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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)**

**INTERIM RESULTS  
FOR THE SIX MONTHS ENDED  
30 JUNE 2023**

**截至2023年6月30日止六個月的  
中期業績**

The Board announces the unaudited consolidated interim results of the Group for the six months ended 30 June 2023 together with the comparative figures for the corresponding period in 2022.

董事會公佈本集團截至2023年6月30日止六個月的未經審核綜合中期業績，連同2022年同期的比較資料。

**INTERIM RESULTS**

For the 2023 Interim, the Group's loss and other comprehensive income attributable to owners of the Company was RMB0.9 million as compared to that of the Company was RMB21.4 million for the 2022 Interim. The basic loss per share for the six months ended 30 June 2023 was RMB0.0004 (2022 Interim: RMB0.010).

**中期業績**

2023年中期，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0.9百萬元，2022年中期則為人民幣21.4百萬元。截至2023年6月30日止六個月的每股基本虧損為人民幣0.0004元（2022年中期：人民幣0.010元）。

**INTERIM DIVIDEND**

The Board has resolved not to declare any interim dividend for the 2023 Interim.

**中期股息**

董事會議決不宣派任何2023年中期的中期股息。

## MANAGEMENT DISCUSSION AND ANALYSIS

We are an innovative operator of a performance-based interactive advertising platform and service provider of integrated marketing solutions of public and private domains in the PRC. Our mission is to make every connection more effective.

### BUSINESS REVIEW

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.

Commencing from the second half of 2021, the Company has deployed its new media business on platforms such as Tiktok. On the basis of the Group's know-how and the resources of advertisers in the internet advertising and marketing industry, along with the high-caliber team of talents of the Company with rich experience and professional capabilities, we provide operational services and technical support to brand clients for one-stop online marketing solutions such as brand marketing planning, short video production and placement, and live broadcasting operation and marketing.

During the Reporting Period, we have contributed to steady performance growth for our branded clients, earning their recognition and credibility. For the six months ended 30 June 2023, the Group's total revenue amounted to RMB35.8 million, representing an increase of 100% compared to the corresponding period last year.

## 管理層討論與分析

我們是中國創新的互動式效果廣告平台及公私域營銷一體化服務商。我們的使命是，讓每一次連接更有效。

### 業務回顧

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佈者，面對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。

自2021年下半年開始，本公司在抖音等平台佈局新媒體業務，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，以及本公司具備豐富經驗和專業能力的高素質人才團隊，為品牌客戶提供品牌營銷策劃、短視頻製作與投放、以及直播運營市場銷售等一站式線上營銷解決方案的運營服務與技術支持。

我們於報告期內幫助品牌客戶帶來了穩定的業績增長，贏得了客戶的認可和信任。截至2023年6月30日止六個月，本集團的營收總額為人民幣35.8百萬元，相較於去年同期提升100%。

We noticed that the cross-border e-commerce business has considerable market prospects. Starting with an on-site inspection of the e-commerce market in Southeast Asia, we have actively conducted market research and resource integration, and based on the perceptive product selection ability and mature operation mode of the Company's domestic distribution team, and taking into account the market and customer characteristics of the Southeast Asian countries, we have gradually extended from the short-video distribution to the live-streaming e-commerce marketing model. During the Reporting Period, we were invited to become the official MCN organization of Tiktok, possessing more than 50 e-commerce accounts with operating privileges and publishing more than 3,000 short videos, with the highest exposure of a single short video exceeding one million hits. These growing account resources will enable us to provide our customers with a wider variety of choices and better matching of operation accounts according to their demands, thus laying the foundation for further expansion and cultivation of the Southeast Asian market in the future.

In addition, beginning from December 2022, we have attempted to provide one-stop solutions for customers with overseas marketing demands, including but not limited to overseas advertising platform promotion, independent website construction as well as promotion and operation services. During the Reporting Period, the business achieved a revenue of approximately RMB4.6 million. As the business is still in the exploratory stage, the business model is still premature and the profitability is yet to be optimized.

我們注意到跨境電商業務具有相當的市場前景，我們首先對東南亞的電商市場進行了實地考察，積極進行市場調研和資源整合工作，基於本公司國內分銷團隊敏銳的選品能力以及成熟的運營模式，結合東南亞國家的市場和客戶特點，逐漸從短視頻分銷向直播電商業務的營銷模式延展。於報告期內，我們獲邀並成為了Tiktok官方的MCN機構，擁有超過50個電商賬號運營權限，發佈超過3,000條短視頻，單條短視頻的曝光量最高超過百萬點擊量。逐漸積累的賬號資源，將使得我們能夠為客戶提供更多樣化的選擇，根據客戶的需求匹配更合適的運營賬號，為未來進一步拓展和深耕東南亞市場奠定了基礎。

此外，自2022年12月起，我們開始嘗試面向有出海營銷需求的客戶提供一站式解決方案，包括但不限於海外廣告平台推廣、獨立站建站及推廣運營服務等。該業務於報告期內實現了約人民幣4.6百萬元營收。由於該業務仍在探索階段，商業模式尚不夠成熟，盈利能力有待提升。

## FUTURE PROSPECTS

Coexisting with opportunities and challenges, the slowdown in economic growth following the end of the COVID-19 was accompanied by weakening consumption, declining market demand and intensified competition in the market, which affected the revenue and profitability of the Company's business to varying degrees, and the development of our online marketing business was mainly dependent on the marketing budgets of our brand clients as well as the consumption demand of our target customer groups. In order to hedge against risks and seize new opportunities, we will continue to focus on the online marketing service and pay attention to market demands and changes meanwhile strengthen the innovation and optimization of our technology and operational capabilities, focus on team building, enhance staff training and provide better services to our clients to ensure that the products of our brand clients will receive maximum exposure and sales; at the same time, we will actively expand our head supply chain resources and also explore the development of our own brands resources in order to optimize our business system, thereby strengthening the Group's competitive edge and promoting profit growth.

We will continue to expand the e-commerce market in Southeast Asia, which is a region of great potential and strategic importance to us. Our efforts to further understand the local culture and market needs, expand local partner resources and establish good business relationships will ensure that our operations are adapted to and meet the needs of local consumers.

We will continue to optimize our overseas advertising services and strengthen our cooperation with renowned overseas media, with the aim of improving the conversion rate of advertisements and return on investment through more precise positioning of target customer groups and continuous optimization of advertising strategies.

## 未來展望

機遇與挑戰並存，新冠疫情結束後經濟增速放緩伴隨著消費疲軟、市場需求下降，以及市場競爭環境加劇等，這些因素不同程度地影響著本公司業務的營收和盈利能力，線上營銷業務的發展主要依賴於品牌客戶的營銷預算以及目標客戶群體的消費需求等。為了對沖風險，同時抓住新的機遇，未來我們將持續著力於線上營銷服務及關注市場需求和變化，同時加強技術和運營能力的創新和優化，注重團隊建設，強化人員培訓，為客戶提供更優質服務，確保品牌客戶的產品能夠獲得最大的曝光和銷售；與此同時，我們既要積極拓展頭部供應鏈資源，也將探索自有品牌的發展，優化業務體系，增強本集團的競爭優勢，促進利潤增長。

我們將持續東南亞電商市場的拓展，這個潛力巨大的地區對於我們來說具有重要的戰略意義。我們將進一步了解當地文化和市場需求，拓展當地合作夥伴資源並建立良好的商業關係，以確保我們的運營能夠適應和滿足當地消費者的需求。

我們將持續優化海外廣告投放服務，加強與海外知名媒體的合作，通過更精準的定位目標客戶群體，不斷優化廣告投放策略，提高廣告的轉化率和投資回報。

We will strengthen risk management and establish an effective risk management mechanism in the rapidly iterative and innovative market environment. We will prudently assess and manage in a timely manner the risks and opportunities arising from new business content, new market locations/countries, and innovative business models, and formulate strategies to respond to them, so as to ensure that any uncertainties that may bring about less-than-anticipated results will be minimized, and to ensure that the Company will achieve sustainable development in the ever-changing market environment.

## FINANCIAL REVIEW

### REVENUE

The following table sets forth the breakdown of our revenue for the 2023 Interim and 2022 Interim:

我們將強化風險管理，在快速迭代、創新的市場環境中，建立有效的風險管理機制，審慎評估並實時管理新業務內容、新市場地域／國家、創新運營模式等帶來的風險和機遇，制定應對策略，以確保將不確定性可能帶來的不及預期的結果減到最低，確保公司在不斷變化的市場環境中取得持續的發展。

## 財務回顧

### 收益

下表載列我們2023年中期及2022年中期的收益明細：

		For the six months ended 30 June 截至6月30日止六個月			
		2023 2023年	(% of total revenue) (佔收益 總額百分比)	2022 2022年	(% of total revenue) (佔收益 總額百分比)
		(RMB'000) (人民幣千元) (Unaudited) (未經審核)		(RMB'000) (人民幣千元) (Unaudited) (未經審核)	
Interactive advertising	互動廣告	29,002	81.0%	15,756	88.1%
Non-interactive advertising	非互動廣告	6,751	18.9%	1,961	11.0%
Others	其他	27	0.1%	172	0.9%
<b>Total</b>	<b>總計</b>	<b>35,780</b>	<b>100%</b>	<b>17,889</b>	<b>100%</b>

For the 2023 Interim, the total revenue was approximately RMB35.8 million, representing an increase of approximately 100.0% (2022 Interim: RMB17.9 million). The increase of the total revenue was mainly because of 1) a significant increase in revenue from the new interactive marketing services; 2) the newly introduced overseas advertising placement business started to generate certain revenue, which increased the overall revenue of the Company.

## **COST OF REVENUE**

The cost of revenue was RMB23.0 million for 2023 Interim, representing an increase of 103.4% (2022 Interim: RMB11.3 million). This was mainly attributable to the increase in total revenue, causing the purchases from downstream suppliers to increase accordingly.

## **GROSS PROFIT AND GROSS PROFIT MARGIN**

Our gross profit was RMB12.8 million for the 2023 Interim, representing a year-on-year increase of approximately 94.2%; our gross profit margin was 35.7% for the 2023 Interim, as compared with 36.8% for the 2022 Interim, the overall gross profit margin remained relatively stable.

## **EXPENSES**

### ***Selling and Distribution Expenses***

Our selling and distribution expenses primarily consist of staff salaries and benefits. The selling and distribution expenses were RMB4.9 million for 2023 Interim, representing a decrease of 11.9% (2022 Interim: RMB5.6 million). This was mainly attributable to the decrease in market development fees.

2023年中期的收益總額約為人民幣35.8百萬元，增加約100.0%（2022年中期：人民幣17.9百萬元）。收益總額增加主要由於1) 新互動營銷服務收入大幅增長；2) 新引入的海外廣告投放業務開始有一定的收入，使本公司整體收入有所提高。

## **收益成本**

2023年中期的收益成本為人民幣23.0百萬元，增加103.4%（2022年中期：人民幣11.3百萬元），主要由於隨著收益總額的增加，向下游供應商的採購也相應增加所致。

## **毛利及毛利率**

我們於2023年中期的毛利為人民幣12.8百萬元，同比增加約94.2%；2023年中期的毛利率為35.7%，而2022年中期則為36.8%，整體毛利率保持相對穩定。

## **開支**

### **銷售及分銷開支**

我們的銷售及分銷開支主要包括員工薪金及福利。2023年中期的銷售及分銷開支為人民幣4.9百萬元，減少11.9%（2022年中期：人民幣5.6百萬元），主要是由於市場拓展費減少所致。

## *Administrative Expenses*

Our administrative expenses primarily consist of (i) staff salaries and benefits; (ii) amortization and depreciation charges; (iii) legal and professional fee; (iv) agent cost; and (v) short-term lease expenses. The administrative expenses were RMB10.9 million for the 2023 Interim, representing a decrease of 54.4% (2022 Interim: RMB23.8 million). 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; (3) a decrease in research and development expenses; and (4) a decrease in third-party agent costs.

## *Income Tax Expenses*

No income tax expenses for the 2023 Interim because of the enterprise loss. 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 2023 interim ( 2022 interim: two subsidiaries were subjected to a preferential income tax rate of 15%).

## **NON-HKFRS MEASURES**

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

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

## **行政開支**

我們的行政開支主要包括(i)員工薪金及福利；(ii)攤銷及折舊開支；(iii)法律及專業費用；(iv)代理成本；及(v)短期租賃開支。2023年中期的行政開支為人民幣10.9百萬元，減少54.4%（2022年中期：人民幣23.8百萬元），主要是由於（1）公司人員結構優化使人工成本減少；（2）無形資產攤銷減少；（3）研發開支減少；及（4）第三方代理成本減少所致。

## **所得稅開支**

由於企業虧損，2023年中期並無所得稅開支。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2023年中期內可按優惠稅率15%繳納所得稅（2022年中期：兩間附屬公司享受優惠稅率15%）。

## **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，即以股份為基礎的酬金成本。「經調整純虧損」一詞於香港財務報告準則項下未有定義。使用經調整純虧損作為分析工具存在重大限制，原因為經調整純虧損並不包括所有影響我們年內純虧損的項目。下表為我們於期內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：

		<b>For the six months ended 30 June 截至6月30日止六個月</b>	
		<b>2023</b>	<b>2022</b>
		<b>2023年</b>	<b>2022年</b>
		<b>(RMB'000)</b>	<b>(RMB'000)</b>
		<b>(人民幣千元)</b>	<b>(人民幣千元)</b>
		<b>(Unaudited)</b>	<b>(Unaudited)</b>
		<b>(未經審核)</b>	<b>(未經審核)</b>
<b>Loss for the period</b>	<b>期內虧損</b>	<b>(854)</b>	<b>(21,375)</b>
Adjustments for:	調整項目：		
Share-based compensation costs	以股份為基礎的酬金成本	<b>486</b>	<b>972</b>
<b>Adjusted net loss</b>	<b>經調整純虧損</b>	<b>(368)</b>	<b>(20,403)</b>

Adjusted net loss of the Group decreased from approximately RMB20.4 million for the 2022 Interim to approximately RMB0.4 million for the 2023 Interim.

In light of the foregoing limitations on other financial measures, when assessing our operating and financial performance, adjusted net loss cannot be considered in isolation or as a substitute for our loss for the period, operating loss or any other operating performance measure that is calculated in accordance with HKFRS. In addition, since 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 30 June 2023, our total equity was approximately RMB65.6 million, as compared with approximately RMB64.6 million as of 31 December 2022. The increase was mainly due to the reduction of employee share trust as a result of the vesting of share award plan.

As of 30 June 2023, our net current assets were approximately RMB58.1 million, as compared with approximately RMB54.7 million as of 31 December 2022. The increase was mainly attributable to the decrease in trade and other payables.

本集團的經調整純虧損由2022年中期約人民幣20.4百萬元減少至2023年中期約人民幣0.4百萬元。

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

## 財務狀況

截至2023年6月30日，我們的權益總額約為人民幣65.6百萬元，而截至2022年12月31日則約為人民幣64.6百萬元。該增加主要由於股份獎勵計劃到期歸屬使僱員股份信託減少所致。

截至2023年6月30日，我們的流動資產淨值約為人民幣58.1百萬元，而截至2022年12月31日則約為人民幣54.7百萬元。該增加主要由於貿易應付款及其他應付款項減少所致。



## LIQUIDITY AND FINANCIAL RESOURCES

As of 30 June 2023, our cash at banks and on hand was approximately RMB37.2 million, as compared with RMB41.3 million as of 31 December 2022. The change was mainly attributable to the payment of funds related to operating activities.

## MATERIAL EVENTS AFTER THE REPORTING PERIOD

There have been no material events of the Group from 30 June 2023 until the date of this interim results announcement.

## GEARING RATIO

As of 30 June 2023, our gearing ratio, which is calculated as total debt divided by total assets, was 10.6%, as compared with 14.9% as of 31 December 2022, the decrease was mainly attributable to the decrease in trade and other payables.

## CAPITAL EXPENDITURE

Our capital expenditure includes expenditures on furniture, fixtures and office equipment, computers and motor vehicles. For the 2023 Interim and 2022 Interim, the Group had no significant capital expenditure.

## 流動資金及財務資源

截至2023年6月30日，我們的銀行及手頭現金約為人民幣37.2百萬元，而截至2022年12月31日則為人民幣41.3百萬元。該變動主要由於支付有關經營活動的資金所致。

## 報告期後重大事項

自2023年6月30日起直至本中期業績公告日期，本集團並無重大事項。

## 資產負債比率

按債務總額除以資產總值計算，於2023年6月30日的資產負債比率為10.6%，而於2022年12月31日則為14.9%，該降低主要由於貿易應付款及其他應付款項減少所致。

## 資本開支

我們的資本開支包括家具、裝置及辦公室設備、電腦及汽車的開支。2023年中期及2022年中期，本集團沒有重大資本開支。

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

For the six months ended 30 June 2023, we did not have any significant investment, acquisition and disposal and none of each individual investment held by the Group constituted 5% or above of the total assets of the Group as of 30 June 2023.

**PLEDGE OF ASSETS**

As of 30 June 2023, no property, plant and equipment was pledged.

**CONTINGENT LIABILITIES AND GUARANTEES**

As of 30 June 2023, we did not have record of significant contingent liabilities, guarantees or any significant claim or litigation against us.

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

截至2023年6月30日止六個月，我們並無任何重大投資、收購及出售事項，以及本集團持有的各項獨立投資概無構成本集團於2023年6月30日的總資產的5%或以上。

**資產抵押**

截至2023年6月30日，概無質押任何物業、廠房及設備。

**或然負債及擔保**

截至2023年6月30日，我們並無記錄重大或然負債、擔保或針對我們的任何重大索償或訴訟。

## EMPLOYEES AND REMUNERATION POLICIES

As of 30 June 2023, our employee remuneration totaled approximately RMB8.9 million (including salary, bonus, share-based compensation, pension scheme contribution, other social security fund and other employee benefits) (30 June 2022: RMB14.7 million).

The remuneration of our employees is determined based on their performance, experience, competence and market comparables. Their remuneration package includes salaries, bonus related to our performance, allowances and state-managed retirement benefit schemes for employees in the PRC. The Company also provides 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 announcements of the Company dated 7 May 2020, 17 May 2023 and the 2023 interim report of the Company for further details.

## 僱員及薪酬政策

截至2023年6月30日，我們的僱員薪酬總額約為人民幣8.9百萬元（包含薪金、花紅、以股份為基礎的酬金、退休計劃供款、其他社會保障金及其他僱員福利）（2022年6月30日：人民幣14.7百萬元）。

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

本公司於2018年8月14日採納一項受限制股份單位計劃，並於2020年5月7日採納一項受限制股份獎勵計劃，以表彰及鼓勵僱員作出貢獻、藉提供激勵挽留僱員以及吸引合適人員推動本集團的進一步發展。更多詳情請參閱招股章程、本公司日期為2020年5月7日及2023年5月17日的公告以及本公司2023年中期報告。

## FINANCIAL INFORMATION

### INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE SIX MONTHS ENDED 30 JUNE

## 財務資料

### 中期簡明綜合損益及其他全面收益表

截至6月30日止六個月

			2023 2023年 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	2022 2022年 (RMB'000) (人民幣千元) (Unaudited) (未經審核)
<b>Revenue</b>	<b>收益</b>	4	<b>35,780</b>	17,889
Cost of sales	銷售成本		<u>(23,001)</u>	<u>(11,307)</u>
<b>Gross profit</b>	<b>毛利</b>		<b>12,779</b>	6,582
Other income and other net gains	其他收入及其他收益淨額	5	<b>2,145</b>	1,703
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		—	—
Selling and distribution expenses	銷售及分銷開支		<b>(4,922)</b>	(5,584)
Administrative expenses	行政開支		<b>(10,856)</b>	(23,823)
Expected credit loss on financial assets	財務資產預期信貸虧損		—	(253)
Finance costs	融資成本	6	<u>—</u>	<u>—</u>
<b>Loss before income tax</b>	<b>除所得稅前虧損</b>	7	<b>(854)</b>	(21,375)
Income tax expense	所得稅開支	8	<u>—</u>	<u>—</u>
<b>Loss for the period</b>	<b>期內虧損</b>		<u><b>(854)</b></u>	<u>(21,375)</u>
<b>Loss and total comprehensive income for the period attributable to:</b>	<b>以下人士應佔期內虧損及全面收益總額：</b>			
Owners of the Company	本公司擁有人		<b>(854)</b>	(21,375)
Non-controlling interests	非控股權益		<u>—</u>	<u>—</u>
			<u><b>(854)</b></u>	<u>(21,375)</u>
<b>Loss per share attributable to the owners of the Company</b>	<b>本公司擁有人應佔每股虧損</b>			
Basic and diluted	基本及攤薄	9	<u><b>RMB(0.0004)</b></u> <u><b>人民幣(0.0004)元</b></u>	<u>RMB(0.010)</u> <u>人民幣(0.010)元</u>

**INTERIM CONDENSED CONSOLIDATED  
STATEMENT OF FINANCIAL POSITION**

**中期簡明綜合財務狀況表**

			30 June 2023 2023年 6月30日 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	31 December 2022 2022年 12月31日 (RMB'000) (人民幣千元) (Audited) (經審核)
<b>ASSETS AND LIABILITIES</b>	<b>資產及負債</b>			
<b>Non-current assets</b>	<b>非流動資產</b>			
Property, plant and equipment	物業、廠房及設備		240	249
Intangible assets	無形資產		2,322	4,745
Financial assets at fair value through profit or loss	按公允值計入損益的財務資產		4,976	4,965
			<u>7,538</u>	<u>9,959</u>
<b>Current assets</b>	<b>流動資產</b>			
Trade receivables	貿易應收款項	11	7,865	8,383
Contract assets	合約資產	12	—	—
Deposits, prepayments and other receivables	按金、預付款項及其他應收款項		20,584	16,154
Amounts due from Shareholders	應收股東款項		206	198
Cash and cash equivalents	現金及現金等價物		37,176	41,295
			<u>65,831</u>	<u>66,030</u>
<b>Current liabilities</b>	<b>流動負債</b>			
Trade payables	貿易應付款項	13	1,515	3,902
Contract liabilities	合約負債	4	963	319
Accruals and other payables	應計費用及其他應付款項		4,419	6,276
Income tax payable	應付所得稅		850	850
			<u>7,747</u>	<u>11,347</u>
<b>Net current assets</b>	<b>流動資產淨值</b>		<u>58,084</u>	<u>54,683</u>
<b>Net assets</b>	<b>資產淨值</b>		<u>65,622</u>	<u>64,642</u>
<b>EQUITY</b>	<b>權益</b>			
<b>Capital and reserves</b>	<b>資本及儲備</b>			
Capital	資本	14	1,967	1,967
Reserves	儲備		63,655	62,675
<b>Total equity</b>	<b>權益總額</b>		<u>65,622</u>	<u>64,642</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 address of the 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's Republic of China ("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

These condensed consolidated interim financial statements have been prepared in accordance with Hong Kong Accounting Standard 34 "Interim Financial Reporting" ("HKAS 34"), issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the applicable disclosure provisions of Main Board Listing Rules Governing the Listing of Securities The Stock Exchange of Hong Kong Limited. These condensed consolidated interim financial statements were authorised for issue on 28 August 2023.

These condensed consolidated interim financial statements have been prepared with the same accounting policies adopted in the 2022 annual financial statements, except for those that relate to new standards or interpretations effective for the first time for periods beginning on or after 1 January 2023. Details of any changes in accounting policies are set out in note 3. The adoption of the new and revised Hong Kong Financial reporting Standards ("HKFRSs") have no material effect on these condensed consolidated interim financial statements. The Group has not early adopted any new and revised HKFRSs that has been issued but not yet effective in the current accounting period.

## 1. 一般資料

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

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

## 2. 編製基準

該等簡明綜合中期財務報表已根據香港會計師公會（「香港會計師公會」）頒佈的香港會計準則第34號「中期財務報告」（「香港會計準則第34號」）及香港聯合交易所有限公司主板證券上市規則的適用披露條文編製。該等簡明綜合中期財務報表於2023年8月28日獲授權刊發。

該等簡明綜合中期財務報表已按照與2022年年度財務報表所採納的相同會計政策編製，惟不包括與於2023年1月1日或之後開始的期間內首次生效的新訂準則或詮釋有關的會計政策。任何會計政策變動的詳情載於附註3。採納新訂及經修訂香港財務報告準則（「香港財務報告準則」）對該等簡明綜合中期財務報表並無重大影響。本集團概無提前採納本會計期間已頒佈但尚未生效的任何新訂及經修訂香港財務報告準則。

### 3. CHANGES IN ACCOUNTING POLICIES

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

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

None of these developments have had a material effect on how the Group's results and financial position for the current or prior periods have been prepared or presented in this interim results announcement. The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

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

The Group is principally engaged in the provision of online advertising services and 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.

### 3. 會計政策變動

香港會計師公會已頒佈下列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：

香港會計準則第1號的修訂	分類負債為流動或非流動
香港會計準則第1號的修訂	附帶契諾的非流動負債
香港詮釋第5號 (2020年)	財務報表之呈列—借款人對包含按要償還條款之定期貸款之分類
香港會計準則第8號的修訂	會計估計的釋義
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
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
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
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
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

該等修訂並無對於如何編製或於本中期業績公告呈列本集團當前或過往期間的業績及財務狀況造成重大影響。本集團並無採用於本會計期間尚未生效的任何新訂準則或詮釋。

### 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。主要經營決策者負責分配資源及評估經營分部的表現，並已被認定為本公司執行董事。

本集團主要於中國從事提供線上廣告服務及其他銷售服務。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戰略決定。

The major operating entity of the Group is domiciled in the PRC. Accordingly, all of the Group's revenue were derived in the PRC for the six months ended 30 June 2023 and 2022.

As at 30 June 2023 and 31 December 2022, all of the non-current assets of the Group were located in the PRC.

The Group's customer base is diversified. There is one customer with whom transactions have exceeded 10% of the Group's revenue for the six months ended 30 June 2023 (six months ended 30 June 2022: three).

All the Group's revenue is derived from contracts with customers. Revenue mainly comprises of proceeds from online advertising services. An analysis of the Group's revenue by category for the six months ended 30 June 2023 and 2022 was as follows:

**(a) Disaggregated revenue information**

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
Other sales services	其他銷售服務
Timing of revenue recognition	收益確認時間
At a point in time	於某一時間點確認

**(b) Assets recognized from incremental costs to obtain a contract**

For the six months ended 30 June 2023 and 2022, there were no significant incremental costs to obtain a contract.

本集團的主要經營實體位於中國。因此，截至2023年及2022年6月30日止六個月，本集團的所有收益均來自中國。

於2023年6月30日及2022年12月31日，本集團的所有非流動資產均位於中國。

本集團擁有多元化的客戶群。截至2023年6月30日止六個月一名（截至2022年6月30日止六個月：三名）客戶的交易額超過本集團收益的10%。

本集團所有收益均來自與客戶訂立的合約。收益主要包括來自線上廣告服務的所得款項。本集團截至2023年及2022年6月30日止六個月按類別劃分的收益分析如下：

**(a) 收益資料細分**

<b>Six months ended 30 June</b>	
<b>截至6月30日止六個月</b>	
<b>2023</b>	<b>2022</b>
<b>2023年</b>	<b>2022年</b>
<b>RMB'000</b>	<b>RMB'000</b>
<b>人民幣千元</b>	<b>人民幣千元</b>
<b>(Unaudited)</b>	<b>(Unaudited)</b>
<b>(未經審核)</b>	<b>(未經審核)</b>
35,753	17,717
27	172
<b>35,780</b>	<b>17,889</b>
35,780	17,889

**(b) 自獲取合約增量成本確認的資產**

截至2023年及2022年6月30日止六個月，並無重大獲取合約增量成本。



(c) Significant changes in contract liabilities

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

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

(c) 合約負債重大變動

本集團的合約負債主要來自客戶的預付款項，而相關服務尚未提供。

下表顯示本報告期內確認的收益結轉為合約負債的金額：

		30 June 2023 2023年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2022 2022年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Balance at 1 January	於1月1日的結餘	319	1,441
Decrease in contract liabilities as a result of recognizing revenue during the period/year that was included in the contract liabilities at the beginning of the period/year	因期／年內確認計入期／年初合約負債的收益而導致的合約負債減少	(319)	(1,441)
Increase in contract liabilities as a result of billing in advance of online advertising activities	因預先就線上廣告活動發出賬單而導致的合約負債增加	963	319
Balance at 30 June/31 December	於6月30日／ 12月31日的結餘	<u>963</u>	<u>319</u>

5. OTHER INCOME AND OTHER NET GAINS

5. 其他收入及其他收益淨額

		Six months ended 30 June 截至6月30日止六個月 2023 2023年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2022 2022年 RMB'000 人民幣千元 (Unaudited) (未經審核)
Exchange gain, net	匯兌收益淨額	1,486	1,593
Interest income	利息收入	430	97
Others	其他	229	13
		<u>2,145</u>	<u>1,703</u>

## 6. FINANCE COSTS

## 6. 融資成本

		Six months ended 30 June 截至6月30日止六個月	
		2023 2023年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2022 2022年 RMB'000 人民幣千元 (Unaudited) (未經審核)
Interest on lease liabilities	租賃負債的利息	—	—

## 7. LOSS BEFORE INCOME TAX

## 7. 除所得稅虧損

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

除所得稅虧損利於扣除以下各項得出：

		Six months ended 30 June 截至6月30日止六個月	
		2023 2023年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2022 2022年 RMB'000 人民幣千元 (Unaudited) (未經審核)
Amortization of intangible asset (Note)	無形資產攤銷 (附註)	2,423	9,413
Depreciation of property, plant and equipment	物業、廠房及設備折舊	36	58
Provision for impairment of trade receivables	貿易應收款項減值撥備	—	4
Provision for impairment of contract assets	合約資產減值撥備	—	249
Provision for impairment of other receivables	其他應收款項減值撥備	—	—
R&D expenditure	研發開支	—	2,228
Short term lease expenses	短期租賃開支	397	489
Staff cost (including directors' emoluments)	員工成本 (包括董事酬金)		
— Salaries, wages and other benefits	— 薪金、工資及其他利益	8,076	13,283
— Retirement scheme contribution	— 退休計劃供款	812	1,434
		<b>8,888</b>	<b>14,717</b>

Note:

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

附註：

無形資產攤銷於簡明綜合損益及其他全面收益表內計入「行政開支」。

## 8. INCOME TAX EXPENSE

<b>Current tax</b>	<b>即期稅項</b>
Tax for the current period	本期間稅項
<b>Deferred tax</b>	<b>遞延稅項</b>
Credited to profit or loss for the period	計入期內損益

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

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

No provision for Hong Kong Profits Tax has been made as the Group had no assessable profits arising in Hong Kong during the six months ended 30 June 2023 and 2022.

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

## 9. LOSS PER SHARE

### (a) Basic

The calculation of basic loss per share for the six months ended 30 June 2023 is based on the loss attributable to the ordinary equity Shareholders of the Company of RMB854,000 and the weighted average of 2,291,602,000 ordinary shares in issue during the interim period.

## 8. 所得稅開支

<b>Six months ended 30 June</b>	
<b>截至6月30日止六個月</b>	
<b>2023</b>	<b>2022</b>
<b>2023年</b>	<b>2022年</b>
<b>RMB'000</b>	<b>RMB'000</b>
<b>人民幣千元</b>	<b>人民幣千元</b>
<b>(Unaudited)</b>	<b>(Unaudited)</b>
<b>(未經審核)</b>	<b>(未經審核)</b>
—	—
—	—
<u>—</u>	<u>—</u>
<u>—</u>	<u>—</u>

根據開曼群島的規則及法規，本集團毋須繳納開曼群島的任何所得稅。

根據英屬處女群島的規則及法規，本集團毋須繳納英屬處女群島的任何所得稅。

由於本集團於截至2023年及2022年6月30日止六個月在香港並無任何應課稅溢利，故並無就香港利得稅計提撥備。

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

## 9. 每股虧損

### (a) 基本

截至2023年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣854,000元及已發行2,291,602,000股普通股的加權平均數計算。

The calculation of basic loss per share for the six months ended 30 June 2022 is based on the loss attributable to the ordinary equity Shareholders of the Company of RMB21,375,000 and the weighted average of 2,260,087,000 ordinary shares in issue during the interim period.

截至2022年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣21,375,000元及已發行2,260,087,000股普通股的加權平均數計算。

Loss per share (basic):

每股虧損(基本):

		<b>Six months ended 30 June</b>	
		<b>截至6月30日止六個月</b>	
		<b>2023</b>	<b>2022</b>
		<b>2023年</b>	<b>2022年</b>
		<b>(Unaudited)</b>	<b>(Unaudited)</b>
		<b>(未經審核)</b>	<b>(未經審核)</b>
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)	<b>854</b>	21,375
Weighted average number of ordinary shares in issue (thousand shares)	已發行普通股的加權平均數 (千股)	<b>2,291,602</b>	2,260,087
Loss per share attributable to the owners of the Company (RMB per share)	本公司擁有人應佔每股虧損 (每股人民幣元)	<b>0.0004</b>	0.010

Weighted average number of ordinary shares (basic):

普通股的加權平均數(基本):

		<b>Six months ended 30 June</b>	
		<b>截至6月30日止六個月</b>	
		<b>2023</b>	<b>2022</b>
		<b>2023年</b>	<b>2022年</b>
		<b>Thousand shares</b>	<b>Thousand shares</b>
		<b>千股</b>	<b>千股</b>
		<b>(Unaudited)</b>	<b>(Unaudited)</b>
		<b>(未經審核)</b>	<b>(未經審核)</b>
Weighted average number of ordinary shares at 1 January	於1月1日的普通股的 加權平均數	<b>2,277,043</b>	2,279,880
Effect of vesting/(purchase) of shares held by the employee share trusts*	歸屬/(購買)僱員股份信託 所持股份的影響*	<b>14,559</b>	(19,793)
Weighted average number of ordinary shares (basic) as at 30 June	於6月30日的普通股的加權 平均數(基本)	<b>2,291,602</b>	2,260,087

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

\* 僱員股份信託所持股份被視作庫存股份。

**(b) Diluted**

Diluted loss per share are same as the basic loss per share as there is no dilutive potential ordinary shares in existence during the six months ended 30 June 2023 and 2022.

**(b) 攤薄**

由於截至2023年及2022年6月30日止六個月內並無具潛在攤薄效應的普通股，故每股攤薄虧損與每股基本虧損一致。

## 10. DIVIDENDS

The Board has resolved not to recommend or declare the payment of an interim dividend for the six months ended 30 June 2023 (six months ended 30 June 2022: nil).

## 11. TRADE RECEIVABLES

Trade receivables  
Less: Loss allowance for trade  
receivables

貿易應收款項  
減：貿易應收款項的虧損  
撥備

30 June 2023 2023年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2022 2022年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
11,738	12,256
(3,873)	(3,873)
<u>7,865</u>	<u>8,383</u>

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

0 – 30 days	0至30日
31 – 60 days	31至60日
61 – 90 days	61至90日
91 – 180 days	91至180日
181 – 365 days	181至365日
Over 365 days	365日以上

各報告期末的貿易應收款項扣除減值虧損後根據發票日期的賬齡分析如下：

30 June 2023 2023年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2022 2022年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
4,279	3,857
26	377
8	409
180	594
252	268
3,120	2,878
<u>7,865</u>	<u>8,383</u>

During the six months ended 30 June 2023, the Group allows credit periods ranging from 1 to 30 days (31 December 2022: 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 applies the simplified approach to provide for expected credit loss ("ECL") prescribed by HKFRS 9, which permits the use of the lifetime expected loss provision for all trade receivables. To measure the ECL, trade receivables have been grouped based on shared credit risk characteristics and the ageing. Movement in lifetime ECL that has been recognized for trade receivables in accordance with the simplified approach prescribed by HKFRS 9 as follow:

截至2023年6月30日止六個月，本集團向其客戶授出介乎1至30日(2022年12月31日：1至30日)的信貸期。本集團在接受任何新客戶前，會評估潛在客戶的信貸質素，並按客戶設定信貸限額。本集團亦會定期審視為客戶設定的信貸限額及向客戶授出的信貸期。

本集團應用簡化的方法就香港財務報告準則第9號規定的預期信貸虧損(「預期信貸虧損」)計提撥備，該準則允許對所有貿易應收款項採用整個期限內的預期虧損撥備。為計量預期信貸虧損，貿易應收款項已根據共同信貸風險特徵及賬齡分類。根據香港財務報告準則第9號所列的簡化方法，就貿易應收款項確認的整個期限內的預期信貸虧損變動如下：

		<b>30 June 2023 2023年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)</b>	31 December 2022 2022年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
As at 1 January	於1月1日	<b>3,873</b>	12,263
Reversal of impairment loss on trade receivables	貿易應收款項減值虧損撥回	—	(1,895)
Amounts written-off as uncollectible	撇銷為無法收回的款項	—	(6,495)
As at 30 June/31 December	於6月30日／12月31日	<b><u>3,873</u></b>	<b><u>3,873</u></b>

## 12. CONTRACT ASSETS

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

## 12. 合約資產

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

		<b>30 June 2023 2023年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)</b>	31 December 2022 2022年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Contract assets	合約資產	<b>51,702</b>	51,702
Less: Loss allowance for contract assets	減：合約資產虧損撥備	<b>(51,702)</b>	(51,702)
		<u>—</u>	<u>—</u>

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

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

		<b>30 June 2023 2023年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)</b>	31 December 2022 2022年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
As at 1 January	於1月1日	<b>51,702</b>	53,636
Provision for impairment loss on contract assets	合約資產減值虧損撥備	—	2,065
Amounts written-off as uncollectible	撇銷為無法收回的款項	—	(3,999)
As at 30 June/31 December	於6月30日／12月31日	<b>51,702</b>	51,702

### 13. TRADE PAYABLES

### 13. 貿易應付款項

		<b>30 June 2023 2023年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)</b>	31 December 2022 2022年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Trade payables	貿易應付款項	<b>1,515</b>	<b>3,902</b>

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

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

		<b>30 June 2023 2023年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)</b>	31 December 2022 2022年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
0 – 30 days	0至30日	<b>266</b>	1,215
31 – 90 days	31至90日	<b>196</b>	741
91 – 180 days	91至180日	<b>478</b>	1,149
181 – 365 days	181至365日	<b>46</b>	216
Over 365 days	365日以上	<b>529</b>	581
		<b>1,515</b>	<b>3,902</b>

The trade payables are short-term and hence the carrying values of the Group's trade payables are considered to be a reasonable approximation of fair value.

鑒於貿易應付款項為短期款項，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. 股本**

		30 June 2023 2023年6月30日		31 December 2022 2022年12月31日	
		Nominal value 面值		Nominal value 面值	
		<i>No. of shares</i> 股份數目	<i>RMB'000</i> 人民幣千元	<i>No. of shares</i> 股份數目	<i>RMB'000</i> 人民幣千元
		(Unaudited) (未經審核)	(Unaudited) (未經審核)	(Audited) (經審核)	(Audited) (經審核)
<b>Issued and fully paid:</b>	<b>已發行及繳足：</b>				
At 1 January and 30 June/ 31 December	於1月1日及6月30 日/12月31日	<b>2,300,000,000</b>	<b>1,967</b>	<b>2,300,000,000</b>	<b>1,967</b>

**15. EVENTS AFTER THE END OF THE REPORTING PERIOD****15. 報告期結束後事項**

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

於該等財務報表批准日期，本集團於報告期後並無須予披露的重大事項。

## OTHER INFORMATION

### 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 2023 Interim.

### COMPLIANCE WITH CG CODE

The Company's corporate governance practices are based on the principles and code provisions as set out in the CG Code contained in Appendix 14 to the Listing Rules. During the 2023 Interim, our Company has complied with all applicable code provisions as set out in the CG Code save for the deviation from code provision C.2.1, which stipulates that the roles of chairman and chief executive officer should be separate and should not be performed by the same individual.

Mr. Yang is our founder, Chairman and CEO. With extensive experience in the online advertisement industry, Mr. Yang is responsible for the overall management, decision-making and strategy planning of our Group and is instrumental to our Group's growth and business expansion since establishment. Since Mr. Yang is the key person for our Group's development and he will not undermine our Group's interests in any way under any circumstances, our Board considers that vesting the roles of Chairman and CEO in the same person, Mr. Yang, would not create any potential harm to the interest of our Group and it is, on the contrary, beneficial to the management of our Group. The operation of the senior management and our Board, which are comprised of experienced individuals, effectively checks and balances the power and authority of Mr. Yang, as both the Chairman and CEO of our Group. Our Board currently comprises two executive Directors (including Mr. Yang), one non-executive Director and three independent non-executive Directors and therefore has a fairly strong independence element in its composition.

## 其他資料

### 購回、出售或贖回上市證券

本公司或其附屬公司於2023年中期內概無購回、出售或贖回本公司任何上市證券。

### 遵守企業管治守則

本公司的企業管治常規乃基於上市規則附錄14企業管治守則所載的原則及守則條文。於2023年中期內，本公司已遵守企業管治守則所載的一切適用守則條文，惟訂明主席與行政總裁的角色應有區分，並不應由同一人兼任的守則條文第C.2.1條除外。

楊先生為創辦人、主席兼行政總裁。楊先生在線上廣告行業擁有豐富經驗，負責本集團整體管理、決策及戰略規劃，且自本集團成立以來對本集團成長及業務擴張貢獻良多。由於楊先生為本集團發展的關鍵人物及彼於任何情況下不會以任何方式損害本集團的利益，董事會認為，主席及行政總裁的角色由同一人（即楊先生）擔任不會對本集團的利益構成任何潛在損害，反之對本集團的管理有利。由經驗豐富的人才組成的高級管理層及董事會營運可有效監察及平衡本集團主席兼行政總裁楊先生的權力及職權。董事會當前由兩名執行董事（包括楊先生）、一名非執行董事及三名獨立非執行董事組成，因此其構成的獨立程度相當大。

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**

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

Having made specific enquiry of all Directors, all of them have confirmed that they have complied with the Model Code and our Company's own code of conduct regarding directors' securities transactions throughout the 2023 Interim.

### **REVIEW OF THE INTERIM FINANCIAL INFORMATION**

The unaudited condensed consolidated interim financial information for the 2023 Interim was reviewed by the Audit Committee but not reviewed by the external auditor of the Company. The Audit Committee was satisfied that the Company's unaudited financial information was prepared in accordance with applicable accounting standards.

### **PUBLICATION OF THE INTERIM RESULTS ANNOUNCEMENT AND 2023 INTERIM REPORT**

This interim results announcement was published on the websites of our Company ([www.doumob.com](http://www.doumob.com)) and the Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)). The interim report of the Group for the 2023 Interim, which contains all the information required under the Listing Rules, will be despatched to Shareholders and available on the above websites in September 2023.

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

### **董事進行證券交易的標準守則**

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

經向全體董事作出具體查詢後，彼等全部確認於2023年中期內已遵守標準守則及本公司本身有關董事進行證券交易的行為守則。

### **審閱中期財務資料**

於2023年中期的未經審核簡明綜合中期財務資料已由審核委員會進行審閱，但未經本公司的外聘核數師審閱。審核委員會已信納本公司未經審核財務資料乃根據適用的會計準則編製。

### **刊發中期業績公告及2023年中期報告**

本中期業績公告已於本公司網站 ([www.doumob.com](http://www.doumob.com)) 及聯交所網站 ([www.hkexnews.hk](http://www.hkexnews.hk)) 刊載。本集團於2023年中期的中期報告 (載有上市規則所規定全部資料) 將於2023年9月寄發予股東，並於上述網站刊載。

## DEFINITIONS

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

“2022 Interim” 「2022年中期」	指	for the six months ended 30 June 2022 截至2022年6月30日止六個月
“2023 Interim” or “Reporting Period” 「2023年中期」或「報告期」	指	for the six months ended 30 June 2023 截至2023年6月30日止六個月
“advertiser” 「廣告主」	指	any persons, companies, organisations which advertise their brands, products and/or 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、公司及機構
“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 中華人民共和國
“Company” or “our 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

## 釋義

於本中期業績公告內，除非文義另有所指，否則下列詞彙具有以下有關涵義：

“CG Code”		the Corporate Governance Code as set out in Appendix 14 of the Listing Rules
「企業管治守則」	指	上市規則附錄14所載企業管治守則
“Director(s)”		the director(s) of the Company
「董事」	指	本公司董事
“Global Offering”		the public offering of 98,900,000 Shares for subscription by the public in Hong Kong and the international offering (as defined respectively in the Prospectus) of 98,900,000 Shares for subscription by the institutional, professional, corporate and other investors
「全球發售」	指	於香港公開發售98,900,000股股份以供公眾人士認購及於國際發售(定義分別見招股章程)98,900,000股股份以供機構、專業、公司及其他投資者認購
“GMV”		gross merchandise volume
「GMV」	指	商品交易總額
“Group”, “we” or “us”		the Company and all of its subsidiaries and companies whose financial results have been consolidated and accounted as the subsidiaries of our Company by virtue of the Contractual Arrangements, or, where the context so requires, in respect of the period before our Company became the holding company of our current subsidiaries, the business operated by such subsidiaries or their predecessors (as the case may be)
「本集團」或「我們」	指	本公司及其所有附屬公司以及財務業績透過合約安排綜合併入及入賬列作本公司附屬公司的公司，或如文義所指，就本公司成為其現有附屬公司的控股公司前期間而言，該等附屬公司或其前身(視乎情況而定)所經營的業務
“HK\$”		Hong Kong dollars, the lawful currency of Hong Kong
「港元」	指	香港法定貨幣港元
“Hong Kong”		the Hong Kong Special Administrative Region of the PRC
「香港」	指	中國香港特別行政區
“HKAS”		the Hong Kong Accounting Standards
「香港會計準則」	指	香港會計準則
“HKFRS”		the Hong Kong Financial Reporting Standards
「香港財務報告準則」	指	香港財務報告準則
“Listing Rules”		the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time)
「上市規則」	指	聯交所證券上市規則(經不時修訂)
“Listing”		listing of the Shares on the Main Board of the Stock Exchange
「上市」	指	股份於聯交所主板上市

“Model Code” 「標準守則」	指	the Model Code of Securities Transactions by Directors of the Listed Issuers as set out in Appendix 10 to the Listing Rules 上市規則附錄10所載的上市發行人董事進行證券交易的標準守則
“Mr. Yang” 「楊先生」	指	Mr. Yang Bin, the founder, chairman of the Board and chief executive officer of the Company 楊斌先生，本公司的創辦人、董事會主席兼行政總裁
“Prospectus” 「招股章程」	指	the prospectus issued by the Company dated 28 February 2019 本公司刊發日期為2019年2月28日的招股章程
“R&D” 「研發」	指	research and development 研究及開發
“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” 「美國」	指	the United States of America 美利堅合眾國
“%” 「%」	指	per cent 百分比

By Order of the Board  
**Doumob**  
**Yang Bin**  
*Chairman and executive Director*

承董事會命  
**豆盟科技有限公司**  
**楊斌**  
董事會主席兼執行董事

Beijing, the PRC  
28 August 2023

中國北京  
2023年8月28日

*As of 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。