCE COSTS

6. 融資成本

		2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
Interest on lease liabilities	租賃負債利息	—	131

7. LOSS BEFORE INCOME TAX

Loss before income tax is arrived at after charging/
(crediting) the following:

Auditors' remuneration	核數師酬金	1,180	1,680
Amortisation of intangible assets	無形資產攤銷	14,284	22,911
Research and development expenditure	研發開支	3,209	4,092
Depreciation of property, plant and equipment	物業、廠房及設備折舊	123	1,882
Written off on property, plant and equipment	物業、廠房及設備撇銷	6	1
Fair value changes on film investment	影視投資公允值變動	7,300	5,700
Fair value changes on unlisted equity investment	非上市股權投資公允值變動	2,549	617
Fair value changes on unlisted equity investments with put options	具有認沽權的非上市股權投資公允值變動	1,265	1,006
(Reversal of)/impairment loss on trade receivables	貿易應收款項(撥回)/減值虧損	(1,895)	3,644
Impairment loss on contract assets	合約資產減值虧損	2,065	22,843
Impairment loss on other receivables	其他應收款項減值虧損	121	1,330
Impairment loss on intangible assets	無形資產減值虧損	8,883	—
Written off on film investment	影視投資撇銷	445	—
Written off on financial assets	財務資產撇銷	—	11,350
Short term lease expense	短期租賃開支	858	473
Staff costs (including directors' emoluments):	員工成本(包括董事酬金):		
– Salaries, wages and other benefits	– 薪金、工資及其他福利	22,615	23,389
– Retirement scheme contribution	– 退休計劃供款	2,142	2,965
– Share-based payment expenses	– 以股份為基礎的支付開支	794	7,333
		25,551	33,687

Note:

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

7. 除所得稅開支前虧損

除所得稅開支前虧損於扣除/(計入)
以下各項後得出:

	2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
	1,180	1,680
	14,284	22,911
	3,209	4,092
	123	1,882
	6	1
	7,300	5,700
	2,549	617
	1,265	1,006
	(1,895)	3,644
	2,065	22,843
	121	1,330
	8,883	—
	445	—
	—	11,350
	858	473
	22,615	23,389
	2,142	2,965
	794	7,333
	25,551	33,687

附註:

- (i) 無形資產攤銷於綜合損益及其他全面收益表內計入「銷售成本」及「行政開支」。

8. INCOME TAX EXPENSE

Current tax	即期稅項
Tax for the current year	本年度稅項
Deferred tax	遞延稅項

Taxes on profits assessable in the PRC have been calculated at the applicable tax rates, based on existing legislation, interpretations and practices in respect thereof.

Pursuant to the relevant laws and regulations in the PRC, the PRC enterprise income tax rate of the PRC subsidiaries was 25% on their taxable profits for the years ended 31 December 2022 and 2021.

The Group is not subject to any taxation under the jurisdiction of the Cayman Islands and the BVI during the year ended 31 December 2022 (2021: Nil). No provision for Hong Kong profits tax has been made as the Group did not generate any assessable profits arising in Hong Kong during the year (2021: Nil).

Income tax provision of the Group in respect of operations in Mainland China has been calculated at the applicable tax rate on the estimated assessable profits for the year, 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 2022 (2021: two subsidiaries were subjected to a preferential income tax rate of 15%).

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

8. 所得稅開支

	2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
	–	85
	<u>815</u>	<u>1,597</u>
	<u><u>815</u></u>	<u><u>1,682</u></u>

中國應課稅溢利稅項乃根據相關現行法例、詮釋及慣例按適用稅率計算。

根據中國相關法律及法規，截至2022年及2021年12月31日止年度，中國附屬公司的中國企業所得稅稅率均按其應課稅溢利的25%計算。

本集團於截至2022年12月31日止年度毋須繳納開曼群島及英屬處女群島司法權區任何稅項（2021年：無）。由於本集團於年內並無在香港產生任何應課稅溢利，故概無作出香港利得稅撥備（2021年：無）。

本集團就中國內地業務計提的所得稅撥備乃按照現行法例、有關詮釋及實務就年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2022年可按優惠稅率15%繳納所得稅（2021年：兩間附屬公司享受優惠稅率15%）。

自2017年起，若干中國附屬公司獲地方稅務機關批出5年免稅期。

9. LOSS PER SHARE

(a) Basic

The calculation of basic loss per share for 2022 is based on the loss attributable to the owners of the Company of RMB54,282,000 and the weighted average of 2,277,043,000 ordinary shares in issue during the year ended 31 December 2022, excluding the unvested restricted shares of the Company under share award scheme which comprise:

- (i) 5,690,635 ordinary shares repurchased under share award scheme throughout the year ended 31 December 2022.
- (ii) 13,577,821 ordinary shares vested during the year for share award scheme.

The calculation of basic loss per share for 2021 is based on the loss attributable to the owners of the Company of RMB108,941,000 and the weighted average of 2,279,880,000 ordinary shares in issue during the year ended 31 December 2021, excluding the unvested restricted shares of the Company under share award scheme which comprise:

- (i) 13,293,401 ordinary shares repurchased under share award scheme throughout the year ended 31 December 2021; and
- (ii) 40,618,691 ordinary shares vested during the year for share award scheme.

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)
Weighted average number of ordinary shares in issue (thousand shares)	已發行普通股的加權 平均數(千股)
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)

9. 每股虧損

(a) 基本

2022年每股基本虧損乃根據本公司擁有人應佔虧損人民幣54,282,000元除以截至2022年12月31日止年度2,277,043,000股已發行普通股的加權平均數計算，不包括根據股份獎勵計劃項下本公司的未歸屬受限制股份，當中包括：

- (i) 截至2022年12月31日止整個年度根據股份獎勵計劃購回的5,690,635股普通股。
- (ii) 因股份獎勵計劃而於年內歸屬的13,577,821股普通股。

2021年每股基本虧損乃根據本公司擁有人應佔溢利人民幣108,941,000元除以截至2021年12月31日止年度2,279,880,000股已發行普通股的加權平均數計算，不包括根據股份獎勵計劃項下本公司的未歸屬受限制股份，當中包括：

- (i) 截至2021年12月31日止整個年度根據股份獎勵計劃購回的13,293,401股普通股；及
- (ii) 因股份獎勵計劃而於年內歸屬的40,618,691股普通股。

	2022 2022年	2021 2021年
	(54,282)	(108,941)
	2,277,043	2,279,880
	<u>(0.024)</u>	<u>(0.048)</u>

(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 years ended 31 December 2022 and 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 years ended 31 December 2022 and 2021 is the same as basic loss per share of the respective year.

10. DIVIDENDS

The directors do not recommend or declare the payment of dividend for the year ended 31 December 2022 (2021: Nil).

11. TRADE RECEIVABLES

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

The ageing analysis of trade receivables, net of impairment losses at the end of each reporting period that were past due but not impaired is as follows:

Neither past due nor impaired	既未逾期也未減值
31 – 60 days past due	逾期30至60日
61 – 90 days past due	逾期61至90日
91 – 180 days past due	逾期91至180日
181 days – 1 year past due	逾期181日至一年
1 year – 2 years past due	逾期一年至二年
More than 2 years past due	逾期二年以上

(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2022年及2021年12月31日止年度，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2022年及2021年12月31日止年度的每股攤薄虧損與相關年度的每股基本虧損相同。

10. 股息

董事不建議派付或宣派截至2022年12月31日止年度的股息(2021年：無)。

11. 貿易應收款項

	2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
	12,256	22,859
	<u>(3,873)</u>	<u>(12,263)</u>
	8,383	10,596

貿易應收款項(經扣除減值虧損)於各報告期末基於發票日期的賬齡分析如下：

	2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
	3,857	8,777
	377	21
	409	181
	594	864
	268	694
	2,878	—
	<u>—</u>	<u>59</u>
	8,383	10,596

During the year ended 31 December 2022, the Group allows credit periods ranging from 1 to 30 days (2021: 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 ECL that has been recognised for trade receivables in accordance with the simplified approach set out in HKFRS 9 as follow:

		2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
As at 1 January	於1月1日	12,263	8,776
(Reversal of)/impairment loss on trade receivables	貿易應收款項(撥回)/ 減值虧損	(1,895)	3,644
Amounts written off as uncollectible	因無法收回而撇銷的 金額	(6,495)	(157)
As at 31 December	於12月31日	<u>3,873</u>	<u>12,263</u>

An impairment analysis is performed at each reporting date using a provision matrix to measure expected credit losses. The provision rates are based on days past due for groupings of various customer segments with similar loss patterns (i.e., by customer type or rating). The calculation reflects the probability-weighted outcome, the time value of money and reasonable and supportable information that is available at the reporting date about past events, current conditions and forecasts of future economic conditions.

截至2022年12月31日止年度，本集團向其客戶授出介乎1至30日（2021年：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，並按客戶訂立信貸限額。本集團亦會定期審視為客戶訂立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預期信貸虧損變動如下：

本集團於各報告日期採用撥備矩陣進行減值分析，以計量預期信貸虧損。撥備率乃以具有類似虧損模式多個客戶分部組別（即客戶類型或評級）的逾期天數為基準。有關計算反映概率加權結果、貨幣時值及於報告日期可得有關過往事件、現時狀況及未來經濟狀況預測的合理有據資料。

Set out below is the information about the credit risk exposure on the Group's trade receivables using a provision matrix:

以下載列採用撥備矩陣呈列有關本集團貿易應收款項所面對信貸風險的資料：

As at 31 December 2022

於2022年12月31日

		Current 即期	Past due 已逾期					Total 總計
			Less than 3 months 少於3個月	3 to 6 months 3至6個月	6 to 12 Months 6至12個月	1 year to 2 years 1年至2年	Over 2 years 2年以上	
Expected credit loss rate	預期信貸虧損率	3.86%	3.91%	4.81%	5.96%	13.18%	100.00%	31.60%
Gross carrying amount (RMB'000)	賬面總值 (人民幣千元)	4,012	818	624	285	3,315	3,202	12,256
Expected credit losses (RMB'000)	預期信貸虧損 (人民幣千元)	155	32	30	17	437	3,202	3,873

As at 31 December 2021

於2021年12月31日

		Current 即期	Past due 已逾期					Total 總計
			Less than 3 months 少於3個月	3 to 6 months 3至6個月	6 to 12 Months 6至12個月	1 year to 2 years 1年至2年	Over 2 years 2年以上	
Expected credit loss rate	預期信貸虧損率	2.62%	0.48%	7.14%	7.59%	–	99.51%	53.65%
Gross carrying amount (RMB'000)	賬面總值 (人民幣千元)	9,013	208	925	751	–	11,962	22,859
Expected credit losses (RMB'000)	預期信貸虧損 (人民幣千元)	236	1	66	57	–	11,903	12,263

12. CONTRACT ASSETS

12. 合約資產

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 other 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.

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其他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。

		2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
Contract assets	合約資產	51,702	58,821
Less: Loss allowance for contract assets	減：合約資產虧損撥備	(51,702)	(53,636)
		–	5,185

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

本集團根據香港財務報告準則第9號所載簡化方法就合約資產確認的全期預期信貸虧損變動如下：

		2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
As at 1 January	於1月1日	53,636	35,404
Impairment loss on contract assets	合約資產減值虧損撥備	2,065	22,843
Amount written-off as uncollectible	撇銷為無法收回的款項	(3,999)	(4,611)
As at 31 December	於12月31日	51,702	53,636

An impairment analysis is performed at each reporting date using a provision matrix to measure expected credit losses. The provision rates for the measurement of the expected credit losses of the contract assets are based on those of the trade receivables as the contract assets and the trade receivables are from the same customer bases. The provision rates of contract assets are based on days past due of trade receivables for groupings of various customer segments with similar loss patterns (i.e., by customer type or rating). The calculation reflects the probability-weighted outcome, the time value of money and reasonable and supportable information that is available at the reporting date about past events, current conditions and forecasts of future economic conditions.

本集團會於各報告日期採用撥備矩陣進行減值分析，以計量預期信貸虧損。計量合約資產的預期信貸虧損所用撥備率以該等貿易應收款項為基準，乃因合約資產及貿易應收款項均源自相同客戶基礎。就虧損模式（即客戶類型或評級）相若的多組不同客戶類別而言，合約資產的撥備率乃以貿易應收款項的逾期日數為基準。有關計算反映概率加權結果、貨幣時值以及於報告日期可得有關過往事件、現時狀況及未來經濟狀況預測的合理有據資料。

Set out below is the information about the credit risk exposure on the Group's contract assets using a provision matrix:

以下載列採用撥備矩陣呈列有關本集團合約資產所面對信貸風險的資料：

		2022 2022年	2021 2021年
Expected credit loss rate	預期信貸虧損率	100.00%	91.19%
Gross carrying amount (RMB'000)	賬面總值 (人民幣千元)	51,702	58,821
Expected credit losses (RMB'000)	預期信貸虧損 (人民幣千元)	51,702	53,636

13. TRADE PAYABLES

13. 貿易應付款項

		2022 2022年 RMB'000 人民幣千元	2021 2021年 RMB'000 人民幣千元
Trade payables	貿易應付款項	3,902	10,734

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:

		2022	2021
		2022年	2021年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
0 – 30 days	0至30日	1,215	2,036
31 – 90 days	31至90日	741	5,659
91 – 180 days	91至180日	1,149	1,559
181 – 365 days	181至365日	216	496
Over 365 days	365日以上	581	984
		3,902	10,734

The trade payables are normally settled within one year or are repayable on demand and hence the carrying values of the Group's trade payables are considered to be a reasonable approximation of fair value.

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），本集團貿易應付款項於各報告期末的賬齡分析如下：

鑑於貿易應付款項為通常須於一年內結付或須按要求償還的款項，故本集團貿易應付款項的賬面值被視為公允值的合理約數。

14. CAPITAL

14. 資本

		2022	2021
		2022年	2021年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
Issued and fully paid:	已發行及繳足：		
2,300,000,000 (2021: 2,300,000,000)	2,300,000,000股 (2021		
ordinary shares of HKD0.001 each	年：2,300,000,000股)		
	每股面值0.001港元的		
	普通股	1,967	1,967

15. 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 the thereafter. However, the exact impact in the thereafter cannot be predicted by the Company.

15. 報告期後事項及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其後產生額外資產減值。然而，本公司未能預測其後的實際影響。

OTHER INFORMATION AND CORPORATE GOVERNANCE HIGHLIGHTS

ANNUAL GENERAL MEETING

The 2023 annual general meeting (the “AGM”) of the Company is scheduled to be held on Tuesday, 30 May 2023. A notice convening the AGM will be published and dispatched to the Shareholders in accordance with the requirements of the articles of association of the Company and the Listing Rules in April 2023.

CLOSURE OF REGISTER OF MEMBERS

The register of members of the Company will be closed from Wednesday, 24 May 2023 to Tuesday, 30 May 2023, both days inclusive, during which period no transfer of Shares will be effected, in order to determine the identity of the Shareholders who are entitled to attend and vote at the AGM to be held on Tuesday, 30 May 2023. All transfers of Shares accompanied by the relevant Share certificates and transfer forms must be lodged with the Company’s branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong no later than 4:30 p.m. on Tuesday, 23 May 2023.

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.

COMPLIANCE WITH CG CODE

The Group is committed to implementing high standards of corporate governance to safeguard the interests of the shareholders of the Company 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.

其他資料及企業管治摘要

股東週年大會

本公司的2023年股東週年大會（「股東週年大會」）謹定於2023年5月30日（星期二）舉行。召開股東週年大會的通告將根據本公司的組織章程細則及上市規則的規定於2023年4月刊發及寄發予股東。

暫停辦理股份過戶登記手續

為釐定有權出席將於2023年5月30日（星期二）舉行的股東週年大會並於會上投票的股東身分，本公司將於2023年5月24日（星期三）至2023年5月30日（星期二）（包括首尾兩日）暫停辦理股份過戶登記手續，期間將不會辦理任何股份過戶登記。所有股份過戶文件連同有關股票及過戶表格須於2023年5月23日（星期二）下午4時30分前送交本公司的香港股份過戶登記分處香港中央證券登記有限公司，地址為香港灣仔皇后大道東183號合和中心17樓1712-1716號舖。

購買、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買、出售或贖回本公司任何上市證券。

遵守企業管治守則

本集團致力於實現高水準企業管治，以保障本公司股東權益及提高企業價值與責任承擔。本公司已採納企業管治守則作為其自身的企業管治守則。

Code provision C.2.1 stipulates that the roles of chairman and CEO should be separated and should not be performed by the same individual. The role of chairman and CEO are both performed by Mr. Yang Bin. Since Mr. Yang Bin is the key person for the Group's establishment and development, the Board considers that vesting the roles of chairman and CEO in the same person, i.e., Mr. Yang Bin, would not create any potential harm to the interest of the Group and it is, on the contrary, beneficial to the management of the Group.

In addition, the operation of the senior management and the Board, which are comprised of experienced individuals, effectively checks and balances the power and authority of Mr. Yang Bin, as both the Chairman and CEO. The Board currently comprises two executive Directors (including Mr. Yang Bin), 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.

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

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

Having made specific enquiry of all Directors of the Company, they have all confirmed that they have complied with the Model Code and the code of conduct of the Company regarding securities transactions by Directors throughout the year ended 31 December 2022.

守則條文第C.2.1條訂明，主席與行政總裁的角色應有區分，並不應由同一人兼任。主席及行政總裁均由楊斌先生擔任。由於楊斌先生為本集團的成立及發展的關鍵人物，董事會認為，由同一人（即楊斌先生）兼任主席及行政總裁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。

此外，由經驗豐富的個人組成的高級管理層及董事會營運可有效監察及平衡主席兼行政總裁楊斌先生的權力及職權。董事會目前由兩名執行董事（包括楊斌先生）、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督本公司的企業管治常規，以遵守企業管治守則並維持本公司高水準的企業管治。

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所載的標準守則，作為其本身有關董事進行證券交易的行為守則。

經向本公司全體董事作出具體查詢後，全體董事已確認彼等於截至2022年12月31日止年度已遵守標準守則及本公司有關董事進行證券交易的行為守則。

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 announcement, the Audit Committee consists of three independent non-executive Directors, namely Mr. Chan Yiu Kwong, Mr. Zhang Xuehuo and Mr. Wang Yingzhe. Mr. Chan Yiu Kwong is the chairman of the Audit Committee.

The Audit Committee has considered and reviewed the Group's annual results for the year ended 31 December 2022, the accounting principles and practices adopted by the Company and the Group and discussed matters in relation to internal control and financial reporting with the management. The Audit Committee considers that the annual financial results for the year ended 31 December 2022 are in compliance with the relevant accounting standards, rules and regulations and appropriate disclosures have been duly made.

SCOPE OF WORK OF THE COMPANY'S AUDITORS

The figures in respect of the Group's consolidated statement of financial position, consolidated statement of profit or loss and other comprehensive income and the related notes thereto for the year ended 31 December 2022 as set out in this annual results announcement have been agreed by the Company's auditors to the amounts set out in the Group's draft consolidated financial statements for the year. The work performed by the Company's auditors in this respect did not constitute an assurance engagement in accordance with Hong Kong Standards on Auditing, Hong Kong Standards on Review Engagements or Hong Kong Standards on Assurance Engagements issued by the Hong Kong Institute of Certified Public Accountants and consequently no assurance has been expressed by the Company's auditors on this annual results announcement.

審核委員會

本公司已遵照企業管治守則成立審核委員會，並訂有書面職權範圍。於本公告日期，審核委員會由三名獨立非執行董事組成，即陳耀光先生、張學伙先生及王英哲先生。陳耀光先生為審核委員會主席。

審核委員會已考慮及審閱本集團截至2022年12月31日止年度的全年業績以及本公司及本集團採納的會計原則和慣例，並已與管理層討論有關內部控制和財務報告事宜。審核委員會認為截至2022年12月31日止年度的年度財務業績符合相關的會計標準、規則及規例，並已進行適當披露。

本公司核數師的工作範疇

本公司核數師已同意，本全年業績公告所載本集團截至2022年12月31日止年度的綜合財務狀況表、綜合損益及其他全面收益表以及相關附註內數字與本集團年內綜合財務報表草擬稿所載的金額相符。本公司核數師就此進行的工作並不構成香港會計師公會頒佈的香港審計準則、香港審閱委聘準則或香港核證委聘準則作出的核證委聘，故本公司核數師並無就本年度業績公告作出核證。

PUBLICATION OF THE ANNUAL RESULTS ANNOUNCEMENT AND 2022 ANNUAL REPORT

This annual results announcement was published on the website of Hong Kong Exchanges and Clearing Limited (www.hkexnews.hk) and on the website of the Company (www.doumob.com). The annual report of the Group for the year ended 31 December 2022, which contains all the information required under the Listing Rules, will be despatched to Shareholders and available on the above websites in April 2023.

DEFINITIONS

“advertiser” 「廣告主」	指	any persons, companies, organisations which advertise their brands, products and/services through placing advertisements 透過投放廣告宣傳品牌、產品及／或服務的任何人士、公司、機構
“Audit Committee” 「審核委員會」	指	the audit committee of the Board 董事會審核委員會
“Board” 「董事會」	指	the board of Directors of the Company 本公司董事會
“CEO” 「行政總裁」	指	the chief executive officer of the Company 本公司行政總裁
“Chairman” 「主席」	指	the chairman of the Board 董事會主席
“China” or “PRC” 「中國」	指	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 中華人民共和國，除另有說明外，不包括中國香港特別行政區、澳門特別行政區及台灣
“Company” or “the Company” 「本公司」	指	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 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
“Contractual Arrangements” 「合約安排」	指	certain contractual arrangements entered into on 22 August 2018 by us 由我們於2018年8月22日訂立的若干合約安排

刊發全年業績公告及2022年年報

本全年業績公告已於香港交易及結算所有限公司網站 (www.hkexnews.hk) 及本公司網站 (www.doumob.com) 刊載。本集團截至2022年12月31日止年度的年報 (載有上市規則所規定全部資料) 將於2023年4月寄發予股東，並於上述網站刊載。

釋義

“Corporate Governance Code” or “CG Code” 「企業管治守則」	指	the Corporate Governance Code as set out in Appendix 14 of the Listing Rules 上市規則附錄14所載企業管治守則
“COVID-19” 「COVID-19」	指	coronavirus disease 2019, a coronavirus known to cause contagious respiratory illness 2019冠狀病毒病，會引起傳染性呼吸道疾病的一種新型冠狀病毒
“Director(s)” 「董事」	指	the director(s) of the Company 本公司董事
“Doumob Technology” 「豆盟科技」	指	Doumob (Beijing) Technology Co., Ltd. (豆盟(北京)科技股份有限公司) (formerly known as Zhangshang Yunjing), a company incorporated under the laws of the PRC with limited liability on 25 July 2013 and by virtue of the Contractual Arrangements, accounted for as the subsidiary 豆盟(北京)科技股份有限公司，前稱掌上雲景，一間於2013年7月25日根據中國法律註冊成立的有限公司及因合約安排列作附屬公司
“Global Offering” 「全球發售」	指	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 於香港公開發售98,900,000股股份以供香港公眾認購及於國際發售(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” 「本集團」或「我們」	指	the Company and all of its subsidiaries and companies whose financial results have been consolidated and accounted as the subsidiaries of the Company by virtue of the Contractual Arrangements, or, where the context so requires, in respect of the period before the Company became the holding company of the current subsidiaries, the business operated by such subsidiaries or their predecessors (as the case may be) 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
“HK\$” and “HK cents” 「港元」及「港仙」	指	Hong Kong dollars and cents, respectively, the lawful currency of Hong Kong 香港法定貨幣港元及港仙
“Hong Kong” 「香港」	指	the Hong Kong Special Administrative Region of the PRC 中國香港特別行政區

“H5”		a markup language used for structuring and presenting content on the internet, with detailed processing models to encourage more interoperable implementations, which can be used to develop interactive advertising markup language used for structuring and presenting content on the World Wide Web, which is the fifth and current major version of the HTML standard
「H5」	指	用於在互聯網構建及呈現內容的標記語言，具有詳細的處理模型，鼓勵執行更多共同操作，其可用於開發用於在萬維網構建及呈現內容的互動廣告標記語言，為HTML標準的第五個及當前的主要版本
“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 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
“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
“R&D” 「研發」	指	research and development 研究及開發
“Reporting Period” 「報告期」	指	the year ended 31 December 2022 截至2022年12月31日止年度
“RMB” 「人民幣」	指	Renminbi, the lawful currency of the PRC 中國法定貨幣人民幣
“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
“US\$” 「美元」	指	United States dollars, the lawful currency of the United States 美國法定貨幣美元
“Zhangshang Yunjing” 「掌上雲景」	指	Beijing Zhangshang Yunjing Technology Company Limited (北京掌上雲景科技有限公司), a company incorporated under the laws of the PRC with limited liability on 25 July 2013 and the predecessor of Doumob Technology 北京掌上雲景科技有限公司，一間於2013年7月25日根據中國法律註冊成立的有限公司，為豆盟科技的前身
“%” 「%」	指	per cent 百分比

By order of the Board
Doumob
Yang Bin
Chairman

承董事會命
豆盟科技有限公司
主席
楊斌

Beijing, the PRC
29 March, 2023

中國北京
2023年3月29日

As at the date of this announcement, the executive Directors are Mr. Yang Bin and Ms. Liu Yuanyuan; the non-executive Director is Mr. Liu Ailun; and the independent non-executive Directors are Mr. Chan Yiu Kwong, Mr. Zhang Xuehuo and Mr. Wang Yingzhe.

於本公告日期，執行董事為楊斌先生及劉圓圓女士；非執行董事為劉艾倫先生；及獨立非執行董事為陳耀光先生、張學伙先生及王英哲先生。