BUSINESS OBJECTIVES AND STRATEGIES

Please refer to "Business — Business strategies" in this document for a detailed description of our business objectives and strategies.

USE OF [REDACTED]

We estimate that we will receive net **[REDACTED]** from the **[REDACTED]** of approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million) after deducting **[REDACTED]** commissions and other estimated expense paid and payable by us in relation to the **[REDACTED]** without deducting any additional **[REDACTED]** assuming an **[REDACTED]** of HK$**[REDACTED]** per Share, being the mid-point of the indicative **[REDACTED]** between HK$**[REDACTED]** and HK$**[REDACTED]** per Share. We intend to use the net **[REDACTED]** from the **[REDACTED]** for the following purposes and in the amounts set out below:

(a) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]** to strengthen our marketing solutions and capability through upgrading and development of vertical AI systems. The intended application of this portion of the net **[REDACTED]** is primarily as follows:

(i) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for recruiting [15] professional staff including [five] algorithm engineers, [two] data scientists, [three] AI model training engineers and [five] data labelling specialists;

(ii) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for enhancing our AI database and AI model training, which includes (i) tagging and labelling our historical marketing assets with labels to train our AI model on effective patterns, (ii) acquiring external creative marketing materials to broaden our AI database and diversify AI-generated content variety, (iii) acquiring competitors' promotion data and market insights to enhance market analysis, and (iv) obtaining other AI training resources such as cloud rentals and software and development tools for AI model tracking and data processing; and

(iii) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for acquiring and upgrading our Group's hardware, including (i) acquiring GPU servers to increase the performance of the processor, (ii) acquiring a distributed storage system to enhance data read and write speed, (iii) upgrading networking hardware device for faster and more efficient data transfer with lower latency and reduced CPU workload, and (iv) renovating the data center facility to ensure reliable computing operation;

(b) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]** to expand our geographical coverage to the Southeast Asia specifically Indonesia and Thailand, and to Hong Kong. The intended application of this portion of the net **[REDACTED]** is primarily as follows:

  (i) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for recruitment of staff;

  (ii) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for leasing of office premises, payment of utility expenses and marketing expenses; and

  (iii) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for renovation of office premises, purchase of equipment and office utilities;

(c) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]** to expand our customer base and business operation through mergers and acquisition in the PRC;

(d) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]** to expand our business presence by setting up new office in the PRC. The intended application of this portion of the net **[REDACTED]** is primarily as follows:

  (i) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for recruitment of staff;

  (ii) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for leasing of office premises, payment of utility expenses and marketing expenses; and

  (iii) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]**, is expected to be used for renovation of office premises, purchase of equipment and office utilities;

(e) approximately RMB**[REDACTED]** million (equivalent to approximately HK$**[REDACTED]** million), representing approximately **[REDACTED]**% of the net **[REDACTED]** from the **[REDACTED]** to be used as general working capital.

If the final **[REDACTED]** is set at the highest or lowest point of the indicative **[REDACTED]**, the net **[REDACTED]** to be received by us from the **[REDACTED]** will increase or decrease by approximately HK$**[REDACTED]** million, respectively. In such event, the net **[REDACTED]** will be used in the same proportions as disclosed above irrespective of whether the **[REDACTED]** is determined at the highest or lowest of the indicative **[REDACTED]**.

Should our Directors decide to re-allocate the intended use of **[REDACTED]** to other business plans and/or new project of our Group to a material extent and/or there is to be any material modification to the use of **[REDACTED]** as described above, our Group will disclose such changes in our annual report in accordance with the Listing Rules and will issue an announcement where the changes constitute inside information.

To the extent that the net **[REDACTED]** from the **[REDACTED]** are not immediately required for the above purposes and to the extent permitted by applicable laws and regulations, if we are unable to effect any part of our future plans as intended, we will only deposit such net **[REDACTED]** in short-term interest-bearing accounts with licensed commercial banks and/or other authorised financial institutions (as defined under the SFO or applicable laws and regulations in other jurisdictions). In such event, we will also comply with the appropriate disclosure requirements under the Listing Rules. In the event that we would require additional financing apart from the net **[REDACTED]** from the **[REDACTED]** for our future plans, the shortfall will be financed by our internal resources and/or bank financing, as appropriate.