FUTURE PLANS

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

USE OF [REDACTED]

Assuming an [**REDACTED**] of HK$[**REDACTED**] per [**REDACTED**] (being the mid-point of the [**REDACTED**] range of between HK$[**REDACTED**] and HK$[**REDACTED**] per [**REDACTED**]), we estimate that we will receive net [**REDACTED**] of approximately HK$[**REDACTED**] from the [**REDACTED**] after deducting the [**REDACTED**] and other estimated expenses paid and payable by us in connection with the [**REDACTED**] and assuming that the [**REDACTED**] is not exercised. In line with our strategies, we intend to use our [**REDACTED**] from the [**REDACTED**] for the purposes and in the amounts set forth below:

- approximately [**REDACTED**]% of the net [**REDACTED**], or approximately HK$[**REDACTED**], is expected to be used to enhance our technological capabilities. We plan to implement these enhancements over the next 36 months. Specifically:

    - o We are committed to further strengthening and upgrading our technology infrastructure to support ongoing business growth. This includes, in particular, the procurement of cloud and server services, as well as the enhancement of our technology infrastructure to deliver greater capacity and security. We intend to continue our collaboration with leading global cloud computing service providers and enter into long-term contracts with them to secure scalable and reliable cloud infrastructure, with a particular focus on enhancing our data warehousing capabilities and bolstering our cybersecurity defenses with advanced disaster recovery solutions and cybersecurity services. We expect to complete most of the procurement within the next 36 months.

    - o We will continue to develop and refine proprietary technologies aimed at enhancing our business operations. These initiatives will focus on improving customer interfaces, developing supplier-facing cloud-based software solutions, advancing demand forecasting technologies, and implementing warehouse automation and digitalisation. We also plan to enhance our inventory management systems by implementing AI-powered models and tools to make our end-to-end supply chain even more intelligent and synchronise supply chain workflows to allow us to better plan and manage every major step of the supply chain process. We will also invest in the application of artificial intelligence and data analytics across our operations to drive efficiency and innovation. We expect to continually roll out these initiatives during the next 36 months.

  - o To support these technological advancements, we plan to continue investing in and expanding our talent pool, particularly by recruiting and retaining global experts in technology. We intend to hire approximately 1,500-2,000 new full-time technology-focused personnel globally over the next 36 months. Candidates will typically be required to have an educational background in computer science, data analytics, engineering or a related field.

- approximately [**REDACTED**]% of the net [**REDACTED**], or approximately HK$[**REDACTED**], is expected to be used to enhance brand awareness and strengthen global presence. We plan to implement these initiatives over the next 48 months. Specifically:

  - o We intend to invest in comprehensive marketing campaigns across multiple channels, with a particular focus on performance advertising through major online platforms with global reach and influence. These efforts are designed to acquire new customers and drive sales growth. We plan to invest in and carry out these efforts from time to time over the next 48 months.

  - o In addition to digital marketing, we will increase our investment in brand marketing initiatives, including high-visibility campaigns to elevate our brand image and increase customer mindshare worldwide. We plan to invest in and implement these initiatives during the next 48 months.

  - o To ensure the successful execution of these initiatives, we will expand our sales and marketing teams by recruiting, retaining, and training talented professionals globally. This will enable us to execute our marketing strategies effectively and adapt to the unique needs of each market. We intend to hire approximately 5% additional full-time sales and marketing personnel globally over the next 36 months. We will be seeking candidates with experience in consumer-facing e-commerce, with a proven track record in their respective local markets and proficiency in local languages and business practices. We intend to expand our local sales and marketing teams in our major markets such as the United States and Europe and other markets with growth potential.

- approximately [**REDACTED**]% of the net [**REDACTED**], or approximately HK$[**REDACTED**], is expected to be used in our initiatives to promote corporate responsibility. We plan to implement these initiatives over the next 36 months. Specifically:

  - o A portion of the net [**REDACTED**] will be dedicated to strengthening our supply chain governance and ensuring compliance with evolving regulations across various jurisdictions related to sustainability and corporate responsibility. This includes (i) expanding the scope and depth of our SRS policy, such as by continually developing and refining the supplier responsibility standards and enhancing our systems for monitoring supplier compliance, (ii) further developing and implementing supplier training and empowerment programmes by providing remote and on-site support, digital management tools, and best-practice guides to help them meet our standards and expectations, and (iii) enhancing internal governance in response to changing standards in different markets by investing in specialized knowledge of and proactive compliance efforts to address evolving sustainability standards in our markets, under the strategic oversight of the Board and our Sustainability Committee. We plan to implement these initiatives over the next 36 months.

  - o Furthermore, we will promote other corporate responsibility initiatives and innovations, such as the adoption of preferred materials, innovative production techniques, decarbonisation efforts, circularity and waste reduction programmes, and the promotion of equitable empowerment throughout our value chain. We plan to implement these initiatives and innovations over the next 36 months.

- the balance, approximately HK$[**REDACTED**], is expected to be used for general corporate purposes.

In the event that the [**REDACTED**] is set at the Maximum [**REDACTED**] or the Minimum [**REDACTED**] of the indicative [**REDACTED**] range, the net [**REDACTED**] of the [**REDACTED**] will increase or decrease by approximately HK$[**REDACTED**], respectively.

The additional net [**REDACTED**] that we would receive if the [**REDACTED**] were exercised in full would be (i) HK$[**REDACTED**] (assuming an [**REDACTED**] of HK$[**REDACTED**] per [**REDACTED**], being the Maximum [**REDACTED**]), (ii) HK$[**REDACTED**] (assuming an [**REDACTED**] of HK$[**REDACTED**] per [**REDACTED**], being the mid-point of the [**REDACTED**] range) or (iii) HK$[**REDACTED**] (assuming an [**REDACTED**] of HK$[**REDACTED**] per [**REDACTED**], being the Minimum [**REDACTED**]).

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

To the extent that the net [**REDACTED**] of the [**REDACTED**] are not immediately required for the above purposes or if we are unable to put into effect any part of our plan as intended, we may deposit such [**REDACTED**] into short-term interest-bearing accounts at licenced commercial banks and/or other authorised financial institutions (as defined under the SFO or applicable laws and regulations in other jurisdictions). In such event, we will comply with the appropriate disclosure requirements under the Listing Rules.