
APPENDIX I

ACCOUNTANTS’ REPORT

The following is the text of a report set out on pages I-1 to I-[60], received from the Company’s reporting accountants, KPMG, Certified Public Accountants, Hong Kong, for the purpose of incorporation in this document.



ACCOUNTANTS’ REPORT ON HISTORICAL FINANCIAL INFORMATION TO THE DIRECTORS OF EASY CLICK WORLDWIDE NETWORK TECHNOLOGY CO., LTD. AND CITIC SECURITIES (HONG KONG) LIMITED

Introduction

We report on the historical financial information of Easy Click Worldwide Network Technology Co., Ltd. (the “Company”) and its subsidiaries (together, the “Group”) set out on pages I-3 to I-[60], which comprises the consolidated statements of financial position of the Group and the statements of financial position of the Company as at 31 December 2023, 2024 and 2025, and the consolidated statements of profit or loss, the consolidated statements of profit or loss and other comprehensive income, the consolidated statements of changes in equity and the consolidated cash flow statements for each of the years ended 31 December 2023, 2024 and 2025 (the “Track Record Period”), and material accounting policy information and other explanatory information (together, the “Historical Financial Information”). The Historical Financial Information set out on pages I-3 to I-[60] forms an integral part of this report, which has been prepared for inclusion in the document of the Company dated [date] (the “document”) in connection with the [REDACTED] of H shares of the Company on the Main Board of The Stock Exchange of Hong Kong Limited.

Directors’ responsibility for the Historical Financial Information

The directors of the Company are responsible for the preparation of the Historical Financial Information that gives a true and fair view in accordance with the basis of preparation and presentation set out in Note 1 to the Historical Financial Information, and for such internal control as the directors of the Company determine is necessary to enable the preparation of the Historical Financial Information that is free from material misstatement, whether due to fraud or error.

Reporting accountants’ responsibility

Our responsibility is to express an opinion on the Historical Financial Information and to report our opinion to you. We conducted our work in accordance with Hong Kong Standard on Investment Circular Reporting Engagements 200 “*Accountants’ Reports on Historical Financial Information in Investment Circulars*” issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”). This standard requires that we comply with ethical standards and plan and perform our work to obtain reasonable assurance about whether the Historical Financial Information is free from material misstatement.

Our work involved performing procedures to obtain evidence about the amounts and disclosures in the Historical Financial Information. The procedures selected depend on the reporting accountants’ judgement, including the assessment of risks of material misstatement of the Historical Financial Information, whether due to fraud or error. In making those risk assessments, the reporting accountants consider internal control relevant to the entity’s preparation of the Historical Financial Information that gives a true and fair view in accordance with the basis of preparation and presentation set out in Note 1 to the Historical Financial Information in order to design procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. Our work also included evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the Historical Financial Information.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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Opinion

In our opinion, the Historical Financial Information gives, for the purpose of the accountants’ report, a true and fair view of the Company’s and the Group’s financial position as at 31 December 2023, 2024 and 2025, and of the Group’s financial performance and cash flows for the Track Record Period in accordance with the basis of preparation and presentation set out in Note 1 to the Historical Financial Information.

Report on matters under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Companies (Winding Up and Miscellaneous Provisions) Ordinance***Adjustments***

In preparing the Historical Financial Information, no adjustments to the Underlying Financial Statements as defined on page I-3 have been made.

Dividends

We refer to Note 31(b) to the Historical Financial Information which contains information about the dividends paid by the Company in respect of the Track Record Period.

KPMG

Certified Public Accountants
8th Floor, Prince’s Building
10 Chater Road
Central, Hong Kong

[Date]

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HISTORICAL FINANCIAL INFORMATION

Set out below is the Historical Financial Information which forms an integral part of this accountants’ report.

The consolidated financial statements of the Group for the Track Record Period, on which the Historical Financial Information is based, were audited by KPMG under separate terms of engagement with the Company in accordance with Hong Kong Standards on Auditing issued by the HKICPA (the “Underlying Financial Statements”).

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CONSOLIDATED STATEMENTS OF PROFIT OR LOSS

(Expressed in Renminbi (“RMB”))

	Note	Year ended 31 December		
		2023	2024	2025
		RMB'000	RMB'000	RMB'000
Revenue	4	2,143,320	2,546,810	3,830,067
Cost of sales		(1,621,290)	(2,073,612)	(3,281,037)
Gross profit		522,030	473,198	549,030
Selling and marketing expenses		(40,621)	(43,875)	(65,200)
Administrative expenses		(140,360)	(121,692)	(193,137)
Research and development expenses		(86,708)	(91,387)	(159,270)
Impairment losses on trade receivables and other receivables		(124,912)	(82,326)	(87,924)
Other net income	5	99,546	97,637	143,273
Profit from operations		228,975	231,555	186,772
Finance costs	6(a)	(6,049)	(20,735)	(13,791)
Share of (losses)/profits of joint ventures	15	(65)	153	(1,360)
Share of profits less losses of associates	16	3,162	9,159	7,865
Profit before taxation	6	226,023	220,132	179,486
Income tax	7(a)	(12,079)	9,682	(24,555)
Profit for the year		<u>213,944</u>	<u>229,814</u>	<u>154,931</u>
Attributable to:				
Equity shareholders of the Company		217,041	231,825	158,105
Non-controlling interests		(3,097)	(2,011)	(3,174)
Profit for the year		<u>213,944</u>	<u>229,814</u>	<u>154,931</u>
Earnings per share	10			
Basic (RMB)		0.46	0.49	0.34
Diluted (RMB)		<u>0.46</u>	<u>0.49</u>	<u>0.33</u>

The accompanying notes form part of the Historical Financial Information.

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CONSOLIDATED STATEMENTS OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

(Expressed in RMB)

	<i>Note</i>	Year ended 31 December		
		2023	2024	2025
		<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Profit for the year		213,944	229,814	154,931
Other comprehensive income for the year				
Item that will not be reclassified to profit or loss:				
Equity investments at fair value through other comprehensive income (“FVOCI”) — net movement in fair value reserves (non-recycling)		(41)	(2,469)	(1,779)
Item that is or may be reclassified subsequently to profit or loss:				
Exchange differences on translation of financial statements of overseas subsidiaries		17,822	24,844	(43,939)
Total comprehensive income for the year		<u>231,725</u>	<u>252,189</u>	<u>109,213</u>
Attributable to:				
Equity shareholders of the Company		234,822	254,261	111,824
Non-controlling interests		<u>(3,097)</u>	<u>(2,072)</u>	<u>(2,611)</u>
Total comprehensive income for the year		<u>231,725</u>	<u>252,189</u>	<u>109,213</u>

The accompanying notes form part of the Historical Financial Information.

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CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

(Expressed in RMB)

		As at 31 December		
		2023	2024	2025
	Note	RMB'000	RMB'000	RMB'000
Non-current assets				
Property and equipment	11	106,997	45,561	37,054
Intangible assets	12	43,844	56,381	49,430
Goodwill	13	35,617	35,617	35,617
Interests in joint ventures	15	5,068	5,221	15,963
Interests in associates	16	115,032	75,778	112,479
Equity securities designated at FVOCI	17	28,988	37,551	35,248
Financial assets measured at fair value through profit or loss (“FVPL”)	18	16,124	64,906	117,128
Other non-current assets		8,471	17,787	24,114
Deferred tax assets	29(b)	49,277	50,918	71,596
		409,418	389,720	498,629
Current assets				
Derivative financial instruments	19	—	—	2,229
Financial assets measured at FVPL	18	688,395	526,664	788,281
Other financial assets measured at amortised cost	20	—	189,193	194,967
Current tax recoverable	29(a)	9,749	9,813	9,975
Inventories		—	769	654
Trade receivables	21	888,576	800,782	903,859
Prepayments and other receivables	22	1,116,443	1,575,008	1,831,005
Cash at bank and on hand	23	1,558,639	2,279,377	2,293,701
		4,261,802	5,381,606	6,024,671
Current liabilities				
Trade and other payables	24	910,857	1,502,693	2,003,641
Contract liabilities	25	58,216	56,659	74,599
Bank loans	26	100,095	511,718	570,597
Lease liabilities	27	12,994	7,927	7,405
Derivative financial instruments	19	—	139	5,565
Current tax payable	29(a)	81,994	69,886	103,495
		1,164,156	2,149,022	2,765,302
Net current assets		3,097,646	3,232,584	3,259,369
Total assets less current liabilities		3,507,064	3,622,304	3,757,998

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		As at 31 December		
		2023	2024	2025
	Note	RMB'000	RMB'000	RMB'000
Non-current liabilities				
Lease liabilities	27	88,525	22,023	17,798
Deferred tax liabilities	29(b)	11,551	14,468	13,662
Deferred income	30	3,593	2,199	523
		103,669	38,690	31,983
NET ASSETS		3,403,395	3,583,614	3,726,015
CAPITAL AND RESERVES				
Share capital	31(c)	471,886	471,886	471,886
Reserves		2,920,940	3,093,623	3,235,897
Total equity attributable to equity shareholders of the Company		3,392,826	3,565,509	3,707,783
Non-controlling interests		10,569	18,105	18,232
TOTAL EQUITY		3,403,395	3,583,614	3,726,015

The accompanying notes form part of the Historical Financial Information.

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STATEMENTS OF FINANCIAL POSITION OF THE COMPANY

(Expressed in RMB)

		As at 31 December		
		2023	2024	2025
	Note	RMB'000	RMB'000	RMB'000
Non-current assets				
Property and equipment		1,748	632	952
Intangible assets		330	71	26
Investments in subsidiaries	14	1,823,754	1,819,738	1,906,899
Interests in joint ventures	15	5,068	5,221	5,356
Other non-current assets		5,744	5,502	2,191
Deferred tax assets		1,961	1,379	9,309
		<u>1,838,605</u>	<u>1,832,543</u>	<u>1,924,733</u>
Current assets				
Other financial assets measured at amortised cost	20	—	189,193	194,967
Trade receivables	21	20,360	8,883	37,870
Prepayments and other receivables	22	498,372	364,680	507,339
Cash at bank and on hand	23	76,407	87,468	45,610
		<u>595,139</u>	<u>650,224</u>	<u>785,786</u>
Current liabilities				
Trade and other payables	24	36,849	15,734	5,721
Bank loans	26	100,095	200,161	349,242
Lease liabilities		442	111	410
Current tax payable		2,356	381	4,295
		<u>139,742</u>	<u>216,387</u>	<u>359,668</u>
Net current assets		<u>455,397</u>	<u>433,837</u>	<u>426,118</u>
Total assets less current liabilities		<u>2,294,002</u>	<u>2,266,380</u>	<u>2,350,851</u>
Non-current liability				
Lease liabilities		<u>1,301</u>	<u>432</u>	<u>565</u>
NET ASSETS		<u>2,292,701</u>	<u>2,265,948</u>	<u>2,350,286</u>
CAPITAL AND RESERVES				
Share capital	31(c)	471,886	471,886	471,886
Reserves		<u>1,820,815</u>	<u>1,794,062</u>	<u>1,878,400</u>
TOTAL EQUITY		<u>2,292,701</u>	<u>2,265,948</u>	<u>2,350,286</u>

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ACCOUNTANTS’ REPORT

CONSOLIDATED STATEMENTS OF CHANGES IN EQUITY

(Expressed in RMB)

		Attributable to equity shareholders of the Company							Non-controlling interests	Total equity
		Share capital	Capital reserve	Exchange reserve	Fair value reserve (non-recycling)	Statutory reserve	Retained earnings	Total		
Note		RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
		Note 31(c)(i)	Note 31(d)(i)	Note 31(d)(ii)	Note 31(d)(iii)	Note 31(d)(iv)				
Balance at 1 January 2023		471,886	1,672,409	19,955	6,460	54,815	958,820	3,184,345	731	3,185,076
Changes in equity for 2023:										
Profit for the year		—	—	—	—	—	217,041	217,041	(3,097)	213,944
Other comprehensive income		—	—	17,822	(41)	—	—	17,781	—	17,781
Total comprehensive income		—	—	17,822	(41)	—	217,041	234,822	(3,097)	231,725
Share-based payment expenses	6(b)	—	6,011	—	—	—	—	6,011	—	6,011
Tax effect of share-based payment expenses	29(b)	—	375	—	—	—	—	375	—	375
Appropriation to statutory reserve		—	—	—	—	6,323	(6,323)	—	—	—
Dividends declared and approved	31(b)	—	—	—	—	—	(28,313)	(28,313)	—	(28,313)
Acquisition of subsidiaries	23(e)	—	—	—	—	—	—	—	13,034	13,034
Disposal of associates		—	(4,414)	—	—	—	—	(4,414)	—	(4,414)
Disposal of subsidiaries		—	—	—	—	—	—	—	(99)	(99)
Balance at 31 December 2023		471,886	1,674,381	37,777	6,419	61,138	1,141,225	3,392,826	10,569	3,403,395
		Attributable to equity shareholders of the Company							Non-controlling interests	Total equity
		Share capital	Treasury shares	Capital reserve	Exchange reserve	Fair value reserve (non-recycling)	Statutory reserve	Retained earnings	Total	
Note		RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
		Note 31(c)(i)	Note 31(c)(ii)	Note 31(d)(i)	Note 31(d)(ii)	Note 31(d)(iii)	Note 31(d)(iv)			
Balance at 1 January 2024		471,886	—	1,674,381	37,777	6,419	61,138	1,141,225	3,392,826	10,569
Changes in equity for 2024:										
Profit for the year		—	—	—	—	—	—	231,825	231,825	(2,011)
Other comprehensive income		—	—	—	24,905	(2,469)	—	—	22,436	(61)
Total comprehensive income		—	—	—	24,905	(2,469)	—	231,825	254,261	(2,072)
Share-based payment expenses	6(b)	—	—	(6,011)	—	—	—	—	(6,011)	—
Tax effect of share-based payment expenses	29(b)	—	—	(375)	—	—	—	—	(375)	—
Repurchases of shares	31(c)(ii)	—	(10,051)	—	—	—	—	—	(10,051)	—
Appropriation to statutory reserve		—	—	—	—	—	5,309	(5,309)	—	—
Dividends declared and approved	31(b)	—	—	—	—	—	—	(63,686)	(63,686)	—
Acquisition of subsidiaries	23(e)	—	—	—	—	—	—	—	—	9,608
Disposal of associates		—	—	(1,455)	—	—	—	—	(1,455)	—
Balance at 31 December 2024		471,886	(10,051)	1,666,540	62,682	3,950	66,447	1,304,055	3,565,509	18,105

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		Attributable to equity shareholders of the Company									
		Share capital	Treasury shares	Capital reserve	Exchange reserve	Fair value reserve (non-recycling)	Statutory reserve	Retained earnings	Total	Non-controlling interests	Total equity
Note		RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
		Note 31(c)(i)	Note 31(c)(ii)	Note 31(d)(i)	Note 31(d)(ii)	Note 31(d)(iii)	Note 31(d)(iv)				
Balance at 1 January 2025		471,886	(10,051)	1,666,540	62,682	3,950	66,447	1,304,055	3,565,509	18,105	3,583,614
Changes in equity for 2025:											
Profit for the year		—	—	—	—	—	—	158,105	158,105	(3,174)	154,931
Other comprehensive income		—	—	—	(44,502)	(1,779)	—	—	(46,281)	563	(45,718)
Total comprehensive income		—	—	—	(44,502)	(1,779)	—	158,105	111,824	(2,611)	109,213
Share-based payment expenses		6(b)	—	81,988	—	—	—	—	81,988	—	81,988
Tax effect of share-based payment expenses		29(b)	—	3,115	—	—	—	—	3,115	—	3,115
Capital contributions from non-controlling equity owners of subsidiaries			—	—	—	—	—	—	—	5,416	5,416
Appropriation to statutory reserve			—	—	—	—	5,389	(5,389)	—	—	—
Dividends declared and approved		31(b)	—	—	—	—	—	(54,653)	(54,653)	—	(54,653)
Acquisition of subsidiaries		23(e)	—	—	—	—	—	—	—	88	88
Disposal of subsidiaries			—	—	—	—	—	—	—	(2,766)	(2,766)
Balance at 31 December 2025		471,886	(10,051)	1,751,643	18,180	2,171	71,836	1,402,118	3,707,783	18,232	3,726,015

The accompanying notes form part of the Historical Financial Information.

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ACCOUNTANTS’ REPORT

CONSOLIDATED CASH FLOW STATEMENTS

(Expressed in RMB)

		Year ended 31 December		
		2023	2024	2025
	Note	RMB'000	RMB'000	RMB'000
Operating activities				
Cash generated from operations	23(b)	205,941	476,306	171,175
Income tax paid	29(a)	(57,916)	(3,682)	(9,851)
Net cash generated from operating activities		148,025	472,624	161,324
Investing activities				
Payment for the purchase of property and equipment		(3,511)	(8,745)	(7,972)
Disposal of property and equipment		353	346	21
Net cash (paid)/acquired for the acquisition of subsidiaries	23(e)	(58,030)	97	1,740
Proceeds from the disposal of associates		1,618	6,400	47,648
Net cash acquired/(paid) for the disposal of subsidiaries		2,985	—	(5,782)
Payment for the acquisition of associates		(17,632)	—	(44,529)
Payment for the acquisition of joint ventures		(1,125)	—	(5,000)
Payment for purchase of other financial assets measured at amortised cost		—	(186,354)	—
Payment for purchase of non-current financial assets measured at FVPL		(14,500)	(48,758)	(54,673)
Payment for purchase of equity securities designated at FVOCI		—	(11,340)	—
Payment for purchase of current financial assets measured at FVPL		(2,760,000)	(2,244,192)	(1,704,900)
Proceeds from the disposal of non-current financial assets measured at FVPL		—	—	1,664
Proceeds from disposal of current financial assets measured at FVPL		2,413,562	2,418,452	1,512,925
Interest income received		—	15,039	12,478
(Increase)/decrease in time deposits and restricted cash		(361,923)	(33,426)	325,860
Prepayment for equity acquisition		—	(7,157)	—
Proceeds from derivative financial instruments		—	1,766	5,329
Interest expenses for derivative financial instruments		—	(813)	(1,649)
Net cash (used in)/generated from investing activities		(798,203)	(98,685)	83,160

The accompanying notes form part of the Historical Financial Information.

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		Year ended 31 December		
		2023	2024	2025
	Note	RMB'000	RMB'000	RMB'000
Financing activities				
Payment for repurchase of shares	31(c)(ii)	—	(10,051)	—
Proceeds from bank loans	23(c)	136,000	1,193,826	1,014,000
Repayment of bank loans	23(c)	(86,000)	(786,000)	(949,432)
Interest paid for bank loans	23(c)	(1,137)	(11,919)	(13,867)
Capital element of lease rentals paid	23(c)	(22,477)	(25,472)	(9,652)
Interest element of lease rentals paid	23(c)	(4,912)	(4,210)	(1,569)
Dividends paid to equity shareholders of the Company	31(b)	(28,313)	(63,686)	(54,653)
Proceeds from capital injection by the non-controlling shareholders of a subsidiary		—	—	5,416
[REDACTED] paid		—	—	(581)
Net cash (used in)/generated from financing activities		(6,839)	292,488	(10,338)
Net (decrease)/increase in cash and cash equivalents		(657,017)	666,427	234,146
Cash and cash equivalents at 1 January	23(a)	1,836,545	1,194,303	1,875,872
Effect of foreign exchange rate changes		14,775	15,142	(27,153)
Cash and cash equivalents at 31 December	23(a)	1,194,303	1,875,872	2,082,865

The accompanying notes form part of the Historical Financial Information.

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NOTES TO THE HISTORICAL FINANCIAL INFORMATION

(Expressed in Renminbi unless otherwise indicated)

1 BASIS OF PREPARATION AND PRESENTATION OF THE HISTORICAL FINANCIAL INFORMATION

Easy Click Worldwide Network Technology Co., Ltd. (the “Company”, previously known as Wuhan Fuman Industry and Trade Co., Ltd. (武漢孚曼工貿有限公司)) was incorporated in the People’s Republic of China (the “PRC”) on 6 April 2005 and converted into a joint stock limited liability company on 6 February 2013.

The Company’s A Shares have been listed on the Shenzhen Stock Exchange (stock code: 301171) since August 2022.

The Company and its subsidiaries (together, “the Group”) are principally engaged in provision of integrated marketing services and advertising platform business.

The consolidated financial statements of the Company for the fiscal years ended 31 December 2023, 2024 and 2025 prepared in accordance with the Accounting Standards for Business Enterprises issued by the Ministry of Finance of the PRC were audited by KPMG Huazhen LLP.

As at each reporting date during the Track Record Period and at the date of this report, the Company has direct or indirect interests in the following principal subsidiaries, all of which are private companies:

Company name	Place and date of incorporation/ establishment and operation	Particulars of issued and paid-up capital	Effective interest held by the Group				Principal activities	Name of auditors
						At the date of this report		
			As at 31 December 2023	2024	2025			
Directly held by the Company								
Xi'an Diangao Network Technology Co., Ltd. 西安點告網絡科技有限公司 (i)	The PRC 12 June 2015	RMB 1,782,078,000	100%	100%	100%	100%	Placing and designing advertisement and technology development	2023: Shandong Xinyuan Certified Public Accountants 山東信源有限責任會計師事務所 2024:Huajian Certified Public Accountants (Shenzhen) Co., Ltd. 華健會計師事務所(深圳) 有限責任公司 2025: (ii)
Indirectly held by the Company								
Click Tech Limited	Hong Kong 23 July 2015	USD230,000,000	100%	100%	100%	100%	Software design, development and sales	2023: W. L. HO CPA LIMITED 2024: Ben P. W. Hui & Co. (CPA) Limited 2025: (ii)
Xi'an Guangzhi Network Technology Co., Ltd. 西安廣知網絡科技有限公司 (i)	The PRC 25 January 2016	RMB5,000,000	100%	100%	100%	100%	Advertisement design, production, distribution, and agency; computer software development and sales	2023: Shandong Xinyuan Certified Public Accountants 山東信源有限責任會計師事務所 2024: Shenzhen Lanxiang Certified Public Accountants (General Partnership) 深圳蘭祥會計師事務所(普通合夥) 2025: (ii)
Cloud Star Mobi Tech Limited	Hong Kong 11 July 2017	USD700,000	100%	100%	100%	100%	Software design, development and sales	2023: W. L. HO CPA LIMITED 2024: Ben P. W. Hui & Co (CPA) Limited 2025: (ii)
Xi'an Saidian Juliang Network Technology Co., Ltd. 西安賽點聚量網絡科技有限公司(i)	The PRC 15 February 2022	RMB13,000,000	100%	100%	100%	100%	Internet sales, technical consulting and advertising business	2023-2025: (ii)

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Company name	Place and date of incorporation/ establishment and operation	Particulars of issued and paid-up capital	Effective interest held by the Group			Principal activities	Name of auditors	
			At the date of this report	As at 31 December 2023	2024			2025
POWERENGINE PTE. LIMITED	Singapore 23 August 2022	SGD200,000	100%	100%	100%	100%	Advertising activities	2023: Royalty Public Accounting Corporation 2024: Allied Assurance PAF 2025: (ii)
Reformore Limited	Hong Kong 28 April 2023	USD3,000,000	100%	100%	100%	100%	Software design, development and sales	2023: W. L. HO CPA LIMITED 2024-2025: (ii)
Ideareal Limited	Hong Kong 28 April 2023	USD3,000,000	100%	100%	100%	100%	Software design, development and sales	2023: W. L. HO CPA LIMITED 2024-2025: (ii)
Inforview Limited	Hong Kong 28 April 2023	USD1,500,000	100%	100%	100%	100%	Software design, development and sales	2023: W. L. HO CPA LIMITED 2024: Ben P. W. Hui & Co (CPA) Limited 2025: (ii)
HK POWER ENGINE LIMITED	Hong Kong 8 May 2023	USD3,000,000	100%	100%	100%	100%	Software design, development and sales	2023: W. L. HO CPA LIMITED 2024-2025: (ii)
Grid Ads Limited	Hong Kong 24 October 2023	HKD10,000	100%	100%	100%	100%	Platform advertising services	2023: (ii) 2024: Ben P. W. Hui & Co (CPA) Limited 2025: (ii)
ZMATICOO INC	U.S.A. 12 September 2024	USD50,000	100%	100%	100%	100%	Mobile internet advertising services	2023-2025: (ii)

Notes:

- (i) These entities are limited liability companies established in the PRC. The official names of these entities are in Chinese. The English translations are for identification purpose only.
- (ii) No audited financial statements have been prepared for the relevant entities in the respective year.
- (iii) All companies comprising the Group have adopted 31 December as their financial year end date.

The Historical Financial Information has been prepared in accordance with all applicable IFRS Accounting Standards as issued by the International Accounting Standards Board (“IASB”). Further details of the material accounting policy information are set out in Note 2.

The IASB has issued a number of new and revised IFRS Accounting Standards. For the purpose of preparing the Historical Financial Information, the Group has adopted all applicable new and revised IFRS Accounting Standards to the Track Record Period, except for any new standards or interpretations that are not yet effective for the accounting period beginning 1 January 2025. The revised and new accounting standards and interpretations issued but not yet effective for the accounting year beginning 1 January 2025 are set out in Note 37.

The Historical Financial Information also complies with the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The accounting policies set out below have been applied consistently to all periods presented in the Historical Financial Information.

The Historical Financial Information is presented in Renminbi (“RMB”) and all values are rounded to the nearest thousand (RMB’000) except when otherwise indicated.

2 MATERIAL ACCOUNTING POLICY INFORMATION

(a) Basis of measurement

The measurement basis used in the preparation of the Historical Financial Information is the historical cost basis except that the following assets and liabilities are stated at their fair value as explained in the accounting policies set out below:

- the investments in debt and equity securities stated at fair value (see Note 2(f)); and
- derivative financial instruments (see Note 2(g)).

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(b) Use of estimates and judgements

The preparation of the Historical Financial Information in conformity with IFRS Accounting Standards requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Judgements made by management in the application of IFRS Accounting Standards that have significant effect on the Historical Financial Information and major sources of estimation uncertainty are discussed in Note 3.

(c) Subsidiaries and non-controlling interests

Subsidiaries are entities controlled by the Group. The Group controls an entity when it is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. The financial statements of subsidiaries are included in the consolidated financial statements from the date on which control commences until the date on which control ceases.

Intra-group balances and transactions, and any unrealised income and expenses (except for foreign currency transaction gains or losses) arising from intra-group transactions, are eliminated. Unrealised losses resulting from intra-group transactions are eliminated in the same way as unrealised gains, but only to the extent that there is no evidence of impairment.

For each business combination, the Group can elect to measure any non-controlling interests (“NCI”) either at fair value or at the NCI’s proportionate share of the subsidiary’s net identifiable assets. NCI are presented in the consolidated statement of financial position within equity, separately from equity attributable to the equity shareholders of the Company. NCI in the results of the Group are presented on the face of the consolidated statement of profit or loss and the consolidated statement of profit or loss and other comprehensive income as an allocation of the total profit or loss and total comprehensive income for the year between NCI and the equity shareholders of the Company. Loans from holders of NCI and other contractual obligations towards these holders are presented as financial liabilities in the consolidated statement of financial position in accordance with Note 2(r) depending on the nature of the liability.

Changes in the Group’s interests in a subsidiary that do not result in a loss of control are accounted for as equity transactions.

When the Group loses control of a subsidiary, it derecognises the assets and liabilities of the subsidiary, and any related NCI and other components of equity. Any resulting gain or loss is recognised in profit or loss. Any interest retained in that former subsidiary is measured at fair value when control is lost.

In the Company’s statement of financial position, an investment in a subsidiary is stated at cost less impairment losses (see Note 2(l)).

(d) Associates and joint ventures

An associate is an entity in which the Group or the Company has significant influence, but not control or joint control, over the financial and operating policies. A joint venture is an arrangement in which the Group or the Company has joint control, whereby the Group or the Company has the rights to the net assets of the arrangement, rather than rights to its assets and obligations for its liabilities.

An interest in an associate or a joint venture is accounted for using the equity method, unless it is classified as held for sale (or included in a disposal group classified as held for sale). They are initially recognised at cost, which includes transaction costs. Subsequently, the financial statements include the Group’s share of the profit or loss and other comprehensive income (“OCI”) of those investees, until the date on which significant influence or joint control ceases.

When the Group’s share of losses exceeds its interest in the associate or the joint venture, the Group’s interest is reduced to nil and recognition of further losses is discontinued except to the extent that the Group has incurred legal or constructive obligations or made payments on behalf of the investee. For this purpose, the Group’s interest is the carrying amount of the investment under the equity method, together with any other long-term interests that in substance form part of the Group’s net investment in the associate or the joint venture, after applying the ECL model to such other long-term interests where applicable (see Note 2(l)(i)).

Unrealised gains arising from transactions with equity-accounted investees are eliminated against the investment to the extent of the Group’s interest in the investee. Unrealised losses are eliminated in the same way as unrealised gains, but only to the extent there is no evidence of impairment.

(e) Goodwill

Goodwill arising on acquisition of businesses is measured at cost less accumulated impairment losses and is tested annually for impairment (see Note 2(l)).

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(f) Other investments in securities

The Group’s policies for investments in securities, other than investments in subsidiaries, associates and joint ventures, are set out below.

Investments in securities are recognised/derecognised on the date the Group commits to purchase/sell the investment. The investments are initially stated at fair value plus directly attributable transaction costs, except for those investments measured at FVPL for which transaction costs are recognised directly in profit or loss. For an explanation of how the Group determines fair value of financial instruments, see Note 32(e). These investments are subsequently accounted for as follows, depending on their classification.

(i) Non-equity investments

Non-equity investments are classified into one of the following measurement categories:

- amortised cost, if the investment is held for the collection of contractual cash flows which represent solely payments of principal and interest. Expected credit losses, interest income calculated using the effective interest method (see Note 2(v)(ii)(b)), foreign exchange gains and losses are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.
- FVOCI — recycling, if the contractual cash flows of the investment comprise solely payments of principal and interest and the investment is held within a business model whose objective is achieved by both the collection of contractual cash flows and sale. Expected credit losses, interest income (calculated using the effective interest method) and foreign exchange gains and losses are recognised in profit or loss and computed in the same manner as if the financial asset was measured at amortised cost. The difference between the fair value and the amortised cost is recognised in OCI. When the investment is derecognised, the amount accumulated in OCI is recycled from equity to profit or loss.
- FVPL if the investment does not meet the criteria for being measured at amortised cost or FVOCI (recycling). Changes in the fair value of the investment (including interest) are recognised in profit or loss.

(ii) Equity investments

An investment in equity securities is classified as FVPL, unless the investment is not held for trading purposes and on initial recognition the Group makes an irrevocable election to designate the investment at FVOCI (non-recycling) such that subsequent changes in fair value are recognised in OCI. Such elections are made on an instrument-by-instrument basis, but may only be made if the investment meets the definition of equity from the issuer’s perspective. If such election is made for a particular investment, at the time of disposal, the amount accumulated in the fair value reserve (non-recycling) is transferred to retained earnings and not recycled through profit or loss. Dividends from an investment in equity securities, irrespective of whether classified as at FVPL or FVOCI, are recognised in profit or loss as other income (see Note 2(v)(ii)(a)).

(g) Derivative financial instruments

Derivatives are initially measured at fair value. Subsequently, they are measured at fair value with changes therein recognised in profit or loss.

(h) Hedging

The Group designates certain derivatives as hedging instruments to hedge the variability in cash flows associated with highly probable forecast transactions arising from changes in foreign exchange rates and variable rate borrowings. Some borrowings are designated as hedges of the foreign exchange risk of a net investment in a foreign operation.

(i) Cash flow hedges

When a derivative is designated as a cash flow hedging instrument, the effective portion of changes in the fair value of the derivative is recognised in OCI and accumulated in the hedging reserve within equity. The effective portion that is recognised in OCI is limited to the cumulative change in fair value of the hedged item, determined on a present value basis, from inception of the hedge. Any ineffective portion is recognised immediately in profit or loss.

When the hedged forecast transaction subsequently results in the recognition of a non-financial item such as inventory, the amount accumulated in the hedging reserve is removed from the reserve and is included directly in the initial cost of the non-financial item when it is recognised.

For all other hedged forecast transactions, the amount accumulated in the hedging reserve is reclassified through OCI to profit or loss as a reclassification adjustment in the same period or periods during which the hedged expected future cash flows affect profit or loss. If the hedge no longer meets the criteria for hedge accounting or the hedging instrument is sold, expires, is terminated or is exercised, then hedge accounting is discontinued prospectively. When hedge accounting is discontinued, the amount that has been accumulated in the hedging reserve remains in equity until the transaction occurs and it is recognised in accordance with the above policy.

If the hedged future cash flows are no longer expected to occur, then the amounts that have been accumulated in the hedging reserve is immediately reclassified through OCI to profit or loss.

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(ii) *Hedge of net investments in foreign operations*

The effective portion of any foreign exchange gains or losses on the borrowings is recognised in OCI and presented in the exchange reserve within equity. Any ineffective portion is recognised immediately in profit or loss. The amount accumulated in the exchange reserve is fully or partially reclassified through OCI to profit or loss as a reclassification adjustment on disposal or partial disposal of the foreign operation, respectively.

(i) **Property and equipment**

The following items of property and equipment are stated at cost less accumulated depreciation and impairment losses (see Note 2(l)):

- right-of-use assets arising from leases over freehold or leasehold properties where the Group is not the registered owner of the property interest; and
- items of plant and equipment, including right-of-use assets arising from leases of underlying plant and equipment (see Note 2(k)).

If significant parts of an item of property and equipment have different useful lives, then they are accounted for as separate items (major components).

Any gain or loss on disposal of an item of property and equipment is recognised in profit or loss.

Depreciation is calculated to write off the cost or valuation of items of property and equipment less their estimated residual values, if any, using the straight-line method over their estimated useful lives, and is generally recognised in profit or loss.

The estimated useful lives for the Track Record Period are as follows:

Office equipment, furniture and fittings	3–5 years
Vehicles	5 years
Leasehold improvements	Shorter of useful life of 2–6 years or lease term
Right-of-use assets	Over the lease term

Depreciation methods, useful lives and residual values are reviewed annually and adjusted if appropriate.

(j) **Intangible assets (other than goodwill)**

Expenditure on research activities is recognised in profit or loss as incurred. Development expenditure is capitalised only if the expenditure can be measured reliably, the product or process is technically and commercially feasible, future economic benefits are probable and the Group intends to and has sufficient resources to complete development and to use or sell the resulting asset. Otherwise, it is recognised in profit or loss as incurred. Capitalised development expenditure is subsequently measured at cost less accumulated amortisation and any accumulated impairment losses.

Other intangible assets, including software, proprietary technology and trademark, that are acquired by the Group and have finite useful lives are measured at cost less accumulated amortisation and any accumulated impairment losses (see Note 2(l)).

Expenditure on internally generated goodwill and brands, is recognised in profit or loss as incurred.

Amortisation is calculated to write off the cost of intangible assets less their estimated residual values using the straight-line method over their estimated useful lives, if any, and is generally recognised in profit or loss.

The estimated useful lives for the Track Record Period are as follows:

Software	5 years
Proprietary technology	10–10.7 years
Trademark	10 years

Amortisation methods, useful lives and residual values are reviewed annually and adjusted if appropriate.

(k) **Leased assets**

At inception of a contract, the Group assesses whether the contract is, or contains, a lease. This is the case if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration. Control is conveyed where the customer has both the right to direct the use of the identified asset and to obtain substantially all of the economic benefits from that use.

(i) *As a lessee*

Where the contract contains lease component(s) and non-lease component(s), the Group has elected not to separate non-lease components and accounts for each lease component and any associated non-lease components as a single lease component for all leases.

At the lease commencement date, the Group recognises a right-of-use asset and a lease liability, except for short-term leases that have a lease term of 12 months or less and leases of low-value assets. When the Group enters into a lease in respect of a low-value asset, the Group decides whether to capitalise the lease on a lease-by-lease basis. The lease payments associated with those leases which are not capitalised are recognised as an expense on a systematic basis over the lease term.

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Where the lease is capitalised, the lease liability is initially recognised at the present value of the lease payments payable over the lease term, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, using a relevant incremental borrowing rate. After initial recognition, the lease liability is measured at amortised cost and interest expense is calculated using the effective interest method. Variable lease payments that do not depend on an index or rate are not included in the measurement of the lease liability and hence are charged to profit or loss in the accounting period in which they are incurred.

The right-of-use asset recognised when a lease is capitalised is initially measured at cost, which comprises the initial amount of the lease liability plus any lease payments made at or before the commencement date, and any initial direct costs incurred. Where applicable, the cost of the right-of-use assets also includes an estimate of costs to dismantle and remove the underlying asset or to restore the underlying asset or the site on which it is located, discounted to their present value, less any lease incentives received. The right-of-use asset is subsequently stated at cost less accumulated depreciation and impairment losses (see Notes 2(i) and 2(l)(ii)).

The lease liability is remeasured when there is a change in future lease payments arising from a change in an index or rate, or there is a change in the Group’s estimate of the amount expected to be payable under a residual value guarantee, or there is a change arising from the reassessment of whether the Group will be reasonably certain to exercise a purchase, extension or termination option. When the lease liability is remeasured in this way, a corresponding adjustment is made to the carrying amount of the right-of-use asset, or is recorded in profit or loss if the carrying amount of the right-of-use asset has been reduced to zero.

The lease liability is also remeasured when there is a lease modification, which means a change in the scope of a lease or the consideration for a lease that is not originally provided for in the lease contract, if such modification is not accounted for as a separate lease. In this case, the lease liability is remeasured based on the revised lease payments and lease term using a revised discount rate at the effective date of the modification.

In the consolidated statement of financial position, the current portion of long-term lease liabilities is determined as the principal portion of contractual payments that are due to be settled within twelve months after the reporting period.

(ii) *As a lessor*

When the Group acts as a lessor, it determines at lease inception whether each lease is a finance lease or an operating lease. A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to the ownership of an underlying assets to the lessee. If this is not the case, the lease is classified as an operating lease.

When a contract contains lease and non-lease components, the Group allocates the consideration in the contract to each component on a relative stand-alone selling price basis.

When the Group is an intermediate lessor, the sub-leases are classified as a finance lease or as an operating lease with reference to the right-of-use asset arising from the head lease. If the head lease is a short-term lease to which the Group applies the exemption described in Note 2(k)(i), then the Group classifies the sub-lease as an operating lease.

(l) **Credit losses and impairment of assets**

(i) *Credit losses from financial instruments*

The Group recognises a loss allowance for expected credit losses (“ECL”)s on:

- financial assets measured at amortised cost (including cash at bank and on hand, other financial assets measured at amortised cost, trade receivables and other receivables);
- non-equity securities measured at FVOCI (recycling) (see Note 2(f)(i));

Measurement of ECLs

ECLs are a probability-weighted estimate of credit losses. Generally, credit losses are measured as the present value of all expected cash shortfalls between the contractual and expected amounts.

The expected cash shortfalls are discounted using the following rates if the effect is material:

- fixed-rate financial assets, trade and other receivables: effective interest rate determined at initial recognition or an approximation thereof;
- variable-rate financial assets: current effective interest rate.

The maximum period considered when estimating ECLs is the maximum contractual period over which the Group is exposed to credit risk.

ECLs are measured on either of the following bases:

- 12-month ECLs: these are the portion of ECLs that result from default events that are possible within the 12 months after the reporting date (or a shorter period if the expected life of the instrument is less than 12 months); and
- lifetime ECLs: these are the ECLs that result from all possible default events over the expected lives of the items to which the ECL model applies.

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The Group measures loss allowances at an amount equal to lifetime ECLs, except for the following, which are measured at 12-months ECLs:

- financial instruments that are determined to have low credit risk at the reporting date; and
- other financial instruments for which credit risk (i.e. the risk of default occurring over the expected life of the financial instrument) has not increased significantly since initial recognition.

Loss allowances for trade receivables are always measured at an amount equal to lifetime ECLs.

Significant increases in credit risk

When determining whether the credit risk of a financial instrument (including a loan commitment) has increased significantly since initial recognition and when measuring ECLs, the Group considers reasonable and supportable information that is relevant and available without undue cost or effort. This includes both quantitative and qualitative information and analysis, based on the Group’s historical experience and informed credit assessment, that includes forward-looking information.

The Group considers a financial asset to be in default when the debtor is unlikely to pay its credit obligations to the Group in full, without recourse by the Group to actions such as realising security (if any is held).

ECLs are remeasured at each reporting date to reflect changes in the financial instrument’s credit risk since initial recognition. Any change in the ECL amount is recognised as an impairment gain or loss in profit or loss. The Group recognises an impairment gain or loss for all financial instruments with a corresponding adjustment to their carrying amount through a loss allowance account.

Credit-impaired financial assets

At each reporting date, the Group assesses whether a financial asset is credit-impaired. A financial asset is credit-impaired when one or more events that have a detrimental impact on the estimated future cash flows of the financial asset have occurred.

Evidence that a financial asset is credit-impaired includes the following observable events:

- significant financial difficulties of the debtor;
- a breach of contract, such as a default or past due event;
- it is probable that the debtor will enter bankruptcy or other financial reorganisation; or
- the disappearance of an active market for a security because of financial difficulties of the issuer.

Write-off policy

The gross carrying amount of a financial asset is written off to the extent that there is no realistic prospect of recovery. This is generally the case when the Group otherwise determines that the debtor does not have assets or sources of income that could generate sufficient cash flows to repay the amounts subject to the write-off.

Subsequent recoveries of an asset that was previously written off are recognised as a reversal of impairment in profit or loss in the period in which the recovery occurs.

(ii) Impairment of other non-current assets

At each reporting date, the Group reviews the carrying amounts of its non-financial assets (other than deferred tax assets) to determine whether there is any indication of impairment. If any such indication exists, then the asset’s recoverable amount is estimated. Goodwill is tested annually for impairment.

For impairment testing, assets are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or cash-generating units (“CGUs”). Goodwill arising from a business combination is allocated to CGUs or groups of CGUs that are expected to benefit from the synergies of the combination.

The recoverable amount of an asset or CGU is the greater of its value in use and its fair value less costs of disposal. Value in use is based on the estimated future cash flows, discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset or CGU.

An impairment loss is recognised if the carrying amount of an asset or CGU exceeds its recoverable amount.

Impairment losses are recognised in profit or loss. They are allocated first to reduce the carrying amount of any goodwill allocated to the CGU, and then to reduce the carrying amounts of the other assets in the CGU on a pro rata basis.

An impairment loss in respect of goodwill is not reversed. For other assets, an impairment loss is reversed only to the extent that the resulting carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

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(m) Inventories

Inventories are measured at the lower of cost and net realisable value.

Cost is calculated using the weighted average cost formula and comprises all costs of purchase and other costs incurred in bringing the inventories to their present location and condition.

Net realisable value is the estimated selling price in the ordinary course of business less the estimated costs of completion and the estimated costs necessary to make the sale.

(n) Contract liabilities

A contract liability is recognised when the customer pays non-refundable consideration before the Group recognises the related revenue (see Note 2(v)(i)). A contract liability would also be recognised if the Group has an unconditional right to receive non-refundable consideration before the Group recognises the related revenue. In such cases, a corresponding receivable would also be recognised (see Note 2(o)).

When the contract includes a significant financing component, the contract balance includes interest accrued under the effective interest method (see Note 2(v)(i)).

(o) Trade and other receivables

A receivable is recognised when the Group has an unconditional right to receive consideration and only the passage of time is required before payment of that consideration is due.

Trade receivables that do not contain a significant financing component are initially measured at their transaction price. Trade receivables that contain a significant financing component and other receivables are initially measured at fair value plus transaction costs. All receivables are subsequently stated at amortised cost (see Note 2(l)(i)).

(p) Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other financial institutions, and short-term, highly liquid investments that are readily convertible into known amounts of cash and which are subject to an insignificant risk of changes in value, having been within three months of maturity at acquisition. Cash and cash equivalents are assessed for ECL in accordance with the policy set out in Note 2(l)(i).

(q) Trade and other payables

Trade and other payables are initially recognised at fair value. Subsequent to initial recognition, trade and other payables are stated at amortised cost unless the effect of discounting would be immaterial, in which case they are stated at invoice amounts.

(r) Interest-bearing borrowings

Interest-bearing borrowings are measured initially at fair value less transaction costs. Subsequently, these borrowings are stated at amortised cost using the effective interest method. Interest expense is recognised in accordance with Note 2(x).

(s) Employee benefits

(i) Short term employee benefits and contributions to defined contribution retirement plans

Short-term employee benefits are expensed as the related service is provided. A liability is recognised for the amount expected to be paid if the Group has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

Obligations for contributions to defined contribution retirement plans are expensed as the related service is provided.

(ii) Share-based payments

The share-based payment arrangement of the Group includes restricted share unit as set out in Note 28.

The fair value of restricted share unit granted is measured at grant date at the fair value assessed by an independent appraiser by using a Black-Scholes model. The amount is generally recognised as an expense, with a corresponding increase in equity, over the vesting period of the restricted share unit. The amount recognised as an expense is adjusted to reflect the number of restricted share unit for which the related service conditions are expected to be met, such that the amount ultimately recognised is based on the number of awards that meet the related service conditions at the vesting date.

(iii) Termination benefits

Termination benefits are recognised at the earlier of when the Group can no longer withdraw the offer of those benefits and when it recognises restructuring costs involving the payment of termination benefits.

(t) Income tax

Income tax expense comprises current tax and deferred tax. It is recognised in profit or loss except to the extent that it relates to a business combination, or items recognised directly in equity or in OCI.

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Current tax comprises the estimated tax payable or receivable on the taxable income or loss for the year and any adjustments to the tax payable or receivable in respect of previous years. The amount of current tax payable or receivable is the best estimate of the tax amount expected to be paid or received that reflects any uncertainty related to income taxes. It is measured using tax rates enacted or substantively enacted at the reporting date. Current tax also includes any tax arising from dividends.

Current tax assets and liabilities are offset only if certain criteria are met.

Deferred tax is recognised in respect of temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. Deferred tax is not recognised for:

- temporary differences on the initial recognition of assets or liabilities in a transaction that is not a business combination and that affects neither accounting nor taxable profit or loss and does not give rise to equal taxable and deductible temporary differences;
- temporary differences related to investment in subsidiaries, associates and joint venture to the extent that the Group is able to control the timing of the reversal of the temporary differences and it is probable that they will not reverse in the foreseeable future;
- taxable temporary differences arising on the initial recognition of goodwill; and
- those related to the income taxes arising from tax laws enacted or substantively enacted to implement the Pillar Two model rules published by the Organisation for Economic Co-operation and Development.

The Group recognised deferred tax assets and deferred tax liabilities separately in relation to its lease liabilities and right-of-use assets.

Deferred tax assets are recognised for unused tax losses, unused tax credits and deductible temporary differences to the extent that it is probable that future taxable profits will be available against which they can be used. Future taxable profits are determined based on the reversal of relevant taxable temporary differences. If the amount of taxable temporary differences is insufficient to recognise a deferred tax asset in full, then future taxable profits, adjusted for reversals of existing temporary differences, are considered, based on the business plans for individual subsidiaries in the Group. Deferred tax assets are reviewed at each reporting date and are reduced to the extent that it is no longer probable that the related tax benefit will be realised; such reductions are reversed when the probability of future taxable profits improves.

The measurement of deferred tax reflects the tax consequences that would follow from the manner in which the Group expects, at the reporting date, to recover or settle the carrying amount of its assets and liabilities.

Deferred tax assets and liabilities are offset only if certain criteria are met.

(u) Provisions and contingent liabilities

Generally provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessment of the time value of money and the risks specific to the liability.

Where it is not probable that an outflow of economic benefits will be required, or the amount cannot be estimated reliably, the obligation is disclosed as a contingent liability, unless the probability of outflow of economic benefits is remote. Possible obligations, whose existence will only be confirmed by the occurrence or non-occurrence of one or more future events are also disclosed as contingent liabilities unless the probability of outflow of economic benefits is remote.

Where some or all of the expenditure required to settle a provision is expected to be reimbursed by another party, a separate asset is recognised for any expected reimbursement that would be virtually certain. The amount recognised for the reimbursement is limited to the carrying amount of the provision.

(v) Revenue and other income

Income is classified by the Group as revenue when it arises from the sale of goods, the provision of services or the use by others of the Group’s assets under leases in the ordinary course of the Group’s business.

Further details of the Group’s revenue and other income recognition policies are as follows:

(i) Revenue from contracts with customers

The Group principally engaged in provision of integrated marketing services and advertising platform business to help customers effectively reach their target customers and grow their brands overseas.

In determining whether the Group acts as a principal or as an agent, it considers whether it obtains control of the resources related to the services before they are transferred to the customers. Control refers to the Group’s ability to direct the use of and obtain substantially all of the remaining benefits from the services.

Revenue is recognised when control over a service is transferred to the customer at the amount of promised consideration to which the Group is expected to be entitled, excluding those amounts collected on behalf of third parties such as value added tax or other sales taxes.

(a) Revenue from integrated marketing services

Integrated marketing services revenue primarily includes revenue from provision of advertising technology services by the Group to its customers at major media.

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Revenue is recognised at the point in time when the related services are delivered based on specific terms of the contracts, which are commonly based on specified actions.

The Group is the primary obligor and is responsible for (1) identifying and contracting with third-party advertisers which the Group views as customers; (2) contracting with media to provide mobile spaces where the Group views as suppliers; (3) establishing the selling prices to its customers; (4) performing all billing and collection activities, including retaining credit risk; and (5) bearing sole responsibility for fulfilment of the advertising. The Group acts as the principal of these arrangements and therefore recognises revenue earned and costs incurred related to these transactions on a gross basis.

In the arrangement with certain major media, the Group also acts as a sales agent for them by signing up accounts and prepaying data usage fees for the third-party advertisers at their platforms. The Group does not control the specified service before the service is delivered to the customers. The Group reports the amount received from the customers and amounts paid to major media related to these transactions on a net basis.

(b) Revenue from advertising platform business

Advertising platform business revenue primarily includes revenue from provision of advertising technology services by the Group to its customers at other than the aforementioned major media. The Group develops its technology-driven business systems branded as Yeahmobi and zMaticoo which integrate with third-party partner platforms to help customers to manage and advertise more efficiently.

Similar to integrated marketing services above, revenue is recognised at the point in time when the related services are delivered based on specific terms of the contracts. The Group acts as the principal and therefore recognised revenue on a gross basis while the Group does not act as sales agents for these media.

(ii) Revenue from other sources and other income

(a) Dividends

Dividend income is recognised in profit or loss on the date on which the Group’s right to receive payment is established.

(b) Interest income

Interest income is recognised using the effective interest method. The “effective interest rate” is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset to the gross carrying amount of the financial asset. In calculating interest income, the effective interest rate is applied to the gross carrying amount of the asset (when the asset is not credit-impaired). However, for financial assets that have become credit-impaired subsequent to initial recognition, interest income is calculated by applying the effective interest rate to the amortised cost of the financial asset. If the asset is no longer credit-impaired, then the calculation of interest income reverts to the gross basis.

(c) Government grants

Government grants are recognised in the statement of financial position initially when there is reasonable assurance that they will be received and that the Group will comply with the conditions attaching to them.

Grants that compensate the Group for expenses incurred are recognised as income in profit or loss on a systematic basis in the same periods in which the expenses are incurred.

Grants that compensate the Group for the cost of an asset are recognised as deferred income and subsequently recognised in profit or loss on a systematic basis over the useful life of the asset.

(w) Translation of foreign currencies

Transactions in foreign currencies are translated into the respective functional currencies of group companies at the exchange rates at the dates of the transactions.

Monetary assets and liabilities denominated in foreign currencies are translated into the functional currency at the exchange rate at the reporting date. Non-monetary assets and liabilities that are measured at fair value in a foreign currency are translated into the functional currency at the exchange rate when the fair value was determined. Non-monetary assets and liabilities that are measured based on historical cost in a foreign currency are translated at the exchange rate at the date of the transaction. Foreign currency differences are generally recognised in profit or loss.

However, foreign currency differences arising from the translation of an investment in equity securities designated as at FVOCI are recognised in OCI.

The assets and liabilities of foreign operations, including goodwill and fair value adjustments arising on acquisition, are translated into RMB at the exchange rates at the reporting date. The income and expenses of foreign operations are translated into RMB at the exchange rates at the dates of the transactions.

Foreign currency differences are recognised in OCI and accumulated in the exchange reserve, except to the extent that the translation difference is allocated to NCI.

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When a foreign operation is disposed of in its entirety or partially such that control, significant influence or joint control is lost, the cumulative amount in the exchange reserve related to that foreign operation is reclassified to profit or loss as part of the gain or loss on disposal. On disposal of a subsidiary that includes a foreign operation, the cumulative amount of the exchange differences relating to that foreign operation that have been attributed to the NCI shall be derecognised, but shall not be reclassified to profit or loss. If the Group disposes of part of its interest in a subsidiary but retains control, then the relevant proportion of the cumulative amount is reattributed to NCI. When the Group disposes of only part of an associate or joint venture while retaining significant influence or joint control, the relevant proportion of the cumulative amount is reclassified to profit or loss.

(x) Borrowing costs

Borrowing costs are expensed in the period in which they are incurred.

(y) Related parties

- (a) A person, or a close member of that person’s family, is related to the Group if that person:
 - (i) has control or joint control over the Group;
 - (ii) has significant influence over the Group; or
 - (iii) is a member of the key management personnel of the Group or the Group’s parent.
- (b) An entity is related to the Group if any of the following conditions applies:
 - (i) The entity and the Group are members of the same group (which means that each parent, subsidiary and fellow subsidiary is related to the others).
 - (ii) One entity is an associate or joint venture of the other entity (or an associate or joint venture of a member of a group of which the other entity is a member).
 - (iii) Both entities are joint ventures of the same third party.
 - (iv) One entity is a joint venture of a third entity and the other entity is an associate of the third entity.
 - (v) The entity is a post-employment benefit plan for the benefit of employees of either the Group or an entity related to the Group.
 - (vi) The entity is controlled or jointly controlled by a person identified in (a).
 - (vii) A person identified in (a)(i) has significant influence over the entity or is a member of the key management personnel of the entity (or of a parent of the entity).
 - (viii) The entity, or any member of a group of which it is a part, provides key management personnel services to the Group or to the Group’s parent.

Close members of the family of a person are those family members who may be expected to influence, or be influenced by, that person in their dealings with the entity.

(z) Segment reporting

Operating segments, and the amounts of each segment item reported in the financial statements, are identified from the financial information provided regularly to the Group’s most senior executive management for the purposes of allocating resources to, and assessing the performance of, the Group’s various lines of business and geographical locations.

Individually material operating segments are not aggregated for financial reporting purposes unless the segments have similar economic characteristics and are similar in respect of the nature of products and services, the nature of production processes, the type or class of customers, the methods used to distribute the products or provide the services, and the nature of the regulatory environment. Operating segments which are not individually material may be aggregated if they share a majority of these criteria.

3 ACCOUNTING JUDGEMENTS AND ESTIMATES

Notes 13 and 28 contain information about the assumptions and their risk factors relating to assessment of goodwill impairment and valuation of fair value of share-based payments. Other significant sources of estimation uncertainty are as follows:

Expected credit loss for trade receivables and other receivables

The impairment provisions for trade receivables and other receivables are based on assumptions about the expected loss rates. The Group uses judgement in making these assumptions and selecting the inputs to the impairment calculation, based on the Group’s past history, existing market conditions as well as forward looking estimates at the end of each reporting period. For details of the key assumptions and inputs used, see Note 32(a).

Changes in these assumptions and estimated could materially affect the result of the assessment and it may be necessary to make additional impairment charge to the profit or loss.

4 REVENUE AND SEGMENT REPORTING

(a) Revenue

The principal services of the Group are the provision of integrated marketing services and advertising platform business.

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(i) Disaggregation of revenue

Disaggregation of revenue from contracts with customers by major business lines is as follows:

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Revenue from contracts with customers within the scope of IFRS 15			
Revenue from integrated marketing services	862,708	1,308,071	1,953,614
Revenue from advertising platform business	1,274,184	1,234,271	1,838,115
Others	6,428	4,468	38,338
	<u>2,143,320</u>	<u>2,546,810</u>	<u>3,830,067</u>

Disaggregation of revenue from contracts with customers by the timing of revenue recognition and by geographic markets is disclosed in Notes 4(b)(i) and 4(c) respectively.

The Group’s customer base is diversified. During the Track Record Period, the Group’s customers with whom transactions have exceeded 10% of the Group’s revenues in the respective years are as follows.

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Customer A	N/A*	N/A*	476,755

* Represents that the amount of aggregate revenue from such customer is less than 10% of the total revenue for respective years.

(b) Segment reporting

The Group determines the operating segments on the basis of internal organisation structure, management requirements and internal report principles. Management reviews the results of the Group’s operating segments regularly for the purpose of making decisions about resource allocation and performance assessment.

In a manner consistent with the way in which information is reported internally to the Group’s most senior executive management for the purposes of resource allocation and performance assessment, the Group has presented two reportable segments based on business lines: integrated marketing services and advertising platform business. No operating segments have been aggregated to form the reportable segments.

(i) Segment results

For the purposes of assessing segment performance and allocating resources between segments, the Group’s chief operating decision maker (“CODM”) monitors the results attributable to each reportable segment on the following bases:

Revenue and expenses are allocated to the reportable segments with reference to sales generated by those segments and the expenses incurred by those segments or which otherwise arise from the depreciation or amortisation of assets attributable to those segments.

Disaggregation of revenue from contracts with customers by major business lines is as follows:

	Integrated marketing services			Advertising platform business			Others			Total		
	Year ended 31 December			Year ended 31 December			Year ended 31 December			Year ended 31 December		
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
Disaggregated by timing of external revenue recognition												
Point in time	862,708	1,308,071	1,953,614	1,274,184	1,234,271	1,838,115	—	176	35,366	2,136,892	2,542,518	3,827,095
Over time	—	—	—	—	—	—	6,428	4,292	2,972	6,428	4,292	2,972
Reportable segment external revenue	862,708	1,308,071	1,953,614	1,274,184	1,234,271	1,838,115	6,428	4,468	38,338	2,143,320	2,546,810	3,830,067
Reportable segment costs	668,692	1,161,242	1,779,842	949,216	907,111	1,464,835	3,382	5,259	36,360	1,621,290	2,073,612	3,281,037
Segment profit	194,016	146,829	173,772	324,968	327,160	373,280	3,046	(791)	1,978	522,030	473,198	549,030

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(ii) Segment assets and liabilities

No segment assets and liabilities information are provided as no such information is regularly provided to the CODM of the Group on making decision for resources allocation and performance assessment.

(c) Geographic information

The following table sets out information about the geographical location of the Group’s revenue from external customers. The geographical location of customers is based on the location of the customers’ place of incorporation/establishment.

	Year ended 31 December		
	2023	2024	2025
	RMB’000	RMB’000	RMB’000
Asia Pacific	1,908,998	2,111,470	3,052,814
North America	112,099	356,896	516,962
Other regions	122,223	78,444	260,291
	<u>2,143,320</u>	<u>2,546,810</u>	<u>3,830,067</u>

All the Group’s non-current assets are located in the PRC. Accordingly, no geographical information of non-current assets is provided.

5 OTHER NET INCOME

	Year ended 31 December		
	2023	2024	2025
	RMB’000	RMB’000	RMB’000
Net gain on disposal of subsidiaries	115	—	2,691
Net (loss)/gain on disposal of associates	(1,972)	(11,258)	2,572
Fair value change of financial assets measured at FVPL	19,794	12,529	78,473
Gain/(loss) on disposal of property and equipment	1,242	4,432	(415)
Government grants (Note)	45,388	12,004	20,554
Interest income	27,947	62,584	63,075
Net foreign exchange gain/(loss)	11,734	17,617	(19,156)
Others	(4,702)	(271)	(4,521)
	<u>99,546</u>	<u>97,637</u>	<u>143,273</u>

Note: Government grants represent unconditional cash subsidies received by certain subsidiaries from local government for the Group’s achievement during the years ended 31 December 2023, 2024 and 2025. There are no unfulfilled conditions or contingencies relating to such government grants income recognised.

6 PROFIT BEFORE TAXATION

Profit before taxation is arrived at after charging/(crediting):

(a) Finance costs

	Year ended 31 December		
	2023	2024	2025
	RMB’000	RMB’000	RMB’000
Interest on bank loans	1,137	15,712	10,572
Interest on lease liabilities	4,912	4,210	1,569
Other interest expense	—	813	1,650
	<u>6,049</u>	<u>20,735</u>	<u>13,791</u>

(b) Staff costs

	Year ended 31 December		
	2023	2024	2025
	RMB’000	RMB’000	RMB’000
Salaries, wages and other benefits	205,582	233,304	295,016
Share-based payment expenses (Note 28)	6,011	(6,011)	81,988
Retirement scheme contributions	22,160	23,174	31,205
	<u>233,753</u>	<u>250,467</u>	<u>408,209</u>

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The employees of the entities comprising the Group established in the PRC participate in a defined contribution retirement benefit scheme managed by the local government authority. Employees of these entities are entitled to retirement benefits, calculated based on a percentage of the average salaries level in the PRC, from the above mentioned retirement scheme at their normal retirement age.

The Group has no further obligation for payment of other retirement benefits beyond the above contributions.

(c) **Other items**

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Amortisation of intangible assets (<i>Note 12</i>)	3,998	5,858	6,951
Depreciation charge			
— owned property and equipment (<i>Note 11</i>)	9,253	9,100	7,945
— right-of-use assets (<i>Note 11</i>)	14,611	13,547	10,325
Auditors’ remuneration			
— audit services	2,034	2,672	2,610

7 INCOME TAX IN THE CONSOLIDATED STATEMENTS OF PROFIT OR LOSS

(a) **Taxation in the consolidated statements of profit or loss represents:**

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Current tax			
Provision for the year	54,658	35,536	45,138
Offshore exemption from Hong Kong profits tax	(6,981)	(42,445)	(4,031)
Under/(over)-provision in respect of prior years	4,081	(1,581)	2,191
	51,758	(8,490)	43,298
Deferred tax			
Origination and reversal of temporary differences	(39,679)	(1,192)	(18,743)
	12,079	(9,682)	24,555

(b) **Reconciliation between tax expense and accounting profit at applicable tax rates:**

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Profit before taxation	226,023	220,132	179,486
Expected income tax expense at statutory tax rate of 25% (<i>Note (i)</i>)	56,506	55,033	44,872
Tax effect of differential tax rate (<i>Note (ii)</i>)	(7,453)	(11,133)	(19,698)
Tax effect of preferential tax rate (<i>Note (iii)</i>)	(11,671)	(9,275)	2,511
Super tax deduction on research and development expenses (<i>Note (iv)</i>)	(10,462)	(11,832)	(27,727)
Tax effect of non-taxable income	—	(718)	—
Tax effect of non-deductible expenses	843	1,697	22,484
Tax effect of deductible temporary differences and unused tax losses not recognised	(991)	9,781	3,447
Income tax on retained earnings of overseas subsidiaries	(11,648)	791	642
Under/(over)-provision in respect of prior years	4,081	(1,581)	2,191
Offshore exemption from Hong Kong profits tax	(6,981)	(42,445)	(4,031)
Others	(145)	—	(136)
Actual tax expense/(benefit)	12,079	(9,682)	24,555

Notes:

- (i) The income tax provision of the Group in respect of its operations in PRC was calculated at a tax rate of 25% on the assessable profits for the periods presented, based on the existing legislation, interpretation and practices in respect thereof.
- (ii) The provision for Hong Kong Profits Tax is calculated at 16.5% of the estimated assessable profits for the year, except for one subsidiary of the Group which is a qualifying corporation under the two-tiered Profits Tax rate regime.

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For this Hong Kong subsidiary, the first HK\$2 million of assessable profits are taxed at 8.25% and the remaining assessable profits are taxed at 16.5%. The provision for Hong Kong Profits Tax for this Hong Kong subsidiary was calculated at the same basis in the Track Record Period.

Taxation for subsidiaries incorporated in other jurisdictions is charged at the appropriate current rates of taxation ruling in the relevant countries at a range from 0% to 30.62% during the Track Record Period.

- (iii) Under the PRC Income Tax Laws, an enterprise which qualifies as a High and New Technology Enterprise (“HNTE”) is entitled to a preferential tax rate of 15% provided it continues to meet HNTE qualification standards on an annual basis. Xi’an Diangao Network Technology Co., Ltd., as a HNTE, is entitled to a preferential tax rate of 15% during the Track Record Period. Beijing Xinghezhi Network Technology Co., Ltd., as a HNTE, is entitled to a preferential tax rate of 15% during the years of 2023 to 2024.

Xi’an Diangao Network Technology Co., Ltd. and Xi’an Guangzhi Network Technology Co., Ltd., which were established in the PRC, are entitled to tax benefits applicable to entities under the Third Phase of the Western Region Development Plan of the PRC, and enjoy a preferential tax rate of 15% during the Track Record Period.

- (iv) An additional 100% of qualified research and development expenses incurred is allowed to be deducted from taxable income under the PRC Income Tax Laws and its relevant regulations after 1 October 2022.

8 DIRECTORS’ AND SUPERVISORS’ EMOLUMENTS

Directors’ and supervisors’ emoluments during the Track Record Period are as follows:

	Year ended 31 December 2023					
	Salaries, allowances and benefits in kind	Discretionary bonuses	Retirement scheme contributions	Sub-Total	Share-based payments	Total
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
					Note (i)	
Executive directors						
Zou Xiaowu	930	—	63	993	584	1,577
Wu Ying (appointed on 28 August 2023)	975	—	68	1,043	467	1,510
Yang Xiaouu	555	—	68	623	—	623
Wang Ping	594	—	63	657	78	735
Cheng Huajie (resigned on 28 June 2023)	—	—	—	—	—	—
Yu Zhe (resigned on 28 August 2023)	—	—	—	—	—	—
Li Jiayi (appointed on 28 June 2023)	—	—	—	—	—	—
Li Yan	—	—	—	—	—	—
Independent directors						
Zhang Guoyun	80	—	—	80	—	80
Li Changcheng (appointed on 3 November 2023)	13	—	—	13	—	13
Zhang Xueyong (appointed on 3 November 2023)	13	—	—	13	—	13
Feng Yuan (resigned on 3 November 2023)	68	—	—	68	—	68
Zhang Meng (resigned on 3 November 2023)	68	—	—	68	—	68
Supervisors						
Li Wenzhu	312	20	40	372	—	372
Xu Wei	320	63	39	422	—	422
Hou Jiaming	170	29	21	220	—	220
	4,098	112	362	4,572	1,129	5,701

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	Year ended 31 December 2024					
	Salaries, allowances and benefits in kind	Discretionary bonuses	Retirement scheme contributions	Sub-Total	Share-based payments	Total
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000 Note(i)	RMB'000
Executive directors						
Zou Xiaowu	1,264	400	66	1,730	(584)	1,146
Wu Ying	1,084	400	71	1,555	(467)	1,088
Zheng Zhengdong (appointed on 15 May 2024)	572	285	29	886	—	886
Wang Ping	598	240	66	904	(78)	826
Li Jiayi	—	—	—	—	—	—
Feng Yingliang (appointed on 4 July 2024)	323	80	34	437	—	437
Yang Xiaouu (resigned on 4 July 2024)	443	—	41	484	—	484
Li Yan (resigned on 15 May 2024)	—	—	—	—	—	—
Independent directors						
Li Changcheng	80	—	—	80	—	80
Zhang Xueyong	80	—	—	80	—	80
Xing Meimin (appointed on 3 September 2024)	26	—	—	26	—	26
Zhang Guoyun (resigned on 22 February 2024)	12	—	—	12	—	12
Hu Qiankun (appointed on 22 February 2024, resigned on 3 September 2024)	36	—	—	36	—	36
Supervisors						
Li Wenzhu (resigned on 12 November 2024)	337	16	37	390	—	390
Wu Wenjin (appointed on 12 November 2024)	70	110	7	187	—	187
Xu Wei	277	73	44	394	—	394
Hou Jiaming	144	34	24	202	—	202
	<u>5,346</u>	<u>1,638</u>	<u>419</u>	<u>7,403</u>	<u>(1,129)</u>	<u>6,274</u>

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	Year ended 31 December 2025					
	Salaries, allowances and benefits in kind	Discretionary bonuses	Retirement scheme contributions	Sub-Total	Share-based payments	Total
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
	Note(i)					
Executive directors						
Zou Xiaowu	1,569	214	68	1,851	—	1,851
Wu Ying	1,580	214	71	1,865	3,595	5,460
Zheng Zhengdong	914	—	45	959	951	1,910
Wang Ping	774	—	68	842	983	1,825
Li Jiayi (resigned on 7 May 2025)	—	—	—	—	—	—
Feng Yingliang (resigned on 7 May 2025)	224	—	23	247	—	247
Yang Ya (appointed on 7 May 2025)	610	418	30	1,058	2,080	3,138
Qin Peng (appointed on 7 May 2025)	610	—	30	640	1,796	2,436
Independent directors						
Li Changcheng	80	—	—	80	—	80
Zhang Xueyong (Note (iii))	80	—	—	80	—	80
Xing Meimin (Note (iii))	80	—	—	80	—	80
Supervisors (Note (ii))						
Wu Wenjin (resigned on 7 May 2025)	132	—	18	150	—	150
Xu Wei (resigned on 7 May 2025)	182	3	30	215	—	215
Hou Jiaming (resigned on 7 May 2025)	96	9	16	121	—	121
	6,931	858	399	8,188	9,405	17,593

Notes:

- (i) These represent the fair value of share awards granted under the Company’s share incentive schemes. The value of these share awards is measured according to the Group’s accounting policies for share-based payments as set out in Note 2(s)(ii). The details of share-based payments, including the principal terms and number of share awards granted, are disclosed in Note 28.
- (ii) On 7 May 2025, the Company abolished the supervisory committee. Wu Wenjin, Xu Wei and Hou Jiaming, the former members of the supervisory committee, therefore ceased to hold their positions as supervisors.
- (iii) In March 2026, Zhang Xueyong and Xing Meimin resigned as independent directors of the Company. Meng Wei and Liu Zhen were appointed as independent directors of the Company in March 2026.

9 INDIVIDUALS WITH HIGHEST EMOLUMENTS

The number of directors, supervisors and other employees included in the five highest paid individuals for the years ended 31 December 2023, 2024 and 2025 are set out below:

	Year ended 31 December		
	2023	2024	2025
	Number of individuals	Number of individuals	Number of individuals
Directors or supervisors	2	2	1
Other employees	3	3	4
	<u>5</u>	<u>5</u>	<u>5</u>

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The emoluments of the directors and supervisors are disclosed in Note 8. The aggregate of the emoluments in respect of the remaining highest paid individuals, are as follow:

	Year ended 31 December		
	2023	2024	2025
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Salaries and other emoluments	2,674	3,640	4,514
Discretionary bonuses	250	1,851	1,721
Share-based payments	711	(779)	11,855
Retirement scheme contributions	116	139	208
	<u>3,751</u>	<u>4,851</u>	<u>18,298</u>

The emoluments of the individuals who are neither directors nor supervisors and who are amongst the five highest paid individuals of the Group are within the following bands:

	Year ended 31 December		
	2023	2024	2025
	<i>Number of individuals</i>	<i>Number of individuals</i>	<i>Number of individuals</i>
HK\$1,000,001–HK\$1,500,000	2	2	—
HK\$1,500,001–HK\$2,000,000	1	—	—
HK\$2,500,001–HK\$3,000,000	—	1	—
HK\$4,000,001–HK\$4,500,000	—	—	1
HK\$4,500,001–HK\$5,000,000	—	—	1
HK\$5,000,001–HK\$5,500,000	—	—	1
HK\$5,500,001–HK\$6,000,000	—	—	1

10 EARNINGS PER SHARE

(a) Basic earnings per share

The calculation of basic earnings per share is based on the profit attributable to ordinary equity shareholders of the Company of RMB217,041,000, RMB231,825,000, and RMB158,105,000 for the years ended 31 December 2023, 2024 and 2025, respectively, and the weighted average number of ordinary shares in issue, calculated as follows:

Weighted average number of ordinary shares

	Year ended 31 December		
	2023	2024	2025
	<i>'000</i>	<i>'000</i>	<i>'000</i>
Issued ordinary shares at 1 January	471,886	471,886	471,886
Effect of treasury shares held (<i>Note 31(c)(ii)</i>)	—	(306)	(735)
Weighted average number of ordinary shares at 31 December	<u>471,886</u>	<u>471,580</u>	<u>471,151</u>

(b) Diluted earnings per share

The calculation of diluted earnings per share is based on the profit attributable to ordinary equity shareholders of the Company of RMB217,041,000, RMB231,825,000, and RMB158,105,000 for the year ended 31 December 2023, 2024 and 2025, respectively, and the weighted average number of ordinary shares (diluted), calculated as follows:

Weighted average number of ordinary shares (diluted)

	Year ended 31 December		
	2023	2024	2025
	<i>'000</i>	<i>'000</i>	<i>'000</i>
Weighted average number of ordinary shares as at 31 December	471,886	471,580	471,151
Effect of unvested shares under the Company’s restricted share incentive scheme (<i>Note 28</i>)	—	—	2,313
Weighted average number of ordinary shares (diluted) as at 31 December	<u>471,886</u>	<u>471,580</u>	<u>473,464</u>

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11 PROPERTY AND EQUIPMENT

The Group

(a) Reconciliation of carrying amount

	Office equipment, furniture and fittings	Vehicles	Leasehold improvements	Right-of-use assets	Total
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Cost:					
At 1 January 2023	22,981	753	17,252	123,155	164,141
Additions	496	—	5,030	14,308	19,834
Acquisition of subsidiaries	279	—	—	—	279
Disposals	(1,702)	—	—	(25,346)	(27,048)
Disposal of subsidiaries	(361)	—	—	—	(361)
Exchange difference	(5)	—	—	—	(5)
At 31 December 2023	21,688	753	22,282	112,117	156,840
At 1 January 2024	21,688	753	22,282	112,117	156,840
Additions	1,851	809	562	615	3,837
Acquisition of subsidiaries	1	—	—	—	1
Disposals	(2,684)	—	—	(62,651)	(65,335)
Exchange difference	185	—	—	—	185
At 31 December 2024	21,041	1,562	22,844	50,081	95,528
At 1 January 2025	21,041	1,562	22,844	50,081	95,528
Additions	2,308	—	5,612	20,899	28,819
Acquisition of subsidiaries	389	—	1,192	1,236	2,817
Disposals	(2,622)	—	—	(1,754)	(4,376)
Disposal of subsidiaries	(540)	—	(4,675)	(17,327)	(22,542)
Exchange difference	(7)	—	—	—	(7)
At 31 December 2025	20,569	1,562	24,973	53,135	100,239

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	Office equipment, furniture and fittings <i>RMB'000</i>	Vehicles <i>RMB'000</i>	Leasehold improvements <i>RMB'000</i>	Right-of-use assets <i>RMB'000</i>	Total <i>RMB'000</i>
Accumulated depreciation:					
At 1 January 2023	(10,198)	(286)	—	(28,432)	(38,916)
Charge for the year	(3,489)	(143)	(5,621)	(14,611)	(23,864)
Written back on disposals	1,194	—	—	11,655	12,849
Written back on disposal of subsidiaries	81	—	—	—	81
Exchange difference	7	—	—	—	7
At 31 December 2023	(12,405)	(429)	(5,621)	(31,388)	(49,843)
At 1 January 2024	(12,405)	(429)	(5,621)	(31,388)	(49,843)
Charge for the year	(3,222)	(233)	(5,645)	(13,547)	(22,647)
Written back on disposals	2,056	—	—	20,653	22,709
Exchange difference	(186)	—	—	—	(186)
At 31 December 2024	(13,757)	(662)	(11,266)	(24,282)	(49,967)
At 1 January 2025	(13,757)	(662)	(11,266)	(24,282)	(49,967)
Charge for the year	(3,063)	(297)	(4,585)	(10,325)	(18,270)
Written back on disposals	2,075	—	—	722	2,797
Written back on disposal of subsidiaries	39	—	—	2,211	2,250
Exchange difference	5	—	—	—	5
At 31 December 2025	(14,701)	(959)	(15,851)	(31,674)	(63,185)
Net book value:					
At 31 December 2023	9,283	324	16,661	80,729	106,997
At 31 December 2024	7,284	900	11,578	25,799	45,561
At 31 December 2025	5,868	603	9,122	21,461	37,054

(b) Right-of-use assets

The analysis of the net book value of right-of-use assets by class of underlying asset is as follows:

	As at 31 December		
	2023	2024	2025
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Property leased for own use, carried at depreciation cost:			
— Office buildings	80,729	25,799	21,461

The Group has obtained the right to use properties as its offices through tenancy agreements. The leases typically run for an initial period of 1 to 5 years.

The analysis of expense items in relation to leases recognised in profit or loss is as follows:

	Year ended 31 December		
	2023	2024	2025
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Depreciation charge of properties leased for own use	14,611	13,547	10,325
Interest on lease liabilities (<i>Note 6(a)</i>)	4,912	4,210	1,569
Expense relating to short-term leases	1,206	893	1,837

During the Track Record Period, all additions to right-of-use assets were related to the capitalised lease payments payable under new tenancy agreements. None of the leases include variable lease payments.

Details of total cash outflow for leases and the maturity analysis of lease liabilities are set out in Notes 23(d) and 27 respectively.

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12 INTANGIBLE ASSETS

The Group

	Software RMB'000	Proprietary technology RMB'000	Trademark RMB'000	Total RMB'000
Cost:				
At 1 January 2023	12,861	—	—	12,861
Additions	89	—	—	89
Addition through acquisition of subsidiary	307	28,390	14,904	43,601
Exchange difference	40	—	—	40
At 31 December 2023	13,297	28,390	14,904	56,591
At 1 January 2024	13,297	28,390	14,904	56,591
Addition through acquisition of subsidiary	—	12,720	150	12,870
Addition through internal development	—	5,523	—	5,523
Exchange difference	202	—	—	202
At 31 December 2024	13,499	46,633	15,054	75,186
At 1 January 2025	13,499	46,633	15,054	75,186
Exchange difference	(54)	—	—	(54)
At 31 December 2025	13,445	46,633	15,054	75,132
Accumulated amortisation:				
At 1 January 2023	(8,708)	—	—	(8,708)
Charge for the year	(1,230)	(1,774)	(994)	(3,998)
Exchange difference	(41)	—	—	(41)
At 31 December 2023	(9,979)	(1,774)	(994)	(12,747)
At 1 January 2024	(9,979)	(1,774)	(994)	(12,747)
Charge for the year	(1,169)	(3,196)	(1,493)	(5,858)
Exchange difference	(200)	—	—	(200)
At 31 December 2024	(11,348)	(4,970)	(2,487)	(18,805)
At 1 January 2025	(11,348)	(4,970)	(2,487)	(18,805)
Charge for the year	(960)	(4,486)	(1,505)	(6,951)
Exchange difference	54	—	—	54
At 31 December 2025	(12,254)	(9,456)	(3,992)	(25,702)
Net book value:				
At 31 December 2023	3,318	26,616	13,910	43,844
At 31 December 2024	2,151	41,663	12,567	56,381
At 31 December 2025	1,191	37,177	11,062	49,430

The amortisation charge is included in “cost of sales”, “selling and marketing expenses”, “research and development expenses” and “administrative expenses” in the consolidated statements of profit or loss.

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13 GOODWILL

The Group

RMB’000

Cost:

At 1 January 2023 —
Additions 35,617

At 31 December 2023, 31 December 2024 and 31 December 2025 35,617

Accumulated impairment losses:

At 1 January 2023, 31 December 2023, 31 December 2024 and 31 December 2025 —

Carrying amount:

At 31 December 2023 35,617

At 31 December 2024 35,617

At 31 December 2025 35,617

In connection with the Group’s acquisition of 68.97% shareholdings in Shanghai Shiquan Network Technology Co., Ltd. in 2023, the Group recognised goodwill amounted to RMB35,617,000.

The recoverable amount of the CGU is determined based on value-in-use calculations. These calculations use cash flow projection based on financial forecast approved by management covering a seven-year period in 2023 and 2024, a five-year period in 2025. The use of the seven-year forecast period is mainly due to the fact that the entity is in the start-up and high growth stage in 2023 and 2024. The five-year forecast period used in conventional assessments is not sufficient to enable the entity to enter its expected business scale. In 2025, management predicts that the operating level of the entity will basically reach stability by 2030, and all financial data will approach comparable listed companies, so the five-year forecast period was used in 2025. The key assumptions used in the estimation of the recoverable amount are pre-tax discount rate, gross margin rate and revenue growth rate set out below. The expected revenue growth rate is following the business plan approved by the Group. Pre-tax discount rate represents the current market assessment of the risks specific to the CGU, regarding the time value of money and individual risks of the underlying assets which have not been incorporated in the cash flow estimates.

	As at 31 December		
	2023	2024	2025
Pre-tax discount rate	15%	14%	16%
Gross margin rate	20%–34%	37%–40%	25%–27%
Revenue growth rate	5%–369%	3%–102%	5%–32%

The estimated recoverable amount of the CGU exceeded its carrying amount by approximately RMB19,293,000, RMB2,302,000 and RMB3,670,000 as at 31 December 2023, 2024 and 2025 respectively.

Management has undertaken sensitivity analysis on the impairment test of goodwill. The following table sets out the hypothetical changes to the percentage points of pre-tax discount rate, gross margin rate and revenue growth rate that would, in isolation, have removed the headroom respectively as at 31 December 2023, 2024 and 2025:

	As at 31 December		
	2023	2024	2025
Increase in pre-tax discount rate	11.9%	2.1%	3.7%
Decrease in gross margin rate	5.0%	0.8%	1.3%
Decrease in revenue growth rate	3.1%	1.0%	2.5%

As a result of the impairment tests, the management is of the view that there was no impairment of goodwill as at 31 December 2023, 2024 and 2025. Reasonably possible changes in key assumptions would not lead to impairment as at 31 December 2023, 2024 and 2025.

14 INVESTMENTS IN SUBSIDIARIES

The Company

	As at 31 December		
	2023	2024	2025
	RMB’000	RMB’000	RMB’000
Investments in subsidiaries, at cost	1,823,754	1,819,738	1,906,899

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15 INTERESTS IN JOINT VENTURES

Details of the joint ventures of the Group is as follows:

Name of joint venture	Place of establishment and business	Particulars of issued and paid up capital	Proportion of ownership interest held by the Group				Principal activity
			At 31 December 2023	At 31 December 2024	At 31 December 2025	As of date of report	
Xi'an Shendu Shuniu Information Technology Co., Ltd. 西安深度樞紐信息科技有限公司 (i), (ii)	Chinese Mainland	RMB 5,573,400	50%	50%	50%	50%	Information technology services
Beijing Yunqi Yuedong Technology Co., Ltd. 北京雲啟悅動科技有限公司 (i)	Chinese Mainland	RMB10,000,000	N/A	N/A	51%	51%	Technical service
Zenithnova Technology Co., Limited	Hong Kong	USD300,000	N/A	N/A	51%	51%	Network security and cloud computing integration services

(i) These entities are limited liability companies established in the PRC. The official names of these entities are in Chinese. The English translations are for identification purpose only.

(ii) The proportion of entity interest is directly held by the Company.

(iii) No joint venture is individually material to the Group or the Company.

The Group

	As at 31 December		
	2023 RMB'000	2024 RMB'000	2025 RMB'000
Aggregate carrying amount of joint ventures in the consolidated financial statements	5,068	5,221	15,963
	Year ended 31 December		
	2023 RMB'000	2024 RMB'000	2025 RMB'000
Aggregate amounts of the Group's share of joint ventures' — (Loss)/profit and total comprehensive income	(65)	153	(1,360)

The Company

	As at 31 December		
	2023 RMB'000	2024 RMB'000	2025 RMB'000
Aggregate carrying amount of joint venture in the financial statements of the Company	5,068	5,221	5,356
	Year ended 31 December		
	2023 RMB'000	2024 RMB'000	2025 RMB'000
Aggregate amounts of the Company's share of joint ventures' — (Loss)/profit and total comprehensive income	(65)	153	135

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16 INTERESTS IN ASSOCIATES

Details of the principal associates of the Group is as follows:

Name of associate	Place of incorporation/ establishment and business	Particulars of issued and paid up capital	Proportion of ownership interest indirectly held by the Group				Principal activity
			At 31 December 2023	At 31 December 2024	At 31 December 2025	As of date of report	
Bidease Group Inc. (i)	United States	USD4,000,000	35%	35%	35%	19%	Programmed advertising
Beijing Youlue Network Technology Co., Ltd. 北京游魯克網絡科技有限公司 (ii)	Chinese Mainland	RMB20,650,000	45%	45%	45%	45%	Development and operation of entertainment apps
Guangzhou Half Point Network Technology Co., Ltd. 廣州半點網絡科技有限公司 (ii)	Chinese Mainland	RMB14,500,000	N/A	N/A	40%	40%	Software and information technology services
Suzhou Jiaxinhui Information Technology Co., Ltd. 蘇州市佳鑫匯信息科技有限公司 (ii)	Chinese Mainland	RMB20,000,000	N/A	N/A	20%	20%	Technology services

(i) On 20 January 2026, Bidease Group Inc. repurchased 16% of its shareholdings from the Group. The consideration amounted to RMB35,003,000 was settled by cash.

(ii) These entities are limited liability companies established in the PRC. The official names of these entities are in Chinese. The English translations are for identification purpose only.

(iii) No associate is individually material to the Group.

The Group

	As at 31 December		
	2023 RMB'000	2024 RMB'000	2025 RMB'000
Aggregate carrying amount of associates in the consolidated financial statements	115,032	75,778	112,479
	Year ended 31 December		
	2023 RMB'000	2024 RMB'000	2025 RMB'000
Aggregate amounts of the Group's share of associates' — Profit and total comprehensive income	3,162	9,159	7,865

17 EQUITY SECURITIES DESIGNATED AT FVOCI

The Group

	As at 31 December		
	2023 RMB'000	2024 RMB'000	2025 RMB'000
Investments in unlisted equity securities	28,988	37,551	35,248

18 FINANCIAL ASSETS MEASURED AT FVPL

The Group

Non-current assets	As at 31 December		
	2023 RMB'000	2024 RMB'000	2025 RMB'000
Unlisted equity investments	16,124	61,312	113,614
Unlisted fund investments	—	3,594	3,514
	16,124	64,906	117,128

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Current assets	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Structured deposits	688,395	9,729	100,766
Debt investments	—	400,696	405,113
Equity investments	—	—	85,869
Fund investments	—	116,239	196,553
	<u>688,395</u>	<u>526,664</u>	<u>788,281</u>

19 DERIVATIVE FINANCIAL INSTRUMENTS

The Group

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Derivative financial assets	<u>—</u>	<u>—</u>	<u>2,229</u>

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Derivative financial liabilities	<u>—</u>	<u>139</u>	<u>5,565</u>

20 OTHER FINANCIAL ASSETS MEASURED AT AMORTISED COST

The Group and the Company

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Certificates of deposit	<u>—</u>	<u>189,193</u>	<u>194,967</u>

In 2024, the Group purchased certificates of deposit issued by a bank from third parties with an aggregate principal amount of RMB180,000,000 and with maturity in 2026.

21 TRADE RECEIVABLES

The Group

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Trade receivables due from:			
— related parties	1,666	3,195	1,587
— third parties	<u>951,656</u>	<u>878,382</u>	<u>981,796</u>
	953,322	881,577	983,383
Less: credit loss allowance	<u>(64,746)</u>	<u>(80,795)</u>	<u>(79,524)</u>
	<u>888,576</u>	<u>800,782</u>	<u>903,859</u>

All of the trade receivables are expected to be recovered within one year.

Ageing analysis

As at the end of each reporting period, the ageing analysis of the Group’s trade receivables, based on the invoice date and net of loss allowance, is as follows:

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Within 1 year	794,213	751,463	896,220
1 to 2 years	87,843	14,734	7,363
Over 2 years	<u>6,520</u>	<u>34,585</u>	<u>276</u>
	<u>888,576</u>	<u>800,782</u>	<u>903,859</u>

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Further details on the Group’s credit policy and credit risk arising from trade receivables are set out in Note 32(a).

The Company

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Trade receivables due from:			
— subsidiaries	20,189	9,091	38,253
— third parties	355	—	—
	20,524	9,091	38,253
Less: credit loss allowance	(164)	(208)	(383)
	20,360	8,883	37,870

22 PREPAYMENTS AND OTHER RECEIVABLES

The Group

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Other receivables related to media agency services	1,229,928	1,573,839	1,792,935
Amounts due from payment platforms	10,875	10,874	45,458
Deposits	1,392	1,692	5,330
Tax reserve certificate recoverable	—	—	3,634
Amounts due from related parties	71	30,776	1,748
Others	5,056	6,272	9,373
	1,247,322	1,623,453	1,858,478
Less: credit loss allowance	(172,873)	(155,923)	(185,690)
	1,074,449	1,467,530	1,672,788
Prepayments for media traffic	23,367	81,961	148,497
Value added tax (“VAT”) and other tax recoverable	17,040	19,846	5,264
[REDACTED] to be deducted from equity	—	—	581
Prepayments for others	1,587	5,671	3,875
	1,116,443	1,575,008	1,831,005

Ageing analysis

As at the end of each reporting period, the ageing analysis of the Group’s other receivables, based on the invoice date and net of loss allowance, is as follows:

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Within 1 year	1,019,181	1,409,232	1,657,328
1 to 2 years	46,964	46,856	12,958
2 to 3 years	8,304	11,442	2,502
	1,074,449	1,467,530	1,672,788

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The Company

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Amounts due from subsidiaries	445,000	315,578	457,674
Other receivables	893	828	1,040
	445,893	316,406	458,714
Less: credit loss allowance	(4,509)	(3,206)	(4,639)
	441,384	313,200	454,075
List expenses to be deducted from equity	—	—	581
Prepayments for others	107	205	156
VAT and other tax recoverable	1,881	1,275	2,527
Dividends receivable	55,000	50,000	50,000
	498,372	364,680	507,339

All the prepayment and other receivables are expect to be recovered or recognised as expenses within one year.

Further details on the Group’s policy and credit risks arising from other receivables related to media agency services are set out in Note 32(a).

23 CASH AT BANK AND ON HAND AND OTHER CASH FLOW INFORMATION

(a) Cash at bank and on hand comprise:

The Group

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Cash at bank	1,194,303	1,875,872	2,065,855
Cash at other financial institutions (i)	—	—	17,010
Time deposits with original maturity over three months	363,978	402,596	68,912
Restricted cash	358	909	141,924
	1,558,639	2,279,377	2,293,701

(i) Cash at other financial institutions represents cash balance in the securities accounts.

The Company

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Cash at bank	76,407	87,467	45,610
Restricted cash	—	1	—
	76,407	87,468	45,610

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(b) Reconciliation of profit before taxation to cash generated from operations:

	<i>Note</i>	Year ended 31 December		
		2023	2024	2025
		<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Profit before taxation		226,023	220,132	179,486
Adjustments for:				
Depreciation	6(c)	23,864	22,647	18,270
Amortisation	6(c)	3,998	5,858	6,951
Interest expenses	6(a)	6,049	20,735	13,791
Interest income		(2,919)	(23,071)	(12,478)
Net gain on disposal of property and equipment	5	(1,242)	(4,432)	415
Fair value change of financial assets measured at FVPL	5	(19,794)	(12,529)	(78,473)
Share-based payment expenses	6(b)	6,011	(6,011)	81,988
Impairment losses on trade receivables and other receivables		124,912	82,326	87,924
Impairment losses/(reversed) on other non-current assets		362	(323)	742
Share of profits less losses of associates		(3,162)	(9,159)	(7,865)
Share of losses/(profits) of joint ventures		65	(153)	1,360
Net gain on disposal of subsidiaries	5	(115)	—	(2,691)
Net loss/(gain) on disposal of associates	5	1,972	11,258	(2,572)
Fair value change of derivative financial instruments		—	(1,624)	(2,187)
Net loss on debt restructuring		—	92	—
Unrealised portion of foreign exchange loss/(gain)		1,241	2,559	(6,086)
Changes in working capital:				
(Increase)/decrease in trade receivables		(68,614)	79,649	(138,246)
Decrease/(increase) in prepayments and other receivables		459,663	(508,854)	(354,297)
(Increase)/decrease in inventories		—	(769)	115
Decrease in other non-current assets		1,488	1,067	382
Increase in restricted cash		(358)	(552)	(140,224)
(Decrease)/increase in contract liabilities		(23,115)	(1,740)	18,613
(Decrease)/increase in trade and other payables		(528,994)	600,594	507,933
Decrease in deferred income		(1,394)	(1,394)	(1,676)
Net cash generated from operations		205,941	476,306	171,175

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(c) Reconciliation of liabilities arising from financing activities

The table below details changes in the Group’s liabilities from financing activities, including both cash and non-cash changes. Liabilities arising from financing activities are liabilities for which cash flows were, or future cash flows will be, classified in the Group’s consolidated cash flow statements as cash flows from financing activities.

	Bank loans <i>RMB’000</i> (Note 26)	Lease liabilities <i>RMB’000</i> (Note 27)	Total <i>RMB’000</i>
At 1 January 2023	50,061	124,775	174,836
Changes from financing cash flows:			
Proceeds from bank loans	136,000	—	136,000
Repayment of bank loans	(86,000)	—	(86,000)
Capital element of lease rentals paid	—	(22,477)	(22,477)
Interest element of lease rentals paid	—	(4,912)	(4,912)
Interest paid	(1,137)	—	(1,137)
Total changes from financing cash flows	48,863	(27,389)	21,474
Exchange adjustments	34	—	34
Other changes:			
Increase in lease liabilities from entering into new leases during the year	—	14,299	14,299
Reduction in lease liabilities due to early termination of leases	—	(15,078)	(15,078)
Interest expenses (Note 6(a))	1,137	4,912	6,049
Total other changes	1,137	4,133	5,270
At 31 December 2023	100,095	101,519	201,614
At 1 January 2024	100,095	101,519	201,614
Changes from financing cash flows:			
Proceeds from bank loans	1,193,826	—	1,193,826
Repayment of bank loans	(786,000)	—	(786,000)
Capital element of lease rentals paid	—	(25,472)	(25,472)
Interest element of lease rentals paid	—	(4,210)	(4,210)
Interest paid	11,919	—	11,919
Total changes from financing cash flows	395,907	(29,682)	366,225
Exchange adjustments	4	—	4
Other changes:			
Increase in lease liabilities from entering into new leases during the year	—	615	615
Reduction in lease liabilities due to early termination of leases	—	(46,712)	(46,712)
Interest expenses (Note 6(a))	15,712	4,210	19,922
Total other changes	15,712	(41,887)	(26,175)
At 31 December 2024	511,718	29,950	541,668

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	Bank loans	Lease liabilities	Total
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
	<i>(Note 26)</i>	<i>(Note 27)</i>	
At 1 January 2025	511,718	29,950	541,668
Changes from financing cash flows:			
Proceeds from bank loans	1,014,000	—	1,014,000
Repayment of bank loans	(949,432)	—	(949,432)
Capital element of lease rentals paid	—	(9,652)	(9,652)
Interest element of lease rentals paid	—	(1,569)	(1,569)
Interest paid	(13,867)	—	(13,867)
Total changes from financing cash flows	50,701	(11,221)	39,480
Exchange adjustments	(2,394)	—	(2,394)
Other changes:			
Increase in lease liabilities from entering into new leases during the year	—	20,891	20,891
Reduction in lease liabilities due to modifications/early termination of leases	—	(1,166)	(1,166)
Increase in lease liabilities due to the acquisition of a subsidiary	—	1,236	1,236
Reduction in lease liabilities due to the disposal of subsidiaries	—	(16,056)	(16,056)
Interest expenses <i>(Note 6(a))</i>	10,572	1,569	12,141
Total other changes	10,572	6,474	17,046
At 31 December 2025	570,597	25,203	595,800
(d) Total cash outflow for leases			
Amounts included in the consolidated cash flow statements for leases comprise the following:			
	Year ended 31 December		
	2023	2024	2025
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Within operating cash flows	1,206	893	1,837
Within financing cash flows	27,389	29,682	11,221

These amounts all relate to lease rentals paid.

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(e) Net cash outflow arising from the acquisition of subsidiaries

The amounts of assets acquired and liabilities recognised at the date of acquisition of the subsidiaries comprise the following:

	2023	2024	2025
	Shanghai Shiquan Network Technology Co., Ltd. 上海世全網絡科技有限公司	Xiaoya Creation (Beijing) Cultural Communication Co., Ltd. 小雅造物(北京)文化傳播有限公司	BONITADOT Group
	RMB'000	RMB'000	RMB'000
Acquisition date	27 April 2023	28 February 2024	8 November 2024
Property and equipment and intangible assets	43,880	—	12,871
Prepayments and other receivables	15,706	5,916	242
Cash	6,552	109	10,002
Other payables	(13,316)	(6,011)	(306)
Lease liabilities	—	—	—
Deferred tax liabilities	(10,823)	—	(3,201)
Net identifiable assets	41,999	14	19,608
Non-controlling interests	(13,034)	—	(9,608)
Net identifiable assets attributable to the Group	28,965	14	10,000
Goodwill	35,617	—	—
Fair value of considerations	64,582	14	10,000
Total consideration paid in cash	64,582	14	10,000
Less: cash of subsidiary acquired	(6,552)	(109)	(10,002)
Net cash paid/(acquired) for the acquisition of subsidiaries	58,030	(95)	(2)

* BONITADOT LIMITED is a subsidiary newly established by the Group in 2024, which acquired BONITADOT SDN. BHD, SIMVERSE SDN. BHD, Bonidot SL and KARAKU on 18 February 2025, 18 February 2025, 7 April 2025 and 26 June 2025, respectively.

24 TRADE AND OTHER PAYABLES

The Group

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Payables related to media agency services	548,396	986,111	1,388,293
Trade payables	290,957	429,556	512,177
Payables to other services	44,191	44,330	52,880
Staff costs payables	23,545	39,682	44,274
VAT and other tax payables	3,768	3,014	6,017
	910,857	1,502,693	2,003,641

Ageing analysis

As at the end of each reporting period, the ageing analysis of the Group’s trade payables, based on the invoice date, is as follows:

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Within 1 year	255,723	396,329	470,545
1 to 2 years	9,623	9,481	13,600
2 to 3 years	5,788	4,172	5,517
Over 3 years	19,823	19,574	22,515
	290,957	429,556	512,177

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The Company

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Other payables	35,072	11,977	3,034
Staff costs payables	1,407	3,332	2,271
VAT and other tax payables	370	425	416
	<u>36,849</u>	<u>15,734</u>	<u>5,721</u>

All trade and other payables are expected to be settled within one year or are repayable on demand.

25 CONTRACT LIABILITIES

The Group

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Pay for performance contracts			
— Billings in advance of performance	<u>58,216</u>	<u>56,659</u>	<u>74,599</u>
	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Balance at 1 January	81,331	58,216	56,659
Decrease in contract liabilities as a result of recognising revenue during the year that was included in the contract liabilities at the beginning of the year	(69,318)	(32,753)	(32,992)
Increase in contract liabilities as a result of billing in advance during the year	<u>46,203</u>	<u>31,196</u>	<u>50,932</u>
Balance at 31 December	<u>58,216</u>	<u>56,659</u>	<u>74,599</u>

26 BANK LOANS

The Group

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Bank loans — within 1 year			
— Guaranteed (i)	—	311,557	221,355
— Unsecured and unguaranteed	<u>100,095</u>	<u>200,161</u>	<u>349,242</u>
	<u>100,095</u>	<u>511,718</u>	<u>570,597</u>

(i) These bank loans were granted to subsidiaries of the Company and were guaranteed by the Company.

The Company

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Bank loans — within 1 year			
— Unsecured and unguaranteed	<u>100,095</u>	<u>200,161</u>	<u>349,242</u>

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27 LEASE LIABILITIES

The Group

The lease liabilities were repayable as follows:

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Within 1 year	12,994	7,927	7,405
After 1 year but within 2 years	16,284	6,442	5,941
After 2 years but within 5 years	34,118	15,581	11,857
After 5 years	38,123	—	—
	88,525	22,023	17,798
	101,519	29,950	25,203

28 SHARE-BASED PAYMENTS

Upon the approval of Board of Director of the Company and shareholders meetings in 2023, the Company launched a restricted share incentive scheme (“**2023 Scheme**”) to qualified directors and employees of the Group to enable grantees taking up restricted share unit (“**RSU**”) at exercise price of RMB8.66 per unit to subscribe for shares of the Company. Each RSU gives the grantee the right to subscribe for one ordinary share in the Company and is settled gross in shares. The contractual life of 2023 Scheme is three years in which the first 50% will vest after one year from the grant date and the remaining 50% will vest in the subsequent year. The granted units are subject to certain financial performance conditions and the service condition that the grantees are obliged to provide service to the Group during the vesting period. During 2024, as the financial performance conditions were not met, the RSU granted had been forfeited accordingly.

Upon the approval of Board of Director of the Company and shareholders meetings in 2025, the Company launched another restricted share incentive scheme (“**2025 Scheme**”) by three batches to qualified directors and employees of the Group to enable grantees taking up RSU at exercise price of RMB12.16 per unit to subscribe for shares of the Company. Other terms and conditions of 2025 Scheme remains the same as 2023 Scheme.

(a) The number of awards granted are as follows:

	Number of awards granted
Awards granted to directors:	
— on 17 October 2023	3,650,000
— on 8 May 2025	1,167,500
— on 26 September 2025	150,000
Awards granted to employees:	
— on 17 October 2023	11,780,000
— on 8 May 2025	9,713,750
— on 26 September 2025	203,750
— on 22 October 2025	745,000
Total share awards granted	27,410,000

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(b) Movements in the number of share awards are as follows:

	Year ended 31 December					
	2023		2024		2025	
	Number of RSUs	Weighted average exercise price RMB	Number of RSUs	Weighted average exercise price RMB	Number of RSUs	Weighted average exercise price RMB
Outstanding as of 1 January	—	—	15,430,000	—	—	—
Granted during the year	15,430,000	8.66	—	—	11,980,000	12.16
Forfeited during the year	—	—	(15,430,000)	8.66	(444,000)	12.16
Outstanding as of 31 December	15,430,000	—	—	—	11,536,000	—

(c) Fair value of share awards and assumptions

The fair value of services received in return for RSU granted is measured by reference to the fair value of RSU granted. The estimate of the fair value of the RSU granted is measured based on a Black-Scholes model. The contractual life of the share awards is used as an input into this model. Expectations of early exercise are incorporated into the Black-Scholes model.

	2023 Scheme	First batch of 2025 Scheme	Second batch of 2025 Scheme	Third batch of 2025 Scheme
Fair value at measurement date	RMB7.72–RMB8.06	RMB16.14–RMB16.93	RMB20.39–RMB20.99	RMB16.50–RMB17.23
Share price	RMB16.34	RMB28.04	RMB32.25	RMB28.26
Exercise price	RMB8.66	RMB12.16	RMB12.16	RMB12.16
Risk-free interest rates	1.50%–2.10%	1.41%	1.38%–1.51%	1.48%–1.50%
Expected volatility	30.07%–30.71%	52.67%–52.94%	52.01%–53.49%	52.58%–53.57%
Dividend yield	—	—	—	—

The expected volatility is based on the average historic volatility of the Company and the Shenzhen Composite Index (calculated based on the remaining life of the RSUs), adjusted for any expected changes to future volatility based on publicly available information. Dividend yield is based on historical dividends. Changes in the subjective input assumptions could materially affect the fair value estimate.

RSUs were granted under a service condition and a performance condition. Those conditions have not been taken into account in the grant date fair value measurement of the services received. There were no market conditions associated with the RSU grants.

29 INCOME TAX IN THE CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

The Group

(a) Current taxation in the consolidated statements of financial position represents:

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
At 1 January	78,403	72,245	60,073
Provision for the year	51,758	(8,490)	43,298
Income tax paid	(57,916)	(3,682)	(9,851)
At 31 December	72,245	60,073	93,520
Representing:			
Current tax recoverable	(9,749)	(9,813)	(9,975)
Current tax payable	81,994	69,886	103,495
	72,245	60,073	93,520

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(b) Deferred tax assets and liabilities recognised:

(i) *Movement of each component of deferred tax assets and liabilities*

The components of deferred tax assets/(liabilities) recognised in the consolidated statements of financial position and the movements during the Track Record Period are as follows:

	Provision for impairment of assets	Tax losses	Amortisation of intangibles	Deferred income	Lease liabilities	Share-based payments	Right-of-use assets	Undistributable profits of subsidiaries	Equity securities designated at FVOCI	Revaluation due to business combinations involving entities not under common control	Total
At 1 January 2023	23,126	9,071	406	1,247	24,398	—	(23,520)	(14,971)	(1,395)	—	18,362
Acquisition of subsidiaries	—	—	—	—	—	—	—	—	—	(10,823)	(10,823)
Disposal of associates	(668)	(9,654)	—	—	—	—	—	—	—	—	(10,322)
Credited/(charged) to profit or loss	14,289	10,004	293	(349)	(3,429)	1,028	3,600	13,551	—	692	39,679
Credited/(charged) to reserves	—	—	—	—	—	375	—	—	(15)	—	360
Exchange differences	470	—	—	—	—	—	—	—	—	—	470
At 31 December 2023 and 1 January 2024	37,217	9,421	699	898	20,969	1,403	(19,920)	(1,420)	(1,410)	(10,131)	37,726
Acquisition of subsidiaries	—	—	—	—	—	—	—	—	—	(3,201)	(3,201)
(Charged)/credited to profit or loss	(10,580)	13,740	112	(348)	(13,396)	(1,028)	12,408	(791)	—	1,075	1,192
(Charged)/credited to reserves	—	—	—	—	—	(375)	—	—	467	—	92
Exchange differences	606	35	—	—	—	—	—	—	—	—	641
At 31 December 2024 and 1 January 2025	27,243	23,196	811	550	7,573	—	(7,512)	(2,211)	(943)	(12,257)	36,450
Credited/(charged) to profit or loss	6,097	7,590	252	(419)	1,724	4,364	(1,671)	(553)	—	1,359	18,743
Credited to reserves	—	—	—	—	—	3,115	—	—	366	—	3,481
Exchange differences	(713)	(27)	—	—	—	—	—	—	—	—	(740)
At 31 December 2025	32,627	30,759	1,063	131	9,297	7,479	(9,183)	(2,764)	(577)	(10,898)	57,934

(ii) *Reconciliation to the consolidated statements of financial position*

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Net deferred tax asset recognised in the consolidated statements of financial position	49,277	50,918	71,596
Net deferred tax liability recognised in the consolidated statements of financial position	(11,551)	(14,468)	(13,662)
	37,726	36,450	57,934

(c) **Deferred tax assets not recognised**

Deductible temporary difference and deductible losses in respect of deferred tax assets not yet recognised are presented as follows:

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Deductible temporary difference	6,528	90,115	97,249
Tax losses	52,258	48,416	19,300
	58,786	138,531	116,549

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30 DEFERRED INCOME

The Group

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
At 1 January	4,987	3,593	2,199
Credited to the profit or loss	(1,394)	(1,394)	(1,676)
At 31 December	3,593	2,199	523

Deferred income mainly represents government grants relating to construction of property and equipment. The government grants relating to construction of property and equipment are recognised as income on a straight-line basis over the expected useful life of relevant assets.

31 CAPITAL, RESERVES AND DIVIDENDS

(a) Movements in components of equity

The reconciliation between the opening and closing balances of each component of the Group’s consolidated equity is set out in the consolidated statements of changes in equity. Details of the changes in the Company’s individual components of equity between the beginning and the end of the year are set out below:

The Company

	Share capital	Capital reserve	Statutory reserve	Retained earnings	Total
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
Balance at 1 January 2023	471,886	1,682,552	54,815	42,432	2,251,685
Changes in equity for 2023:					
Profit and total comprehensive income for the year	—	—	—	63,227	63,227
Share-based payment expenses (Note 6(b))	—	6,011	—	—	6,011
Appropriation to statutory reserve	—	—	6,323	(6,323)	—
Dividends approved in respect of the previous year (Note 31(b))	—	—	—	(28,313)	(28,313)
Others	—	91	—	—	91
Balance at 31 December 2023	471,886	1,688,654	61,138	71,023	2,292,701

	Share capital	Treasury shares	Capital reserve	Statutory reserve	Retained earnings	Total
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
Balance at 1 January 2024	471,886	—	1,688,654	61,138	71,023	2,292,701
Changes in equity for 2024:						
Profit and total comprehensive income for the year	—	—	—	—	53,086	53,086
Share-based payment expenses (Note 6(b))	—	—	(6,011)	—	—	(6,011)
Repurchases of shares	—	(10,051)	—	—	—	(10,051)
Appropriation to statutory reserve	—	—	—	5,309	(5,309)	—
Dividends approved in respect of the previous year (Note 31(b))	—	—	—	—	(51,907)	(51,907)
Dividends declared and approved in respect of the current year (Note 31(b))	—	—	—	—	(11,779)	(11,779)
Others	—	—	(91)	—	—	(91)
Balance at 31 December 2024	471,886	(10,051)	1,682,552	66,447	55,114	2,265,948

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	Share capital <i>RMB'000</i>	Treasury shares <i>RMB'000</i>	Capital reserve <i>RMB'000</i>	Statutory reserve <i>RMB'000</i>	Retained earnings <i>RMB'000</i>	Total <i>RMB'000</i>
Balance at 1 January 2025	471,886	(10,051)	1,682,552	66,447	55,114	2,265,948
Changes in equity for 2025:						
Profit and total comprehensive income for the year	—	—	—	—	53,888	53,888
Share-based payment expenses (<i>Note 6(b)</i>)	—	—	81,988	—	—	81,988
Appropriation to statutory reserve	—	—	—	5,389	(5,389)	—
Dividends approved in respect of the previous year (<i>Note 31(b)</i>)	—	—	—	—	(54,653)	(54,653)
Others	—	—	3,115	—	—	3,115
Balance at 31 December 2025	<u>471,886</u>	<u>(10,051)</u>	<u>1,767,655</u>	<u>71,836</u>	<u>48,960</u>	<u>2,350,286</u>
(b) Dividends						
<i>(i) Dividends payable to equity shareholders of the Company attributable to the year</i>						
	Year ended 31 December					
	2023	2024	2025			
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>			
Interim dividend declared and paid during the year	—	11,779	—			
Final dividend proposed after the end of each reporting period	51,907	54,653	16,490			
	<u>51,907</u>	<u>66,432</u>	<u>16,490</u>			
The final dividend proposed after the end of each reporting period has not been recognised as a liability at the end of each reporting period.						
<i>(ii) Dividends payable to equity shareholders of the Company attributable to the previous financial year, approved and paid during the year</i>						
	Year ended 31 December					
	2023	2024	2025			
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>			
Final dividend approved and paid during the year	28,313	51,907	54,653			
(c) Share capital						
<i>(i) Issued share capital</i>						
		Number of ordinary shares '000	Share capital <i>RMB'000</i>			
Balance at 1 January 2023, 31 December 2023, 2024 and 2025		<u>471,886</u>	<u>471,886</u>			
<i>(ii) Treasury shares</i>						
		Number of shares '000	Amount <i>RMB'000</i>			
At 1 January 2023, 31 December 2023 and 1 January 2024		—	—			
Repurchase of shares		<u>735</u>	<u>10,051</u>			
At 31 December 2024, 1 January 2025 and 31 December 2025		<u>735</u>	<u>10,051</u>			

Upon the approval of Board of Directors meeting on 24 April 2024, the Company repurchased 735,400 shares from the stock market at a consideration RMB10,051,000.

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(d) Nature and purpose of reserves

(i) Capital reserve

The capital reserve mainly comprises the following:

- the portion of the grant date fair value of unexercised RSU granted to employees of the Company that has been recognised in accordance with the accounting policy adopted for share-based payments in Note 2(s)(ii);
- the differences between the net considerations received and the nominal amount of share capital issued by the Company; and
- the difference arising from equity transactions with non-controlling interests.

(ii) Exchange reserve

The exchange reserve comprises all foreign exchange differences arising from the translation of the financial statements of foreign operations as well as the effective portion of any foreign exchange differences arising from hedges of the net investment in these foreign operations.

(iii) Fair value reserve (non-recycling)

The fair value reserve (non-recycling) comprises the cumulative net change in the fair value of equity investments designated at FVOCI under IFRS 9 that are held at the end of each reporting period (see Note 2(f)).

(iv) Statutory reserve

Pursuant to the articles of association of the Company and the PRC subsidiaries of the Group, appropriations to the statutory reserve fund should be made at a certain percentage of profit after taxation determined in accordance with the accounting standards and regulations of the PRC, until the statutory reserve fund was equal to or more than 50% of the entity’s registered capital.

(e) Capital management

The Group’s primary objectives when managing capital are to safeguard the Group’s ability to continue as a going concern, so that it can continue to provide returns for shareholders and benefits for other stakeholders, by pricing products and services commensurately with the level of risk and by securing access to finance at a reasonable cost.

The Group actively and regularly reviews and manages its capital structure to maintain a balance between the higher shareholder returns that might be possible with higher levels of borrowings and the advantages and security afforded by a sound capital position, and makes adjustments to the capital structure in light of changes in economic conditions.

Neither the Company nor any of its subsidiaries are subject to externally imposed capital requirements.

32 FINANCIAL RISK MANAGEMENT AND FAIR VALUES OF FINANCIAL INSTRUMENTS

Exposure to credit, liquidity, interest rate and currency risks arises in the normal course of the Group’s business. The Group is also exposed to equity price risk arising from its equity investments in other entities and movements in its own equity share price.

The Group’s exposure to these risks and the financial risk management policies and practices used by the Group to manage these risks are described below.

(a) Credit risk

Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in a financial loss to the Group. The Group’s credit risk is primarily attributable to trade receivables from customers and other receivables from media agency services. The Group’s exposure to credit risk arising from cash at bank and on hand and other financial assets measured at amortised cost is limited because the counterparties are banks and financial institutions with high credit standing, for which the Group considers to represent low credit risk.

Trade receivables and other receivables

The Group has established a credit risk management policy under which individual credit evaluations are performed on all customers requiring credit over a certain amount. These evaluations focus on the customer’s past history of making payments when due and current ability to pay, and take into account information specific to the customer as well as pertaining to the economic environment in which the customer operates.

The Group has no significant concentration of credit risk in industries or countries in which the customers operate. Significant concentrations of credit risk primarily arise when the Group has significant exposure to individual customers. At 31 December 2023, 2024 and 2025, 22%, 23% and 18% of the total trade and other receivables was due from the Group’s five largest debtors respectively.

The Group measures loss allowances for trade receivables at an amount equal to lifetime ECLs, which is calculated using a provision matrix. As the Group’s historical credit loss experience does not indicate significantly different loss patterns for different customer segments, the loss allowance based on past due status is not further distinguished between the Group’s different customer bases.

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The following table provides information about the Group’s exposure to credit risk and ECLs for trade receivables:

As at 31 December 2023			
	Expected loss rate	Gross carrying amount	Loss allowance
	%	RMB'000	RMB'000
Current (not past due) and within			
3 months past due	0.70%~0.80%	636,610	(4,901)
3 to 6 months past due	2.30%	128,082	(2,946)
6 to 9 months past due	4.60%	41,717	(1,919)
9 to 12 months past due	6.90%	36,502	(2,519)
12 to 15 months past due	16.20%	30,244	(4,900)
15 to 18 months past due	24.70%	31,224	(7,711)
18 to 21 months past due	34.30%	8,754	(3,003)
21 to 24 months past due	43.50%	3,765	(1,638)
24 to 27 months past due	57.50%	393	(226)
27 to 30 months past due	83.90%	6,508	(5,460)
More than 30 months past due	100.00%	14,865	(14,865)
		938,664	(50,088)
Provision on individual basis		14,658	(14,658)
Total		953,322	(64,746)
As at 31 December 2024			
	Expected loss rate	Gross carrying amount	Loss allowance
	%	RMB'000	RMB'000
Current (not past due) and within			
3 months past due	1.10%~1.80%	668,771	(9,166)
3 to 6 months past due	4.20%	75,506	(3,171)
6 to 9 months past due	8.50%	12,968	(1,102)
9 to 12 months past due	10.50%	14,864	(1,561)
12 to 15 months past due	20.30%	13,093	(2,658)
15 to 18 months past due	27.10%	4,167	(1,129)
18 to 21 months past due	30.40%	12,701	(3,861)
21 to 24 months past due	35.20%	16,635	(5,855)
24 to 27 months past due	49.10%	18,618	(9,141)
27 to 30 months past due	77.50%	4,902	(3,799)
More than 30 months past due	100.00%	24,437	(24,437)
		866,662	(65,880)
Provision on individual basis		14,915	(14,915)
Total		881,577	(80,795)
As at 31 December 2025			
	Expected loss rate	Gross carrying amount	Loss allowance
	%	RMB'000	RMB'000
Current (not past due) and within			
3 months past due	1.10%~2.80%	831,165	(11,687)
3 to 6 months past due	8.30%	72,831	(6,045)
6 to 9 months past due	17.50%	10,646	(1,863)
9 to 12 months past due	27.30%	1,614	(441)
12 to 15 months past due	50.40%	4,270	(2,152)
15 to 18 months past due	60.10%	1,993	(1,198)
18 to 21 months past due	59.50%	1,973	(1,174)
21 to 24 months past due	65.20%	10,491	(6,840)
24 to 27 months past due	71.40%	714	(510)
27 to 30 months past due	81.20%	382	(310)
More than 30 months past due	100.00%	33,805	(33,805)
		969,884	(66,025)
Provision on individual basis		13,499	(13,499)
Total		983,383	(79,524)

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The following table provides information about the Group’s exposure to credit risk for other receivables:

	As at 31 December 2023		As at 31 December 2024		As at 31 December 2025	
	Gross carrying amount	Loss allowance	Gross carrying amount	Loss allowance	Gross carrying amount	Loss allowance
	RMB’000	RMB’000	RMB’000	RMB’000	RMB’000	RMB’000
Provision on portfolio basis						
Amounts due from payment platforms (i)	10,875	—	10,874	—	45,458	—
Other receivables related to media agency services (iii)	1,123,693	(81,464)	1,543,733	(124,614)	1,756,853	(146,502)
Others (ii)	6,519	(266)	38,740	(1,203)	20,085	(3,106)
Provision on individual basis	1,141,087	(81,730)	1,593,347	(125,817)	1,822,396	(149,608)
Other receivables related to media agency services (iii)	106,235	(91,143)	30,106	(30,106)	36,082	(36,082)
	<u>1,247,322</u>	<u>(172,873)</u>	<u>1,623,453</u>	<u>(155,923)</u>	<u>1,858,478</u>	<u>(185,690)</u>

- (i) The Group’s exposure to credit risk arising from third-party payment platforms is limited because the counterparties are financial institutions with a good credit rating, which the Group considers to represent low credit risk.
- (ii) The Group measures loss allowance for others at amount equal to 12-month ECLs unless there has been a significant increase in credit risk.
- (iii) The following table provides information about the Group’s exposure to ECLs for other receivables related to media agency services:

	As at 31 December 2023		
	Expected loss rate	Gross carrying amount	Loss allowance
	%	RMB’000	RMB’000
Current (not past due) and within			
3 months past due	0.70%~0.80%	718,682	(5,344)
3 to 6 months past due	2.30%	138,913	(3,195)
6 to 9 months past due	4.60%	63,964	(2,942)
9 to 12 months past due	6.90%	83,223	(5,742)
12 to 15 months past due	16.20%	27,489	(4,453)
15 to 18 months past due	24.70%	10,124	(2,501)
18 to 21 months past due	34.30%	14,991	(5,142)
21 to 24 months past due	43.50%	10,367	(4,509)
24 to 27 months past due	57.50%	17,919	(10,304)
27 to 30 months past due	83.90%	4,276	(3,587)
More than 30 months past due	100.00%	33,745	(33,745)
		1,123,693	(81,464)
Provision on individual basis		106,235	(91,143)
Total		<u>1,229,928</u>	<u>(172,607)</u>

	As at 31 December 2024		
	Expected loss rate	Gross carrying amount	Loss allowance
	%	RMB’000	RMB’000
Current (not past due) and within			
3 months past due	1.10%~1.80%	1,277,197	(16,412)
3 to 6 months past due	4.20%	59,716	(2,508)
6 to 9 months past due	8.50%	45,645	(3,880)
9 to 12 months past due	10.50%	3,639	(382)
12 to 15 months past due	20.30%	5,120	(1,039)
15 to 18 months past due	27.10%	10,188	(2,761)
18 to 21 months past due	30.40%	16,608	(5,049)
21 to 24 months past due	35.20%	33,324	(11,730)
24 to 27 months past due	49.10%	18,606	(9,135)
27 to 30 months past due	77.50%	8,763	(6,791)
More than 30 months past due	100.00%	64,927	(64,927)
		1,543,733	(124,614)
Provision on individual basis		30,106	(30,106)
Total		<u>1,573,839</u>	<u>(154,720)</u>

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As at 31 December 2025			
	Expected loss rate	Gross carrying amount	Loss allowance
	%	RMB'000	RMB'000
Current (not past due) and within			
3 months past due	1.10%~2.80%	1,566,078	(18,526)
3 to 6 months past due	8.30%	35,795	(2,971)
6 to 9 months past due	17.50%	16,726	(2,927)
9 to 12 months past due	27.30%	4,222	(1,153)
12 to 15 months past due	50.40%	3,991	(2,011)
15 to 18 months past due	60.10%	3,100	(1,863)
18 to 21 months past due	59.50%	15,857	(9,435)
21 to 24 months past due	65.20%	2,777	(1,811)
24 to 27 months past due	71.40%	3,825	(2,731)
27 to 30 months past due	81.20%	7,490	(6,082)
More than 30 months past due	100%	96,992	(96,992)
		1,756,853	(146,502)
Provision on individual basis		36,082	(36,082)
Total		1,792,935	(182,584)

Expected loss rates are based on actual loss experience over the past years. These rates are adjusted to reflect differences between economic conditions during the period over which the historic data has been collected, current conditions and the Group’s view of economic conditions over the expected lives of the receivables.

Movement in the loss allowance account in respect of trade and other receivables during the year is as follows:

Trade receivables

Year ended 31 December			
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Balance at 1 January	78,586	64,746	80,795
Impairment losses recognised	13,001	15,351	38,759
Impairment losses reversed	(5,933)	(9)	(1,139)
Amounts written off	(21,552)	—	(1,047)
Transfers out during the year	—	—	(35,547)
Others	(494)	—	—
Translation difference of foreign currency statements	1,138	707	(2,297)
Balance at 31 December	64,746	80,795	79,524

Other receivables

Year ended 31 December			
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Balance at 1 January	61,562	172,873	155,923
Impairment losses recognised	123,707	66,997	57,045
Impairment losses reversed	(5,863)	(13)	(6,741)
Amounts written off	(2,907)	(85,524)	(17,362)
Disposal of subsidiaries	(4,223)	—	—
Translation difference of foreign currency statements	597	1,590	(3,175)
Balance at 31 December	172,873	155,923	185,690

(b) Liquidity risk

Individual operating entities within the Group are responsible for their own cash management, including the short term investment of cash surpluses and the raising of loans to cover expected cash demands, subject to approval by the Company’s board when the borrowings exceed certain predetermined levels of authority. The Group’s policy is to regularly monitor its liquidity requirements to ensure that it maintains sufficient reserves of cash and readily realisable marketable securities and adequate committed lines of funding from major financial institutions to meet its liquidity requirements in the short and longer term.

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The following tables show the remaining contractual maturities at the end of each reporting period of the Group’s non-derivative financial liabilities and derivative financial liabilities, which are based on contractual undiscounted cash flows (including interest payments computed using contractual rates or, if floating, based on rates current at the end of each reporting period) and the earliest date the Group can be required to pay:

As at 31 December 2023					
Contractual undiscounted cash outflow					
Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 years but less than 5 years	More than 5 year	Total	Carrying amount
RMB’000	RMB’000	RMB’000		RMB’000	RMB’000
Bank loans	102,919	—	—	102,919	100,095
Trade and other payables	883,544	—	—	883,544	883,544
Lease liabilities	17,161	16,836	41,486	40,387	115,870
	1,003,624	16,836	41,486	40,387	1,102,333
					1,085,158
As at 31 December 2024					
Contractual undiscounted cash outflow					
Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 years but less than 5 years	More than 5 year	Total	Carrying amount
RMB’000	RMB’000	RMB’000		RMB’000	RMB’000
Bank loans	513,838	—	—	513,838	511,718
Trade and other payables	1,459,997	—	—	1,459,997	1,459,997
Lease liabilities	9,052	7,374	16,662	—	33,088
Derivative financial instruments: — Foreign exchange options	139	—	—	—	139
	1,983,026	7,374	16,662	—	2,007,062
					2,001,804
As at 31 December 2025					
Contractual undiscounted cash outflow					
Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 years but less than 5 years	More than 5 year	Total	Carrying amount
RMB’000	RMB’000	RMB’000		RMB’000	RMB’000
Bank loans	575,415	—	—	575,415	570,597
Trade and other payables	1,953,350	—	—	1,953,350	1,953,350
Lease liabilities	8,555	6,620	12,374	—	27,549
Derivative financial instruments: — Foreign exchange options	3,578	—	—	—	3,578
	2,540,898	6,620	12,374	—	2,559,892
					2,552,728

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	As at 31 December 2025				
	Contractual undiscounted cash inflow/(outflow)				
	Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 years but less than 5 years	More than 5 year	Total
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
Swap foreign exchange contracts (i)					
— outflow	(238,691)	—	—	—	(238,691)
— inflow	240,021	—	—	—	240,021

- (i) Changes in the fair value of swap foreign exchange contracts that economically hedge monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss. The net fair value loss of swap foreign exchange contracts used by the Group as economic hedges of monetary assets and liabilities denominated in foreign currencies at 31 December 2025 was RMB243,000, recognised as derivative financial instruments.

In respect of trade receivables and payables denominated in foreign currencies, the Group ensures that the net exposure is kept to an acceptable level, by buying or selling foreign currencies at spot rates where necessary to address short-term imbalances.

(c) Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Group’s interest rate risk arises primarily from bank borrowings. Borrowings issued at variable rates and fixed rates expose the Group to cash flow interest rate risk and fair value interest rate risk respectively. The Group’s interest rate risk profile as monitored by management is set out in (ii) below.

(i) Interest rate risk profile

The following table, as reported to the management of the Group, details the interest rate risk profile of the Group’s borrowings at the end of each reporting period:

	As at 31 December 2023		As at 31 December 2024		As at 31 December 2025	
	Effective interest rate		Effective interest rate		Effective interest rate	
	%	RMB'000	%	RMB'000	%	RMB'000
Fixed rate financial instruments:						
Financial assets						
— Other financial assets measured at amortised cost	—	—	3.30% ~3.5%	189,193	3.05% ~3.30%	194,967
— Cash at bank and on hand	0.90% ~5.60%	362,280	0.90% ~5.33%	386,897	0.70% ~3.85%	231,985
Financial liabilities						
— Bank loans	3.10%	(100,095)	2.0%~5.9%	(511,718)	2.10% ~2.40%	(570,597)
— Lease liabilities	4.90%	(101,519)	4.90%	(29,950)	4.90%	(25,203)
		<u>160,666</u>		<u>34,422</u>		<u>(168,848)</u>
Variable rate financial instruments:						
Financial assets						
— Cash at bank and on hand	0.01% ~4.90%	1,196,359	0.01% ~4.90%	1,892,480	0.01% ~4.20%	2,061,716
— Financial assets measured at FVPL	1.94% ~4.24%	688,395	1.63% ~4.20%	526,664	1.65% ~4.10%	410,118
		<u>1,884,754</u>		<u>2,419,144</u>		<u>2,471,834</u>

(ii) Sensitivity analysis

It is estimated that a general increase/decrease of 10 basis points in interest rates, with all other variables held constant, would have increased/decreased the Group’s profit after tax and retained earnings by approximately RMB1,577,000, RMB2,019,000 and RMB2,060,000.

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The sensitivity analysis above indicates the instantaneous change in the Group’s profit after tax (and retained earnings) that would arise assuming that the change in interest rates had occurred at the end of each reporting period and had been applied to re-measure those financial instruments held by the Group which expose the Group to fair value interest rate risk at the end of each reporting period. In respect of the exposure to cash flow interest rate risk arising from floating rate non-derivative instruments held by the Group at the end of each reporting period, the impact on the Group’s profit after tax (and retained earnings) is estimated as an annualised impact on interest expense or income of such a change in interest rates. The analysis is performed on the same basis as at 31 December 2023, 2024 and 2025.

(d) Currency risk

The Group is exposed to currency risk primarily through sales and purchases which give rise to receivables, payables and cash balances that are denominated in a foreign currency, i.e. a currency other than the functional currency of the operations to which the transactions relate. The Group ensures that its net exposure is kept to an acceptable level by buying or selling foreign currencies at spot rates when necessary to address short-term imbalances.

(i) Exposure to currency risk

The following table details the Group’s exposure at the end of each reporting period to currency risk arising from recognised assets or liabilities denominated in a currency other than the functional currency of the entity to which they relate. For presentation purposes, the amounts of the exposure are shown in RMB, translated using the spot rate at the year-end date. Differences resulting from the translation of the financial statements of foreign operations into the Group’s presentation currency are excluded. The currencies giving rise to this risk are primarily United States Dollars, Euro, Hong Kong Dollars, Indian Rupee and Renminbi.

	Exposure to foreign currencies as at 31 December 2023				
	United States Dollars	Indian Rupee	Euro	Hong Kong Dollars	
	RMB'000	RMB'000	RMB'000	RMB'000	
Cash at bank and on hand	82,523	—	1,221	2,238	
Trade receivables and other receivables related to media agency services	610,091	7,978	—	16	
Other receivables	—	16	3,354	—	
Trade and other payables	(166,129)	—	(7,295)	(4,626)	
Net exposure arising from recognised assets and liabilities	526,485	7,994	(2,720)	(2,372)	
	Exposure to foreign currencies as at 31 December 2024				
	United States Dollars	Indian Rupee	Euro	Hong Kong Dollars	Renminbi
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
Cash at bank and on hand	225,442	—	1,465	1,237	—
Trade receivables and other receivables related to media agency services	449,367	7,969	107	15,298	—
Other receivables	27	16	3,211	—	—
Bank loans	—	—	—	—	(201,156)
Trade and other payables	(28,054)	—	(7,264)	(13,946)	—
Derivative financial instruments	—	—	—	—	(139)
Net exposure arising from recognised assets and liabilities	646,782	7,985	(2,481)	2,589	(201,295)
	Exposure to foreign currencies as at 31 December 2025				
	United States Dollars	Euro	Hong Kong Dollars	Renminbi	
	RMB'000	RMB'000	RMB'000	RMB'000	
Cash at bank and on hand	292,238	2,075	5,365	793	
Trade receivables and other receivables related to media agency services	818,204	694	13,239	3,411	
Other receivables	586	3,514	4,182	2,525	
Bank loans	—	—	—	(200,000)	
Trade and other payables	(39,366)	(7,894)	(78,855)	(143,017)	
Derivative financial instruments	—	—	(209)	1,155	
Net exposure arising from recognised assets and liabilities	1,071,662	(1,611)	(56,278)	(335,133)	

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(ii) Sensitivity analysis

A 5% strengthening of RMB against the following currencies at the end of each reporting year is estimated that a general effect on the profit after taxation (and retained earnings) by the amounts shown below. This analysis assumes that all other variables remain constant.

	As at 31 December					
	2023		2024		2025	
	Increase in foreign exchange rates	Effect on profit after tax and retained earnings RMB'000	Increase in foreign exchange rates	Effect on profit after tax and retained earnings RMB'000	Increase in foreign exchange rates	Effect on profit after tax and retained earnings RMB'000
United States Dollars	5%	22,405	5%	27,505	5%	45,449
Indian Rupee	5%	334	5%	333	5%	—
Euro	5%	(114)	5%	(104)	5%	(68)
Hong Kong Dollars	5%	(99)	5%	132	5%	(2,350)
Renminbi	5%	—	5%	(7,573)	5%	(13,992)

Results of the analysis as presented in the above table represent an aggregation of the instantaneous effects on each of the Group entities’ profit after tax and equity measured in the respective functional currencies, translated into RMB at the exchange rate ruling at the end of each reporting period for presentation purposes.

(e) Fair value measurement

(i) Financial assets and liabilities measured at fair value

Fair value hierarchy

The following table presents the fair value of the Group’s financial instruments measured at the end of each reporting period on a recurring basis, categorised into the three-level fair value hierarchy as defined in IFRS 13, *Fair value measurement*. The level into which a fair value measurement is classified is determined with reference to the observability and significance of the inputs used in the valuation technique as follows:

- Level 1 valuations: Fair value measured using only Level 1 inputs i.e. unadjusted quoted prices in active markets for identical assets or liabilities at the measurement date
- Level 2 valuations: Fair value measured using Level 2 inputs i.e. observable inputs which fail to meet Level 1, and not using significant unobservable inputs. Unobservable inputs are inputs for which market data are not available
- Level 3 valuations: Fair value measured using significant unobservable inputs

The following table presents the Group’s financial assets and liabilities that are measured at fair value at the reporting dates:

	Fair value at 31 December 2023	Fair value measurements as at 31 December 2023 categorised into		
		Level 1	Level 2	Level 3
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Recurring fair value measurements				
<i>Assets:</i>				
Financial assets measured at FVPL — non-current	16,124	—	—	16,124
Financial assets measured at FVPL — current	688,395	—	—	688,395
Equity securities designated at FVOCI	28,988	—	—	28,988

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	Fair value at 31 December 2024	Fair value measurements as at 31 December 2024 categorised into		
		Level 1	Level 2	Level 3
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Recurring fair value measurements				
<i>Assets:</i>				
Financial assets measured at FVPL — non-current	64,906	—	—	64,906
Financial assets measured at FVPL — current	526,664	—	—	526,664
Equity securities designated at FVOCI	37,551	—	—	37,551
<i>Liability:</i>				
Derivative financial instruments	139	—	—	139

	Fair value at 31 December 2025	Fair value measurements as at 31 December 2025 categorised into		
		Level 1	Level 2	Level 3
	RMB'000	RMB'000	RMB'000	RMB'000
Recurring fair value measurements				
Assets:				
Derivative financial instruments	2,229	—	—	2,229
Financial assets measured at FVPL — non-current	117,128	—	—	117,128
Financial assets measured at FVPL — current	788,281	82,947	—	705,334
Equity securities designated at FVOCI	35,248	—	—	35,248
Liability:				
Derivative financial instruments	5,565	—	—	5,565

During the years ended 31 December 2023, 2024 and 2025, there were no transfers between Level 1 and Level 2, or transfers into or out of Level 3. The Group’s policy is to recognise transfers between levels of fair value hierarchy as at the end of the reporting period in which they occur.

Information about Level 3 fair value measurements

Financial assets measured at FVPL — current in Level 3 are bank wealth management products.

Financial assets measured at FVPL — non-current equity investments and equity securities designated at FVOCI in Level 3 are equity investments held by the Group, of which:

- (i) For the equity of the investee held by the Group in which a new round of financing occurs in the current year, the Group shall reasonably estimate and measure the fair value based on the current year’s financing price;
- (ii) For other equity investments held by the Group, as there have been no significant changes in the operating environment, operating conditions, financial status of the invested entities, the Group shall use the investment cost as a reasonable estimate of fair value for measure.

The derivative financial liabilities in Level 3 are foreign exchange derivatives held by the Group, and the Group expects no significant fluctuations in foreign exchange rates.

The financial assets measured at FVPL-structured deposits and debt investments in Level 3 are determined by the Group using valuation technique. The valuation model used is discounted cash flow approach. For other financial assets in Level 3, the management of the Group directly applies the quotation provided by a third-party quotation institution or the actual transaction price of previous transactions without any adjustment. Considering that the Group has not participated in the setting of such quantified unobservable input value, the Group does not disclose any quantitative information related to unobservable input value.

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The following table summarises the quantitative information about the significant unobservable inputs of financial assets measured at FVPL-structured deposits and debt investments used in Level 3 fair value measurements.

Valuation techniques	Significant Unobservable inputs	Range of inputs			Sensitivity of fair value to the input	
		As at 31 December				
		2023	2024	2025		
Financial assets measured at FVPL-structured deposits and debt investments	Discounted cash flow method	Interest return rate	1.94%–4.24%	1.63%–4.20%	1.65%–4.10%	As at 31 December, 2023, 2024 and 2025 with 1% increase/decrease in interest return rate would result in increase/ decrease the fair value by RMB1,241,000, RMB1,366,000, and RMB1,094,000, respectively.

The movement during the Track Record Period in the balance of Level 3 fair value measurements is as follows:

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Financial assets measured at FVPL — non-current			
At 1 January	—	16,124	64,906
Additions	16,124	48,758	54,673
Disposals	—	—	(1,664)
Changes in fair value	—	—	53
Exchange difference	—	24	(840)
At 31 December	16,124	64,906	117,128
Financial assets measured at FVPL — current			
At 1 January	322,164	688,395	526,664
Additions	2,760,000	2,244,192	1,166,605
Disposals	(2,413,562)	(2,418,452)	(1,002,565)
Changes in fair value	19,794	12,529	18,565
Exchange difference	(1)	—	(3,935)
At 31 December	688,395	526,664	705,334
Equity securities designated at FVOCI			
At 1 January	28,835	28,988	37,551
Additions	—	11,340	—
Changes in fair value	(49)	(2,957)	(2,131)
Exchange difference	202	180	(172)
At 31 December	28,988	37,551	35,248

(ii) *Fair value of financial assets and liabilities carried at other than fair value*

The carrying amounts of the Group’s financial instruments carried at cost or amortised cost are not materially different from their fair values at the end of each reporting period.

33 COMMITMENTS

The Group did not have material capital commitments as at 31 December 2023, 2024, and 2025.

34 MATERIAL RELATED PARTY TRANSACTIONS

(a) Key management personnel remuneration

Remuneration for key management personnel of the Group, including amounts paid to the Company’s directors as disclosed in Note 8 and certain of the highest paid employees as disclosed in Note 9, is as follows:

	Year ended 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Salaries, wages and other benefits	6,220	11,414	13,602
Retirement scheme contributions	378	446	543
Share-based payment expenses	1,840	(1,908)	21,260
	8,438	9,952	35,405

Total remuneration is included in “staff costs” (see Note 6(b)).

APPENDIX I

ACCOUNTANTS’ REPORT

(b) Balances with related parties

	As at 31 December		
	2023	2024	2025
	RMB'000	RMB'000	RMB'000
Trade nature			
— Trade receivables (<i>Note 21</i>)	1,666	3,195	1,587
— Other receivables (<i>Note 22</i>)	71	760	1,748
— Trade payables	508	505	59
Non-trade nature			
— Other receivables*	—	30,016	—

* As at 31 December 2024, amounts due from related parties mainly related to receivables from the disposal of an associate, Xender Technologies Limited, amounting of RMB30,016,000, which was settled on 3 January 2025.

35 NON-ADJUSTING EVENTS AFTER THE REPORTING PERIOD

On 24 March 2026, the board of directors proposed (i) a cash dividend of RMB16,490,000 in respect of the year ended 31 December 2025; and (ii) a capitalisation issue on three-to-ten basis to its existing shareholders, both of which are subject to further approval of the shareholders.

36 IMMEDIATE AND ULTIMATE CONTROLLING PARTY

At 31 December 2025, the directors consider the immediate and ultimate controlling party of the Group to be Mr. Zou Xiaowu.

37 POSSIBLE IMPACT OF AMENDMENTS, NEW STANDARDS AND INTERPRETATIONS ISSUED BUT NOT YET EFFECTIVE FOR THE ACCOUNTING PERIOD BEGINNING ON 1 JANUARY 2025

Up to the date of this report, the IASB has issued a number of new or amended standards, which are not yet effective for the accounting period beginning on 1 January 2025 and which have not been adopted in the Historical Financial Information. These developments include:

	Effective for accounting periods beginning on or after
Amendments to IFRS 9 and IFRS 7, <i>Contracts Referencing Nature-dependent Electricity</i>	1 January 2026
Amendments to IFRS 9 and IFRS 7: <i>Amendments to the Classification and Measurement of Financial Instruments</i>	1 January 2026
Annual Improvements to IFRS Accounting Standards — Volume 11	1 January 2026
IFRS 18, <i>Presentation and Disclosure in Financial Statements</i>	1 January 2027
IFRS 19, <i>Subsidiaries without Public Accountability: Disclosures</i>	1 January 2027
Amendments to IAS 21, <i>Translation to a hyperinflationary presentation currency</i>	1 January 2027
Amendments to IFRS 10 and IAS 28, <i>Sale or contribution of assets between an investor and its associate or joint venture</i>	To be decided

The Group is in the process of making an assessment of what the impact of these developments is expected to be in the period of initial application. So far it has concluded that the adoption of them is unlikely to have a significant impact on the consolidated financial statements except the following:

IFRS 18, *Presentation and disclosure in financial statements*

IFRS 18 will replace IAS 1, *Presentation of financial statements* and aims to improve the transparency and comparability of information about an entity’s financial statements. IFRS 18 is effective for annual reporting periods beginning on or after 1 January 2027 and is to be applied retrospectively.

Among other changes, under IFRS 18, entities are required to classify all income and expenses into five categories in the statement of profit or loss, namely the operating, investing, financing, discontinued operations and income tax categories. Entities are also required to provide specific disclosures about management-defined performance measures in a single note in the financial statements.

The Group does not plan to early adopt IFRS 18. IFRS 18 will impact the presentation of financial statements and is not expected to have significant impact on the financial performance and positions of the Group.

SUBSEQUENT FINANCIAL STATEMENTS

No audited financial statements have been prepared by the Company and its subsidiaries comprising the Group in respect of any period subsequent to 31 December 2025.