FUTURE PLANS

See "Business — Our strategies" in this document for a detailed description of our future plans.

[REDACTED]

Assuming an **[REDACTED]** of HK$**[REDACTED]** per Share (being the mid-point of the stated range of the **[REDACTED]** of between HK$**[REDACTED]** and HK$**[REDACTED]** per Share), we estimate that we will receive **[REDACTED]** of approximately HK$**[REDACTED]** from the **[REDACTED]** after deducting the **[REDACTED]** and other estimated expenses in connection with the **[REDACTED]**. We intend to use the **[REDACTED]** from the **[REDACTED]** for the following purposes and in the amounts set out below subject to changes in light of our evolving business needs and changing market conditions:

- approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used for enhancing the technological capabilities of our R&D team, deepening our strategic focus on AI capabilities and strengthening our R&D competitiveness for our SaaS solutions business which is expected to (i) shorten the time-to-market of our new SaaS modules, and (ii) enhance our competitiveness through AI-enabled features, thereby driving recurring subscription and hence revenue growth. The relevant allocation plan of the **[REDACTED]** include:

  (i) approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used for recruiting high calibre engineers, designers, sales and marketing personnel and product managers to strengthen our core technology competencies for our SaaS solutions business. Our recruitment plan and requirements are as follows:

Position	No. of staff	Average annual salary *(RMB'000)*	Total costs *(RMB'000)*	Requirements (Qualifications and experience)
Product development engineers (in respect of iOS/Android operating system, Java/C++ programming language, and web technologies), algorithm engineers and testing engineers	17	442	18,480	Bachelor's degree or above in computer science or communications-related fields, with over five years of relevant industry experience and familiarity of relevant programming language
User interface designers, visual designers and motion graphic designers	8	207	3,528	Bachelor's degree or above in visual arts or design-related fields, with over three years of relevant industry experience and familiarity of relevant graphic design software
Sales and marketing personnel	8	200	3,600	Bachelor's degree or above (priority given to candidates with computer science-related majors), with over one to two years of relevant industry experience

Position	No. of staff	Average annual salary *(RMB'000)*	Total costs *(RMB'000)*	Requirements (Qualifications and experience)
Product managers	3	240	1,920	Bachelor's degree or above in design or operation-related fields, with three to five years of relevant industry experience

A key competitive strength of our SaaS solutions business lies in our product iteration capability. Our adoption of modular approach enables us to flexibly select and combine different functional modules to develop SaaS solutions tailored to our customers' specific business need. One of the principal focus of our expansion of SaaS solution business is the enhancement of our technological capabilities in order to maintain our competitiveness in the market and to attract and retain customers. We plan to strategically focus on development of advanced AI-powered features in our SaaS solutions, including AI beauty filters (with real time appearance enhancement for video live streaming), AI workstations (with automated content generation and editing) and AI virtual live streaming scenes (with dynamic background and avatar integration). As such, we plan to recruit a number of product development engineers with specialties in different programming language or operating system to support the above initiatives. Concurrently, we will strengthen our user experience design capabilities to enhance product aesthetics and usability, ensuring our solutions remain compelling to end-users.

To effectively scale our operations and extend our market reach into new sectors such as education and healthcare live streaming sectors, we are expanding our sales and marketing and project management teams. This includes recruiting specialised sales and marketing personnel to drive customer acquisition in new business verticals, alongside project managers who will ensure implementation and foster long-term customer retention throughout the entire client lifecycle. In support of our business expansion, we also plan to recruit product managers who are to take up responsibilities in relation to the planning, development, iteration and commercialisation of our SaaS products, including to identify customer needs and market requirements, monitor product performance and customer adoption, and ensuring commercial viability.

(ii) approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used for establishment of our additional offices in Guangzhou, PRC and Hong Kong, PRC. This includes rental and renovation expenses for our additional offices, as well as costs for purchasing additional office equipment, computers and software to support our overall expansion in our SaaS solutions business. We intend to make use of the Guangzhou offices in the PRC to primarily support our product R&D, technical operations and domestic business execution for our SaaS solutions, leveraging the technology talent pool in the Greater Bay Area in southern China to enhance our product development efficiency to develop SaaS products for additional business sectors or with different functionalities and to enhance service capabilities. The Hong Kong offices are expected to support our overseas business expansion for our SaaS solutions business particularly to Hong Kong, Singapore, Malaysia and Indonesia markets by serving as a base for international marketing and engagement with overseas customers and business partners. This strategic establishment aligns with our Group's strategy in relation to extension of business sectors and customer base and geographical expansion of our SaaS solutions business;

- approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used for expansion of our online marketing solutions business, which is expected to (i) enhance our in-house delivery capacity to meet growing client demand, and (ii) improve turnaround time and quality control, thereby supporting revenue growth and brand reputation. The detailed allocation plan of the **[REDACTED]** include:

  (i) approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used for recruiting high calibre content creation managers, production specialists, news feed-ads placement specialists and project managers to strengthen our core technology competencies for our online marketing solutions business. Our recruitment plan and requirements are as follows:

Position	**No. of staff**	**Average annual salary** *(RMB'000)*	**Total costs** *(RMB'000)*	**Requirements (Qualifications and experience)**
Content creation managers	2	420	2,100	Bachelor's degree or above in design-related fields, with over three years of relevant industry experience
Production specialists (producers, post-production editors and multimedia designers)	9	112	2,256	Requirements vary depending on the role. Generally requires bachelor's degree or above with three years of relevant industry experience and familiarity of relevant graphic design software
News feed-ads placement specialists	3	156	1,248	Bachelor's degree or above (priority given to candidates with relevant majors such as e-commerce and marketing), with over three years of relevant industry experience and familiarity with major media platforms in the PRC
Project managers	2	96	480	Priority given to candidates with work experience in major advertising agencies or with relevant industry experience

Our planned expansion of the online marketing solutions team is a strategic initiative to support the strong growth and increasing diversification of our client base since the launch of this business segment in June 2024. While we initially served direct advertisers in live streaming and retailing sectors, our vertical expertise has expanded to encompass sectors such as education, healthcare and insurance. Expansion of our workforce is essential to develop and execute industry-specific marketing strategies, including tailored ad content creation and ad placement, for this broadening range of direct advertisers. The recruitment of specialist roles, including content creation managers and various production specialists, is also aimed at enhancing the originality and customisation of our ad materials. To support the expansion in customer base, we will also recruit project managers to closely follow up with our customers operating in different business sectors, transforming their specific business needs and marketing ideas into executable marketing campaigns and deliverable outcomes. This investment is expected to strengthen the competitiveness of our service offerings, improve service quality, and solidify our market position by fostering greater client loyalty.

(ii) approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used to finance our prepayments to advertising agencies to facilitate our expansion of online marketing solutions business; and

(iii) approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used for rental and renovation expenses for studios for content creation and production, costs for purchasing additional photographic equipment and royalties for copyrighted materials to support our overall expansion in our online marketing solutions business;

The following table sets out a summary of our implementation plan and the intended timeframe:

	From [REDACTED] to 31 December 2026	From 1 January 2027 to 31 December 2027	From 1 January 2028 to 31 December 2028	Total
	RMB'million	*RMB'million*	*RMB'million*	*RMB'million*
Enhancing the technological capabilities for our SaaS solutions business	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**
Recruiting high calibre personnel	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**
Establishment of additional office in Guangzhou and Hong Kong and purchasing additional office equipment, computers and software	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**
Expansion of our online marketing solutions business	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**
Recruiting high calibre personnel	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**
Finance our prepayments to suppliers	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**
Rental and renovation expenses for studios and additional photographic equipment and royalties for copyrighted materials	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**
Total	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**	**[REDACTED]**

- approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used for selectively pursuing investment, acquisition and strategic opportunities that will help enrich our service offerings, enhance our technologies and expand our customer base; and

  Selection criteria for acquisitions targets

  We seek potential acquisition and investment opportunities and select potential targets based on our industry experience and the following general selection criteria:

  - *Technological complementarity* — We target businesses with AI capabilities or data analytics technologies that complement or enhance our existing SaaS functional modules, as well as businesses with specialised technical talent. Such technologies may include (i) AI beauty enhancement tools, (ii) AI-generated ad creation tool, (iii) AI marking and virtual tutoring system for education sector, and (iv) real-time communication (RTC) and content delivery network (CDN) services.

  - *Revenue synergy potential* — To achieve our business strategies, we primarily target businesses that demonstrate clear potential for cross-selling opportunities with minimal overlap in customer base. To complement our strategy to expand our SaaS offerings to education and healthcare sections, business focuses in these sectors are preferred.

  - *Geographic coverage* — To complement our strategy to expand our geographic coverage, we primarily focus on targets that have established presence in markets in Chinese Mainland, Hong Kong and Southeast Asia (such as Singapore, Malaysia and Indonesia) to accelerate our international growth.

  - *Financial criteria* — We plan to primarily focus on targets with revenue ranging from approximately RMB3.0 million to RMB8.0 million as we consider targets of such size will be commensurable with our own size. In addition, we would consider the profitability and/or price-to earning ratio of the targets.

  - *Integration feasibility* — We aim for targets with technology stacks compatible with existing architecture to minimise integration challenges.

The following table sets forth the selection criteria for each type of potential targets:

	SaaS/AI technologies company	**Education SaaS solutions company**	**Healthcare SaaS solutions company**	**Network infrastructure company**
Business scope	SaaS/AI technology development and technical support	Vocational education platform or corporate training platform	Vertical product platform for healthcare products and equipments and/or healthcare data services provider	Network infrastructure development and technical support
Technological complementarity	AI-empowered imaging and video processing, including AI-driven enhancement, editing and optimisation of visual content, AI-enhanced beauty filters and automated video generation, compositing and effects integration; and AI-generated advertisement creation tool	Live broadcasting, online-merged-offline (OMO) model platform and AI marking and virtual tutoring system	Online-to-offline (O2O) platform	RTC and CDN models
Geographical location	Chinese Mainland	Chinese Mainland	Chinese Mainland	Southeast Asia (such as Singapore, Malaysia and Indonesia)

Availability of targets

We expect to acquire and/or invest in one to three target companies. CIC has confirmed that, after its independent research and due inquiry, there are in aggregate approximately 15,000 suitable target SMEs that meet the above criteria. As such, our Directors are of the view that there are sufficient number of targets available for us to acquire.

Potential impact

We expect the acquisition plan will have positive impact on our Group's business operations and financial performance. With addition of targets meeting our selection criteria to compliment our existing business, we expect the acquired companies will bring about cross-selling opportunities and enhance our technological capabilities, thereby creating synergy to our overall business operations, in turn, contribute to our top line revenue, reducing our external purchase, improving our cost structure, and achieving higher profitability.

For the risks and impacts related to our pursuit of investment, acquisition and strategic opportunities, please refer to "Risk Factors — Our proposed strategic acquisitions and investments may fail and may result in material and adverse impact on our financial condition and results of operations." in this document.

As at the Latest Practicable Date, we had not identified or pursued any acquisition or investment targets, and had not entered into any definitive agreement for the acquisition or investment in any company or business.

- approximately **[REDACTED]**%, or HK$**[REDACTED]** (equivalent to approximately RMB**[REDACTED]**), will be used for working capital and general corporate purposes.

To the extent that our actual **[REDACTED]** from the **[REDACTED]** is higher or lower than our estimate above, we will increase or decrease our allocation of the **[REDACTED]** for the purposes set out above on a pro rata basis.

After deducting the **[REDACTED]** fees, commissions and estimated expenses payable by us in relation to the **[REDACTED]**, we estimate that we will receive **[REDACTED]** of (i) approximately HK$**[REDACTED]** from the **[REDACTED]** (assuming the **[REDACTED]** is determined to be HK$**[REDACTED]** per **[REDACTED]**, being the high-end of the indicative **[REDACTED]** range stated in this document); (ii) approximately HK$**[REDACTED]** (assuming the **[REDACTED]** is determined to be HK$**[REDACTED]** per **[REDACTED]**, being the mid-point of indicative **[REDACTED]** range stated in this document); and (iii) approximately HK$**[REDACTED]** (assuming the **[REDACTED]** is determined to be HK$**[REDACTED]** per **[REDACTED]**, being the low-end of the indicative **[REDACTED]** range stated in this document).

Assuming the **[REDACTED]** was exercised in full, after deducting the **[REDACTED]** and estimated related expenses payable by us, we estimate that the total **[REDACTED]** that we would receive would be (i) HK$**[REDACTED]** (assuming an **[REDACTED]** of HK$**[REDACTED]** per **[REDACTED]**, being the high-end of the indicative **[REDACTED]** range stated in this document), (ii) HK$**[REDACTED]** (assuming an **[REDACTED]** of HK$**[REDACTED]** per **[REDACTED]**, being the mid-point of the indicative **[REDACTED]** range stated in this document); and (iii) HK$**[REDACTED]** (assuming an **[REDACTED]** of HK$**[REDACTED]** per **[REDACTED]**, being the low-end of the indicative **[REDACTED]** range stated in this document).

In the event that the **[REDACTED]** from the **[REDACTED]** are not sufficient to fund our strategies and future plans as disclosed above, we plan to utilise our internal resources to fund such strategies and plans. To the extent that the **[REDACTED]** are not immediately applied to the above purposes and to the extent permitted by applicable laws and regulations, we will only deposit the **[REDACTED]** into short-term interest-bearing accounts at licensed commercial banks and/or other authorised financial institutions in Hong Kong or the applicable laws and regulations in other jurisdictions (as defined under the SFO). We will issue announcements, where required, if there is any material change in the **[REDACTED]** mentioned above.