FUTURE PLANS AND PROSPECTS

See "Business — Our Growth Strategies" for a detailed description of our future plans.

[REDACTED]

We estimate that we will receive **[REDACTED]** from the **[REDACTED]** of approximately HK$**[REDACTED]**, after deducting **[REDACTED]**, fees and estimated expenses payable by us in connection with the **[REDACTED]**, and assuming an **[REDACTED]** of HK$**[REDACTED]** per Share, being the mid-point of the indicative **[REDACTED]** range stated in this document, and that the **[REDACTED]** and the **[REDACTED]** are not exercised. If the **[REDACTED]** is set at HK$**[REDACTED]** per Share, being the high end of the indicative **[REDACTED]** range, the **[REDACTED]** from the **[REDACTED]** will increase by approximately HK$**[REDACTED]**. If the **[REDACTED]** is set at HK$**[REDACTED]** per Share, being the low end of the indicative **[REDACTED]** range, the **[REDACTED]** from the **[REDACTED]** will decrease by approximately HK$**[REDACTED]**.

Assuming an **[REDACTED]** at the mid-point of the indicative **[REDACTED]** range, we currently intend to apply these **[REDACTED]** for the following purposes:

- Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used to strengthen our R&D capabilities and refine our product design and innovation processes:

  - o Approximately **[REDACTED]**%, HK$**[REDACTED]**, is expected to be used to establish our R&D center. This includes (i) recruiting approximately 50 R&D personnel within the next five years with expertise in fabrics, new materials, and outdoor protection technologies, with annual budget of roughly HK$10 million; (ii) providing training for R&D staff for academic studying and attending outdoor related summits within the next five years; (iii) purchasing analytical and testing equipment for technical fabrics and innovative materials to support our R&D exploration; and (iv) deepening collaborations with world-class and domestic-leading material technology companies and research institutions. These initiatives are designed to broaden our proprietary technology portfolio and drive innovation within our independent PT-China Platform, encompassing advancements in outdoor performance technologies and thermal insulation comfort. This, in turn, will enhance our core R&D design capabilities, strengthen technological barriers, and improve the efficiency of our product development process.

  - o Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used to expand our product development team by recruiting additional 10 product managers, 20 market analysts and 25 designers within the next five years to support our multi-category strategy, with annual budget of roughly HK$15 million, continuously growing product lines and diversified product portfolios. We plan to cultivate more qualified professionals with relevant expertise and experience, including technical experts, designers, and product managers, to support our product development and upgrades.

- Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used to strengthen our brand positioning and enhance brand awareness:

  - o Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used to secure partnerships with influential international and domestic outdoor sports events and organizations, as well as famous influencers and athletes within the next five years with annual budget of roughly HK$40 million. This will enable us to showcase our product performance and design in different scenarios, and in turn achieve targeted brand and product exposure, reinforce our brand positioning, and increase our brand recognition and influence among a wider group of consumers.

  - o Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used in outdoor-themed marketing campaigns conducted across online social media platforms and offline channels, such as camping site, metro or public transport stations, within the next five years with annual budget of roughly HK$30 million. These initiatives aim to boost brand visibility and broaden the reach of our product performance and brand philosophy across diverse audience segments. We will also strategically invest in mass media and offline advertising to highlight our specific product features and brand advantages.

  - o Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be dedicated to establishing a specialized community operations team by recruiting approximately 70 personnel within the next five years to deepen direct engagement with consumers. This includes developing a brand membership program and cultivating brand loyalty. Additionally, we will collaborate with outdoor groups and event organizers to host outdoor activities that enhance community engagement and further promote our "Welcome to Nature" brand philosophy.

- Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used to strengthen our multi-channel sales network:

  - o Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used to expand our operations team for online flagship stores by recruiting approximately 50 personnel within the next five years to support sustained sales growth, including Tmall, JD.com, Douyin, RedNote and other E-commerce platforms to be strategically entered. Additionally, it is expected to be used to enlarge our operations teams for emerging e-commerce platforms, including experts in video and graphic content creation, live-stream management, and traffic acquisition, to drive accelerated growth across these new channels.

  - o Approximately **[REDACTED]**%, HK$**[REDACTED]**, is expected to be used in upgrading and expanding our offline retail store network within the next five years, covering expenditures on store rentals and decorations, as well as staff recruitments. We plan to penetrate major commercial centers and shopping malls in first-tier and economically developed second-tier cities, as well as selected other second- and third-tier cities with strong market potential, by opening offline stores either directly or through partnership retail stores. In particular, over the next five years, we plan to upgrade approximately 100 existing offline retail stores, and establish approximately 150 new offline retail stores, including around 100 stores in first-tier and second-tier cities and around 50 stores in third-tier and fourth-tier cities. These offline retail stores will be crafted to fully display our product portfolio and create an engaging, immersive shopping atmosphere that encourages local consumers to visit, experience, and purchase our products in person. For instance, we project that approximately 20% of the planned new offline retail stores will be self-operated stores, while the remaining 80% will be managed through partnerships. On an annual basis, the Company intends to open around six new self-operated offline retail stores and approximately 24 new partnership retail stores.

  - o Our strategic rationale in establishing 150 new offline retail stores over the next five years include the following aspects: first, self-operated offline retail stores allow for enhanced control over brand image, store operations, and customer experience, ensuring consistent high service quality and brand integrity; second, by partnering with capable offline partners, we can rapidly expand our market presence and geographical coverage while reducing upfront investment and operational risk; and third, a hybrid approach combining self-operated and partnership models enables flexible adjustment of store distribution according to city tier and market maturity. Our self-operated offline retail stores will mainly target major commercial districts in first-tier and selected second-tier cities in Chinese mainland to strengthen brand awareness, whereas partnership offline retail stores will be prioritized in other regions in Chinese mainland to increase market penetration and improve operational efficiency.

- Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used in strategic brand incubation and investments. We plan to allocate this amount towards the incubation of new brands over the next five years. We plan to incubate brands with distinctive designs, technologies or cultural attributes to enrich our product portfolio and differentiate our offerings from homogeneous products in the market, and focus on brands with an established high-end customer base in the outdoor community, serving consumers who value individuality, quality and unique experiences, thereby complementing our existing user base. In addition, we intend to reserve part of the proceeds to pursue potential strategic investments or acquisitions in adjacent or synergistic areas such as advanced material technologies, digital marketing platforms, and innovative sales channels. These initiatives are intended to strengthen our brand portfolio, diversify our revenue streams, and enhance our competitive positioning in the outdoor performance and lifestyle market.

- Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used to enhance our digital capabilities, primarily for the digitalization of our operating system and information infrastructure. This includes procuring digital equipment and software; developing and upgrading proprietary software, applications, and digital systems related to business operations, marketing, and corporate management; and recruiting 10 information technology professionals in the next five years.

- Approximately **[REDACTED]**%, or HK$**[REDACTED]**, is expected to be used for working capital and other general corporate purposes.

The above allocation of the **[REDACTED]** from the **[REDACTED]** will be adjusted on a pro rata basis in the event that the **[REDACTED]** is fixed at a higher or lower level compared to the mid-point of the indicative **[REDACTED]** range stated in this document.

To the extent that the **[REDACTED]** from the **[REDACTED]** (including the **[REDACTED]** from the exercise of the **[REDACTED]** and/or the **[REDACTED]**) are either more or less than expected, we will adjust our allocation of the **[REDACTED]** for the above purposes on a pro rata basis.

To the extent that the **[REDACTED]** from the **[REDACTED]** are not immediately used for the purposes described above and to the extent permitted by the relevant laws and regulations, they will be placed in short-term interest-bearing amounts at licensed commercial banks and/or other authorized financial institutions as defined under the Securities and Futures Ordinance or the applicable laws and regulations in other jurisdictions.

We will issue an appropriate announcement if there is any material change to the above proposed **[REDACTED]**.