The following is the text of a report set out on pages I-1 to I-64, 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 SHANGHAI VISION STAR MEDIA CO., LTD. AND SPDB INTERNATIONAL CAPITAL LIMITED

Introduction

We report on the historical financial information of Shanghai Vision Star Media Co., Ltd. (the "Company") and its subsidiaries (together, the "Group") set out on pages I-4 to I-64, 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 31 March 2026, 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 statements of cash flows, for each of the years ended 31 December 2023, 2024 and 2025 and the three months ended 31 March 2026 (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-4 to I-64 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 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.

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 31 March 2026, 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.

Review of stub period corresponding financial information

We have reviewed the stub period corresponding financial information of the Group which comprises the consolidated statement of profit or loss, the consolidated statement of profit or loss and other comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the three months ended 31 March 2025 and other explanatory information (the "Stub Period Corresponding Financial Information"). The directors of the Company are responsible for the preparation and presentation of the Stub Period Corresponding Financial Information in accordance with the basis of preparation and presentation set out in Note 1 to the Historical Financial Information. Our responsibility is to express a conclusion on the Stub Period Corresponding Financial Information based on our review. We conducted our review in accordance with Hong Kong Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" as issued by the HKICPA. A review consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Hong Kong Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion. Based on our review, nothing has come to our attention that causes us to believe that the Stub Period Corresponding Financial Information, for the purpose of the accountants' report, is not prepared, in all material respects, 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-4 have been made.

Dividends

We refer to Note 30(b) to the Historical Financial Information which contains information about the dividends paid by the Company in respect of the Track Record Period.

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

[Date]

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 ("Underlying Financial Statements").

CONSOLIDATED STATEMENTS OF PROFIT OR LOSS

(Expressed in Renminbi ("RMB"))

		Year ended 31 December			Three months ended 31 March	
		2023	2024	2025	2025	2026
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Revenue	4	6,245,818	6,697,328	8,371,848	1,599,081	2,304,739
Cost of sales		(5,993,761)	(6,417,310)	(8,009,834)	(1,532,142)	(2,209,145)
Gross profit		252,057	280,018	362,014	66,939	95,594
Other net income	5	39,021	11,275	10,570	1,370	6,610
Selling and marketing expenses		(64,777)	(72,170)	(81,086)	(17,415)	(21,513)
Administrative expenses		(119,474)	(131,244)	(143,760)	(37,349)	(44,283)
Research and development expenses		—	(1,379)	(3,291)	(552)	(748)
Impairment losses on trade and other receivables		(6,523)	(3,167)	(6,438)	(914)	(2,885)
Profit from operations		100,304	83,333	138,009	12,079	32,775
Finance costs	6(a)	(4,693)	(7,117)	(9,870)	(2,434)	(3,529)
Changes in the fair value of financial instruments	6(c)	1,212	957	146	19	1
Share of profits less losses of associates		(354)	—	—	—	—
Profit before taxation	6	96,469	77,173	128,285	9,664	29,247
Income tax	7(a)	(23,557)	(19,214)	(32,409)	(2,215)	(7,416)
Profit for the year/period		72,912	57,959	95,876	7,449	21,831
Attributable to:						
Equity shareholders of the Company		69,318	56,443	95,095	7,267	20,830
Non-controlling interests		3,594	1,516	781	182	1,001
Profit for the year/period		72,912	57,959	95,876	7,449	21,831
Earnings per share						
Basic and diluted (RMB)	10	0.69	0.56	0.95	0.07	0.21

CONSOLIDATED STATEMENTS OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

(Expressed in RMB)

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* *(unaudited)*	*RMB'000*
Profit for the year/period	72,912	57,959	95,876	7,449	21,831
Other comprehensive income for the year/period (after tax and reclassification adjustments)					
Item that will not be reclassified to profit or loss:					
Financial assets at fair value through other comprehensive income ("FVOCI") — net movement in fair value reserves (non-recycling)	49	318	(38)	(3)	2
	49	318	(38)	(3)	2
Item that is or may be reclassified subsequently to profit or loss:					
Exchange differences on translation of:					
— financial statements in overseas subsidiaries	—	(64)	(394)	(7)	(272)
	—	(64)	(394)	(7)	(272)
Other comprehensive income for the year/period	49	254	(432)	(10)	(270)
Total comprehensive income for the year/period	72,961	58,213	95,444	7,439	21,561
Attributable to:					
Equity shareholders of the Company	69,367	56,697	94,663	7,257	20,560
Non-controlling interests	3,594	1,516	781	182	1,001
Total comprehensive income for the year/period	72,961	58,213	95,444	7,439	21,561

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

(Expressed in RMB)

		At 31 December			At 31 March
		2023	2024	2025	2026
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Non-current assets					
Property, plant and equipment	11	11,917	11,978	9,519	7,508
Investment property	12	9,745	8,662	7,579	7,308
Right-of-use assets	13	36,112	32,189	48,435	41,757
Intangible assets	14	291	383	256	229
Interests in associates	15	851	—	—	—
Financial assets at FVOCI	21(b)	789	113	543	546
Long-term receivables	17	9,619	11,314	9,148	9,085
Deferred tax assets	28(b)	7,564	8,258	9,720	10,637
Other non-current assets	18	—	149	2,423	2,765
		76,888	73,046	87,623	79,835
Current assets					
Inventories		2,082	43	24	24
Trade and other receivables	19	1,226,745	1,264,420	1,736,514	1,858,495
Prepayments	20	145,948	372,264	533,261	1,026,402
Financial assets at fair value through profit or loss ("FVPL")	21(a)	3,005	—	—	2,000
Restricted cash	22	4,834	4,714	4,714	4,714
Cash and cash equivalents	23(a)	301,345	170,518	173,881	162,780
Other current assets		353	399	707	591
		1,684,312	1,812,358	2,449,101	3,055,006
Current liabilities					
Loans and borrowings	24	146,946	288,163	338,635	477,631
Trade and other payables	25	633,396	492,797	870,771	854,270
Contract liabilities	26	209,095	291,282	405,482	834,658
Lease liabilities	27	15,351	18,895	14,876	11,249
Income tax payable	28(a)	55,116	38,172	42,543	47,560
Other current liabilities	29	12,546	17,425	24,042	49,623
		1,072,450	1,146,734	1,696,349	2,274,991
Net current assets		611,862	665,624	752,752	780,015
Total assets less current liabilities		688,750	738,670	840,375	859,850

		At 31 December			At 31 March
		2023	2024	2025	2026
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Non-current liabilities					
Lease liabilities	27	21,584	13,781	33,354	31,078
		21,584	13,781	33,354	31,078
NET ASSETS		667,166	724,889	807,021	828,772
Share capital	30(c)	100,154	100,154	100,154	100,154
Reserves	30(d)	538,108	594,805	677,450	698,010
Total equity attributable to equity shareholders of the Company		638,262	694,959	777,604	798,164
Non-controlling Interests		28,904	29,930	29,417	30,608
TOTAL EQUITY		667,166	724,889	807,021	828,772

STATEMENTS OF FINANCIAL POSITION OF THE COMPANY

(Expressed in RMB)

		At 31 December			At 31 March
		2023	2024	2025	2026
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Non-current assets					
Property, plant and equipment	11	5,931	7,763	6,849	5,125
Investment property	12	9,745	8,662	7,579	7,308
Right-of-use assets	13	30,688	26,838	45,184	38,901
Intangible assets	14	291	383	256	229
Interests in associates	15	851	—	—	—
Investment in subsidiaries	16	10,210	15,224	25,991	25,991
Financial assets at FVOCI	21(b)	789	113	543	546
Long-term receivables	17	8,932	10,660	8,539	8,429
Deferred tax assets	28(b)	7,488	8,179	9,503	10,334
Other non-current assets	18	—	149	2,423	2,765
		74,925	77,971	106,867	99,628
Current assets					
Trade and other receivables	19	1,170,623	1,183,294	1,649,474	1,752,538
Prepayments	20	131,660	348,752	501,523	988,759
Restricted cash	22	4,834	4,714	4,714	4,714
Cash and cash equivalents	23(a)	267,025	146,058	127,397	130,016
Other current assets		353	364	707	591
		1,574,495	1,683,182	2,283,815	2,876,618
Current liabilities					
Loans and borrowings	24	146,946	278,154	328,627	477,631
Trade and other payables	25	651,922	525,832	880,367	861,053
Contract liabilities	26	173,155	243,085	361,611	775,423
Lease liabilities	27	13,771	16,879	13,189	9,545
Income tax payable	28(a)	49,682	34,898	39,564	43,725
Other current liabilities	29	10,389	14,585	21,697	46,525
		1,045,865	1,113,433	1,645,055	2,213,902

		At 31 December			At 31 March
		2023	2024	2025	2026
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Net current assets		528,630	569,749	638,760	662,716
Non-current liabilities					
Lease liabilities	27	17,469	10,202	31,588	29,744
		17,469	10,202	31,588	29,744
NET ASSETS		586,086	637,518	714,039	732,600
CAPITAL AND RESERVES					
Share capital	30(c)	100,154	100,154	100,154	100,154
Reserves	30(d)	485,932	537,364	613,885	632,446
TOTAL EQUITY		586,086	637,518	714,039	732,600

CONSOLIDATED STATEMENTS OF CHANGES IN EQUITY

(Expressed in RMB)

		Attributable to equity shareholders of the company							
	Note	Share capital	Capital reserve	PRC Statutory reserve	Other reserve	Retained earnings	Sub-total	Non-controlling Interests	Total
		RMB'000 (Note 30)	*RMB'000 (Note 30)*	*RMB'000 (Note 30)*	*RMB'000 (Note 30)*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Balance at 1 January 2023		100,154	20,496	39,994	(462)	408,713	568,895	25,310	594,205
Profit for the year		—	—	—	—	69,318	69,318	3,594	72,912
Other comprehensive income		—	—	—	49	—	49	—	49
Total comprehensive income		—	—	—	49	69,318	69,367	3,594	72,961
Appropriation to statutory reserves		—	—	8,671	—	(8,671)	—	—	—
Balance at 31 December 2023 and 1 January 2024		100,154	20,496	48,665	(413)	469,360	638,262	28,904	667,166
Profit for the year		—	—	—	—	56,443	56,443	1,516	57,959
Other comprehensive income		—	—	—	254	—	254	—	254
Total comprehensive income		—	—	—	254	56,443	56,697	1,516	58,213
Appropriation to statutory reserves		—	—	1,412	—	(1,412)	—	—	—
Dividends declared and approved	30(b)	—	—	—	—	—	—	(490)	(490)
Balance at 31 December 2024		100,154	20,496	50,077	(159)	524,391	694,959	29,930	724,889

		Attributable to equity shareholders of the company							
	Note	Share capital	Capital reserve	PRC Statutory reserve	Other reserve	Retained earnings	Sub-total	Non-controlling Interests	Total
		RMB'000 (Note 30)	*RMB'000 (Note 30)*	*RMB'000 (Note 30)*	*RMB'000 (Note 30)*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Balance at 1 January 2025		100,154	20,496	50,077	(159)	524,391	694,959	29,930	724,889
Profit for the year		—	—	—	—	95,095	95,095	781	95,876
Other comprehensive income		—	—	—	(432)	—	(432)	—	(432)
Total comprehensive income		—	—	—	(432)	95,095	94,663	781	95,444
Acquisition of non-controlling interests	16	—	—	—	—	—	—	(1,294)	(1,294)
Dividends declared and approved	30(b)	—	—	—	—	(12,018)	(12,018)	—	(12,018)
Balance at 31 December 2025 and at 1 January 2026		100,154	20,496	50,077	(591)	607,468	777,604	29,417	807,021
Profit for the period		—	—	—	—	20,830	20,830	1,001	21,831
Other comprehensive income		—	—	—	(270)	—	(270)	—	(270)
Total comprehensive income		—	—	—	(270)	20,830	20,560	1,001	21,561
Capital injections from non-controlling interests		—	—	—	—	—	—	190	190
Balance at 31 March 2026		100,154	20,496	50,077	(861)	628,298	798,164	30,608	828,772

		Attributable to equity shareholders of the company							
		Share capital	Capital reserve	PRC Statutory reserve	Other reserve	Retained earnings	Sub-total	Non-controlling Interests	Total
	Note	*RMB'000 (Note 30)*	*RMB'000 (Note 30)*	*RMB'000 (Note 30)*	*RMB'000 (Note 30)*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
(Unaudited)									
Balance at 1 January 2025		100,154	20,496	50,077	(159)	524,391	694,959	29,930	724,889
Profit for the period		—	—	—	—	7,267	7,267	182	7,449
Other comprehensive income		—	—	—	(10)	—	(10)	—	(10)
Total comprehensive income		—	—	—	(10)	7,267	7,257	182	7,439
Acquisition of non-controlling interests	16	—	—	—	—	—	—	(1,294)	(1,294)
Balance at 31 March 2025		100,154	20,496	50,077	(169)	531,658	702,216	28,818	731,034

CONSOLIDATED STATEMENTS OF CASH FLOWS

(Expressed in RMB)

	Note	Year ended 31 December			Three months ended 31 March	
		2023	2024	2025	2025	2026
		RMB'000	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Operating activities:						
Cash generated from/(used in) operations	23(b)	161,666	(206,024)	30,321	(49,834)	(136,635)
Income tax paid		(60,908)	(36,858)	(29,488)	(3,216)	(3,317)
Net cash generated from/(used in) operating activities		100,758	(242,882)	833	(53,050)	(139,952)
Investing activities:						
Payment for the purchase of property, plant and equipment, intangible assets and other non-current assets		(7,251)	(7,248)	(5,909)	(566)	(990)
Payment for purchase of financial investments		(693,575)	(557,500)	(244,080)	(30,480)	(3,000)
Proceeds from disposal of financial investments		690,495	560,505	244,600	30,000	1,000
Interest and dividends received		1,212	957	146	19	1
Net cash used in investing activities		(9,119)	(3,286)	(5,243)	(1,027)	(2,989)
Financing activities:						
Capital element of lease rentals paid	23(c)	(18,334)	(18,205)	(19,862)	(4,951)	(4,129)
Interest element of lease rentals paid	23(c)	(1,915)	(1,585)	(1,053)	(313)	(404)
Proceeds from loans and borrowings	23(c)	241,834	556,068	654,548	127,648	399,350
Repayment of loans and borrowings	23(c)	(140,000)	(415,000)	(604,500)	(115,000)	(260,000)
Interest paid	23(c)	(2,723)	(5,383)	(7,656)	(2,046)	(2,895)
Dividends paid	23(c)	(60,152)	(490)	(12,016)	—	—
Payment for acquisition of non-controlling interests	16	—	—	(1,294)	—	—
Capital injections from non-controlling interests		—	—	—	—	190
Net cash generated from financing activities		18,710	115,405	8,167	5,338	132,112
Net increase/(decrease) in cash and cash equivalents		110,349	(130,763)	3,757	(48,739)	(10,829)
Effect of foreign exchange rate changes		—	(64)	(394)	(7)	(272)
Cash and cash equivalents at 1 January	23(a)	190,996	301,345	170,518	170,518	173,881
Cash and cash equivalents at 31 December/31 March	23(a)	301,345	170,518	173,881	121,772	162,780

NOTES TO THE HISTORICAL FINANCIAL INFORMATION

1 BASIS OF PREPARATION AND PRESENTATION OF THE HISTORICAL FINANCIAL INFORMATION

Shanghai Vision Star Cultural Communication Co., Ltd. (上海劇星文化傳播有限公司), the predecessor of the Company was established as a limited liability company in Shanghai, the People's Republic of China (the "PRC") on 12 April 2011 and was converted into a joint stock limited company in 2015. The Company completed the listing of its shares on the National Equities Exchange and Quotations ("NEEQ") on 29 July 2015 and subsequently terminated its listing on NEEQ on 10 April 2023.

During the Track Record Period, the Company and its subsidiaries (together, "the Group") are primarily engaged in the IP-based brand marketing services, Performance-based marketing services, Livestream e-commerce marketing services, Celebrity and influencer marketing services and Overseas marketing services.

The financial statements of the Company and the subsidiaries within the Group for which there are statutory requirements were prepared in accordance with the relevant accounting rules and regulations applicable to entities in the countries in which they were incorporated and/or established. The statutory financial statements of the Company for the years ended 31 December 2023 and 2024 were prepared in accordance with the Accounting Standards for Business Enterprises issued by the Ministry of Finance of the PRC (the "PRC GAAP") and audited by Rongcheng Certified Public Accountants LLP* (容誠會計師事務所(特殊普通合夥)). The statutory financial statements of the Company for the year ended 31 December 2025 was prepared in accordance with PRC GAAP and audited by Shanghai Ruiyang Certified Public Accountants Co., Ltd.*(上海銳陽會計師事務所有限公司).

During the Track Record Period and as at the date of this report, the Company has direct interests in the following subsidiaries, all of which are private companies.

Company name	Place and date of incorporation/ establishment	Particulars of registered capital	Proportion ofownership interest		Principal activities	Name of auditor and periods covered		
			Directly held by the Company	Indirectly held by the Company		31 December 2023	31 December 2024	31 December 2025
Vision Star Brilliant Culture Communication (Tianjin) Co., Ltd.* 劇星輝煌文化傳播(天津)有限公司	The PRC 04 December 2012	RMB 5,000,000	60%	—	Internet advertising	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	(i)
Shanghai Socialstar Culture Communication Co., Ltd.* 上海搜秀文化傳播有限公司	The PRC 26 September 2014	RMB 2,000,000	79%	—	Internet advertising	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	(i)
Shanghai Energy Star Information Technology Co., Ltd.* 上海巨效信息科技有限公司	The PRC 30 July 2019	RMB 5,000,000	100%	—	Internet performance based marketing	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	(i)
Beijing Found Consulting Co., Ltd.* 北京方德諮詢有限公司	The PRC 13 October 2020	RMB 1,000,000	51%	—	Business service	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	(i)
Hefei Magic Bee E-commerce Co., Ltd.* 合肥麥峯電子商務有限公司	The PRC 18 August 2022	RMB 5,000,000	100%	—	Electronic Commerce	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	Rongcheng Certified Public Accountants LLP* 容誠會計師事務所(特殊普通合夥)	(i)
Vision Star Media (Hong Kong) Co., Limited 劇星傳媒(香港)有限公司	Hong Kong 02 May 2024	USD 100,000	100%	—	Overseas marketing	N/A	CHU SAU WAI, Certified Public Accountant(Practising)	CHU SAU WAI, Certified Public Accountant(Practising)

* The English translation of all above companies is for reference only. The official names of the companies established in the PRC are in Chinese.

(i) As of the date of this report, no audited financial statements have been prepared for the year ended 31 December 2025.

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 HKFRS Accounting Standards, which collective term includes all applicable individual Hong Kong Financial Reporting Standards ("HKFRSs"), Hong Kong Accounting Standards ("HKASs") and Interpretations issued by the Hong Kong Institute of Certified Public Accountants (the "HKICPA"). Further details of the material accounting policies adopted are set out in Note 2.

The HKICPA has issued a number of new and revised HKFRS Accounting Standards. For the purpose of preparing this Historical Financial Information, the Group has adopted all applicable new and revised HKFRS Accounting Standards to the Track Record Period, except for any new standards or interpretations that are not yet effective for the Track Record Period. The revised and new accounting standards and interpretations issued but not yet effective for the Track Record Period are set out in Note 35.

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 Stub Period Corresponding Financial Information has been prepared in accordance with the same basis of preparation and presentation adopted in respect of the Historical Financial Information.

The Historical Financial Information are 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 financial investments stated at their fair value as explained in the accounting policies set out in Note 2(e).

(b) Use of estimates and judgments

The preparation of the Historical Financial Information in conformity with HKFRS Accounting Standards requires management to make judgments, 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 judgments 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.

Judgments made by management in the application of HKFRS 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 Notes 2(o), (p) or (s) 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 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(j)(ii)), unless it is classified as held for sale (or included in a disposal group classified as held for sale).

(d) Associates

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.

An interest in an associate is accounted for in the Historical Financial Information using the equity method, unless it is classified as held for sale (or included in a disposal group classified as held for sale). It is initially recognised at cost, which includes transaction costs.

Subsequently, the consolidated 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 ceases.

When the Group's share of losses exceeds its interest in the associate, 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, after applying the ECL model to such other long-term interests where applicable.

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.

In the Company's statement of financial position, an interest in an associate 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). It is initially recognised at cost, which includes transaction costs.

(e) Other investments in securities

The Group's policies for investments in securities, other than investments in subsidiaries and associates 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 31(e). These investments are subsequently accounted for as follows, depending on their classification.

(i) Non-equity investments

Non-equity investments held by the Group 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 from the investment is calculated using the effective interest method (see Note 2(t)(ii)(c)), 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(t)(ii)(b)).

(f) Investment property

Investment property is initially measured at cost, and subsequently measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is recognised so as to write off the cost of investment property over its estimated useful life of 10 years and after taking into account its estimated residual value, using the straight-line method.

Any gain or loss on disposal of investment property is recognised in profit or loss. Rental income from investment properties is recognised in accordance with note 2(t)(ii)(a).

(g) Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated depreciation and any accumulated impairment losses (see Note 2(j)(ii)). If significant parts of an item of property, plant and equipment have different useful lives, then they are accounted for as separate items (major components).

The cost of self-constructed items of property, plant and equipment includes the cost of materials, direct labour, the initial estimate, where relevant, of the costs of dismantling and removing the items and restoring the site on which they are located, and an appropriate proportion of production overheads and borrowing costs (see Note 2(v)).

Any subsequent costs including the cost of replacing part of an item of property, plant and equipment are recognised as assets when it is probable that the economic benefits associated with the costs will flow to the Group, and the carrying amount of the replaced part is derecognised. The costs of the day-to-day maintenance of property, plant and equipment are recognised in profit or loss as incurred.

Any gain or loss arising from the retirement or disposal of an item of property, plant and equipment are determined as the difference between the net disposal proceeds and the carrying amount of the item and are recognised in profit or loss on the date of retirement or disposal.

Property, plant and equipment is depreciated over its useful life using the straight-line method since the month subsequent to the one in which it is ready for intended use, except that the land with an uncertain useful life is not depreciated. The estimated useful lives are as follows:

	Useful life
— Plant and buildings	20 years
— Equipment and machinery	3–8 years
— Vehicles	4 years
— Leasehold improvements	3–5 years

Depreciation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

Construction in progress represents property, plant and equipment under construction and equipment pending installation, and is stated at cost less impairment losses (see Note 2(j)(ii)). Capitalisation of construction in progress costs ceases and the construction in progress is transferred to property, plant and equipment when substantially all of the activities necessary to prepare the assets for their intended use are completed.

No depreciation is provided in respect of construction in progress until it is substantially completed and ready for its intended use.

(h) Intangible assets

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 that are acquired by the Group are stated at cost less accumulated amortisation (where the estimated useful life is finite) and impairment losses (see Note 2(j)(ii)).

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 are as follows:

	Useful life
— Software	5 years

Amortisation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

(i) 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 leases that have a short lease term of 12 months or less, and leases of low-value items. When the Group enters into a lease in respect of a low-value item, the Group decides whether to capitalise the lease on a lease-by-lease basis. If not capitalised, the associated lease payments are recognised in profit or loss on a systematic basis over the lease term.

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 recognised 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 are charged to profit or loss as 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 adjusted for any lease payments made at or before the commencement date, plus any initial direct costs incurred and 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, less any lease incentives received. The right-of-use asset is subsequently stated at cost less accumulated depreciation and impairment losses (see Note 2(j)(ii)). Depreciation is calculated using the straight-line method over the unexpired term of lease.

Refundable rental deposits are accounted for separately from the right-of-use assets in accordance with the accounting policy applicable to investments in non-equity securities carried at amortised cost (see Notes 2(e)(i)). Any excess of the nominal value over the initial fair value of the deposits is accounted for as additional lease payments made and is included in the cost of right-of-use assets.

The lease liability is remeasured when there is a change in future lease payments arising from a change in an index or rate, if there is a change in the Group's estimate of the amount expected to be payable under a residual value guarantee, or if the Group changes its assessment of whether it will 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 ("lease modification"), 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 present value of contractual payments that are due to be settled within twelve months after the reporting period.

The Group presents right-of-use assets that do not meet the definition of investment property in "right-of-use assets" and presents lease liabilities separately in the statement of financial position.

(ii) As a lessor

The Group 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. Otherwise, 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. The rental income from operating leases is recognised in accordance with Note 2(t)(ii)(a).

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(i)(i), then the Group classifies the sub-lease as an operating lease.

(j) Credit losses and impairment of assets

(i) Credit losses from financial instruments

The Group recognises a loss allowance for expected credit losses ("ECLs") on financial assets measured at amortised cost, including cash and cash equivalents, restricted cash, trade and other receivables and other current assets. Other financial assets measured at fair value are not subject to the ECL assessment.

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 and trade and other receivables: effective interest rate determined at initial recognition or an approximation thereof; and

— 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.

In measuring ECLs, the Group takes into account reasonable and supportable information that is available without undue cost or effort. This includes information about past events, current conditions, and forecasts of future economic conditions.

ECLs are measured on 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.

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 assumes that the credit risk on a financial asset has increased significantly if it is more than 90 days past due.

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); or

— the financial asset is 90 days past due.

The Group considers a financial instrument to have low credit risk when its credit risk rating is equivalent to the globally understood definition of 'investment grade' or if an external rating is not available, the asset has an internal rating of 'performing'. Performing means that the counterparty has a strong financial position and there is no past due amounts.

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 issuer or debtor;

— a breach of contract, such as a default or being more than 90 days past due;

— the restructuring of a loan or advance by the Group on terms that the Group would not consider otherwise;

— 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 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

Internal and external sources of information are reviewed at the end of each reporting period to identify indications that the following assets may be impaired or an impairment loss previously recognised no longer exists or may have decreased:

— Property, plant and equipment;

— Investment property;

— Intangible assets;

— Right-of-use assets;

— Interests in associates; and

— Investment in subsidiaries in the Company's statement of financial position.

If any such indication exists, the asset's recoverable amount is estimated.

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").

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, if any, 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.

(k) Inventories and other contract costs

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.

(l) Contract liabilities

A contract liability is recognised when the customer pays consideration before the Group recognises the related revenue (see Note 2(t)(i)). A contract liability is also recognised if the Group has an unconditional right to receive consideration before the Group recognises the related revenue. In such latter cases, a corresponding receivable is also recognised (see Note 2(m)).

(m) 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. All receivables are subsequently stated at amortised cost less loss allowance (see Note 2(j)(i)).

(n) Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks 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. Bank overdrafts that are repayable on demand and form an integral part of the Group's cash management are also included as a component of cash and cash equivalents for the purpose of the statement of cash flows. Cash and cash equivalents are assessed for ECL in accordance with the policy set out in Note 2(j)(i).

(o) Trade and other payables

Trade and other payables are initially recognised at fair value. Subsequent to initial recognition, trade and other payables, except financial liabilities to purchase non-controlling interest detailed in the next paragraph, are stated at amortised cost unless the effect of discounting would be immaterial, in which case they are stated at invoice amounts.

The Group recognises as a financial liability its obligation to purchase non-controlling interests of subsidiaries for cash or another financial asset. The financial liability is measured at the highest present value of the settlement amounts that can arise. Any changes in the carrying amount of the financial liability arising from the remeasurement is recognised in profit or loss as changes in fair value of financial instruments. The Group derecognises the financial liability when, and only when, the Group's obligation is discharged, cancelled or has expired.

(p) Loans and borrowings

Loans and 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(v).

(q) 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) 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 costs for a restructuring.

(r) 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.

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.

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 and interest in associates 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; 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.

Current tax balances and deferred tax balances, and movements therein, are presented separately from each other and are not offset. Current tax assets are offset against current tax liabilities, and deferred tax assets against deferred tax liabilities, if the Group has the legally enforceable right to set off current tax assets against current tax liabilities and the following additional conditions are met:

- in the case of current tax assets and liabilities, the Group intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously; or
- in the case of deferred tax assets and liabilities, if they relate to income taxes levied by the same taxation authority on either:
  - the same taxable entity; or
  - different taxable entities, which, in each future period in which significant amounts of deferred tax liabilities or assets are expected to be settled or recovered, intend to realise the current tax assets and settle the current tax liabilities on a net basis or realise and settle simultaneously.

(s) Provisions and contingent liabilities

Provisions are recognised when the Group has a legal or constructive obligation arising as a result of a past event, it is probable that an outflow of economic benefits will be required to settle the obligation and a reliable estimate can be made. Where the time value of money is material, provisions are stated at the present value of the expenditure expected to settle the obligation.

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.

(t) Revenue and other income

Income is classified by the Group as revenue when it arises from the provision of services and 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

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.

When another party is involved in providing services to a customer, the Group determines whether it acts as a principal or as an agent. When making this assessment, the Group 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.

(a) IP-based Brand Marketing Services

The Group assists customers in integrating their brands into various premium IP. In providing these services, the Group identifies IP suited to each customer's brand positioning and product features, and coordinate the planning and execution of marketing campaigns across multiple media channels.

Revenue from these services is recognised over time, as the customer simultaneously receives and consumes the benefits of the Group's performance.

(b) Performance-based Marketing Services

These services mainly involve advertising placements on leading domestic media platforms, supported by refined campaign operations covering advertising material production and placement optimization.

Revenue from these services is recognised over time, as the customer simultaneously receives and consumes the benefits of the Group's performance.

(c) Livestream E-commerce Marketing Services

The Group primarily provides these services across content planning, livestream room and store operations, and data review and analysis, helping customers capture/traffic and convert it into sales. The Group recognises its service fee as revenue, which is calculated as a percentage of the gross sales value generated during the live sessions, when the relevant sessions are completed.

(d) Celebrity and influencer Marketing Services

The Group provides integrated marketing services that involve engaging celebrity or influencer, content production, campaign planning and execution of the campaign.

Revenue from these services is recognised over time, as the customer simultaneously receives and consumes the benefits of the Group's performance.

(e) Overseas Marketing Services

The Group provides Overseas marketing services primarily to China-based customers from different industries seeking to expand into overseas markets. The Group provides integrated marketing services that involve engaging overseas influencer, content production, campaign planning and execution of the campaign.

Revenue from these services is recognised over time, as the customer simultaneously receives and consumes the benefits of the Group's performance.

Principal vs Agent

The Group considers that it acts as a principal in all of the above marketing services except for certain arrangements under Performance-based Marketing Services as further explained below.

In making this conclusion, the Group assessed that it provides a significant service of integrating inputs (including influencer or celebrity endorsement, content product, traffic acquisition from media platforms, data analysis, industry insights) to provide a combined output to the customers, which is an optimised marketing campaign that meets the key performance indicator (KPI) specified by the customers. Through contracting with those third parties such as the media platforms and influencer or celebrity, the Group also has the ability to direct those resources to perform on its behalf, while the Group remains the primary obligator to deliver the marketing campaign to the customers. The Group is exposed to performance risk if it fails to meet the KPI specified by the customers and in such cases it may not be able to fully recover the costs incurred from the customers.

In certain arrangements under Performance-based Marketing Services, the Group's role is limited to helping the customers deposit money with media platforms and transferring marketing content provided by the customers to the media platforms. In those arrangements, the Group considers itself as an agent and therefore recognises revenue on a net basis.

(ii) Revenue from other sources and other income

(a) Rental income from operating leases

Rental income from operating leases is recognised in profit or loss on a straight-line basis over the term of the lease. Lease incentives granted are recognised as an integral part of the total rental income over the term of the lease. Variable lease payments that do not depend on an index or a rate are recognised as income in the accounting period in which they are earned.

(b) Dividends

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

(c) 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.

(d) 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. Where the grant relates to an asset, the grant received is credited to deferred income and is released to the profit and loss over the expected useful life of the relevant asset by equal annual instalments.

(u) 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. The income and expenses of foreign operations are translated into RMB at the exchange rates approximating the foreign exchange rates ruling at the dates of the transactions. Foreign currency differences are recognised in OCI and accumulated in the other reserve.

On disposal of a foreign operation, the cumulative amount of the exchange differences relating to that foreign operation is reclassified from equity to profit or loss when the profit or loss on disposal is recognised.

(v) Borrowing costs

Borrowing costs that are directly attributable to the acquisition, construction or production of an asset which necessarily takes a substantial period of time to get ready for its intended use or sale are capitalised as part of the cost of that asset. Other borrowing costs are expensed in the period in which they are incurred.

The capitalisation of borrowing costs as part of the cost of a qualifying asset commences when expenditure for the asset is being incurred, borrowing costs are being incurred and activities that are necessary to prepare the asset for its intended use or sale are in progress. Capitalisation of borrowing costs is suspended or ceases when substantially all the activities necessary to prepare the qualifying asset for its intended use or sale are interrupted or complete.

(w) 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.

(x) 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 JUDGEMENT AND ESTIMATES

Notes 31(e) contains information about the assumptions and risk factors relating to financial assets. Other key sources of estimation uncertainty are as follows:

(i) Principal versus agent considerations revenue from the Performance-based Marketing Services

In determining whether the Group is acting as a principal or as an agent from the Performance-based Marketing Services requires judgements and considerations of all relevant facts and circumstances. The Group is a principal in a transaction if the Group obtains control of services provided before they are transferred to customers. If control is unclear, when the Group is primarily obligated in a transaction, and has latitude in establishing prices and selecting suppliers, or has several but not all of these indicators, the Group records revenues on a gross basis. Otherwise, the Group records the net amount earned as commissions from services provided.

(ii) Estimation of the rebates earned from media publishers

Certain rebates granted by the media publishers are variable and outside the entity's influence and are recognised as deduction of cost of sales at the time incentives are granted.

In some circumstances, whereby management cannot reasonably estimate the amount of rebates that the Group is expected to earn, the Group only recognises the amount of rebates as agreed by the media publishers, where it is highly probable that a significant reversal in the amount of cost of sales will not occur. Management updates its estimate at each reporting date when additional information becomes available.

4 REVENUE AND SEGMENT REPORTING

(a) Revenue

(i) Disaggregation of revenue

Disaggregation of revenue from contracts with customers by the nature of service is as follows:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* *(unaudited)*	*RMB'000*
Revenue from contracts with customers within the scope of HKFRS 15					
IP-based brand marketing services	2,866,159	3,674,401	4,399,109	845,911	1,133,400
Performance-based marketing services	2,986,808	2,302,187	2,796,236	528,556	884,132
Livestream e-commerce marketing services	104,661	140,673	123,831	29,655	37,761
Celebrity and influencer marketing services	287,813	573,002	1,001,816	187,313	228,134
Overseas marketing services	—	6,684	50,495	7,551	21,217
	6,245,441	6,696,947	8,371,487	1,598,986	2,304,644
Revenue from other sources					
Rental income	377	381	361	95	95
	6,245,818	6,697,328	8,371,848	1,599,081	2,304,739

Disaggregation of the Group's revenue from contracts with customers by the timing of revenue recognition is set out below:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* *(unaudited)*	*RMB'000*
Over-time	6,131,952	6,549,986	8,232,017	1,567,203	2,260,629
Point in time	113,489	146,961	139,470	31,783	44,015
	6,245,441	6,696,947	8,371,487	1,598,986	2,304,644

The Group's customer base is diversified, and there are no customers with whom transactions have exceeded 10% of the Group's revenue during the Track Record Period.

(ii) Revenue expected to be recognised in the future arising from contracts with customers in existence at the reporting date

As at 31 December 2023, 2024 and 2025 and 31 March 2026, the aggregated amount of the transaction price allocated to the remaining performance obligations under the Group's existing contracts are RMB209,095,000, RMB291,282,000, RMB405,482,000, RMB834,658,000 respectively. These amounts represent revenue expected to be recognised in the future in relation to each marketing service. The Group will recognise the expected revenue in future over the completion progress of the work or as the work is completed, which is expected to occur over the next 12 months.

(b) Segment reporting

HKFRS 8, *Operating Segments*, requires identification and disclosure of operating segment information based on internal financial reports that are regularly reviewed by the Group's chief operating decision maker for the purpose of resources allocation and performance assessment. On this basis, the Group has determined that it only has one operating segment during the Track Record Period.

(i) Geographic information

The following table sets out information about the geographical location of (i) the Group's revenue from external customers and (ii) the Group's property, plant and equipment, investment property, right-of-use assets, intangible assets, interests in associates, long-term receivables and other non-current assets ("specified non-current assets").

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Revenue from external customers					
— Chinese Mainland	6,245,818	6,690,644	8,321,353	1,591,530	2,283,522
— Overseas	—	6,684	50,495	7,551	21,217
	6,245,818	6,697,328	8,371,848	1,599,081	2,304,739

	As at 31 December			As at 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Specified non-current assets				
— Chinese Mainland	68,535	64,675	77,360	68,652
— Overseas	—	—	—	—
	68,535	64,675	77,360	68,652

5 OTHER NET INCOME

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Government grants	12,209	8,750	8,909	540	8,491
Interest income	4,555	3,640	1,835	596	254
Net gains/(losses) on disposal of property, plant and equipment and right-of-use assets	88	181	18	—	(1,138)
Additional deduction for VAT	22,652	—	—	—	—
Others	(483)	(1,296)	(192)	234	(997)
	39,021	11,275	10,570	1,370	6,610

Government grants primarily comprise subsidies received from the government for industrial development project and employment related projects.

Additional deduction for value-added tax ("VAT") is a tax benefit provided by the PRC government policy of deducting 5% VAT applicable to taxpayers in the productive service industry in 2023, which was cancelled in 2024.

6 PROFIT BEFORE TAXATION

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

(a) Finance costs:

		Year ended 31 December			Three months ended 31 March	
		2023	2024	2025	2025	2026
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Interest expenses on loans and borrowings	23(c)	2,778	5,532	8,080	2,121	2,541
Interest expenses on lease liabilities	23(c)	1,915	1,585	1,053	313	404
Others		—	—	737	—	584
		4,693	7,117	9,870	2,434	3,529

(b) Staff costs:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* (unaudited)	*RMB'000*
Salaries, wages and other benefits	228,387	261,481	293,674	67,976	81,820
Contributions to defined contribution retirement plans (i)	12,335	15,785	17,689	3,459	3,771
	240,722	277,266	311,363	71,435	85,591

(i) Defined contribution retirement plans

Employees of the Company and its subsidiaries are required to participate in a defined contribution retirement scheme administered and operated by the local municipal government. The Company and its subsidiaries contribute funds which are calculated on certain percentages of the average employee salary as agreed by the local municipal government to the scheme to fund the retirement benefits of the employees.

The Group has no other material obligation for the payment of retirement benefits associated with the scheme beyond the annual contributions described above.

(c) Other items:

		Year ended 31 December			Three months ended 31 March	
		2023	2024	2025	2025	2026
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000* (unaudited)	*RMB'000*
Depreciation:						
— owned property, plant and equipment	11	7,153	5,981	5,414	1,246	1,359
— investment property	12	1,083	1,083	1,083	271	271
— right-of-use assets	13	19,042	18,034	19,174	4,799	4,948
Amortisation of intangible assets	14	133	107	127	34	27
Changes in the fair value of financial assets at FVPL		(1,212)	(957)	(146)	(19)	(1)
Impairment losses on trade and other receivables		6,523	3,167	6,438	914	2,885
Auditors' remuneration		434	434	151	38	38

7 INCOME TAX IN THE CONSOLIDATED STATEMENTS OF PROFIT OR LOSS

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

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* (unaudited)	*RMB'000*
Current tax					
Provision for the year/period	25,059	19,914	33,859	2,408	8,334
Deferred tax					
Origination and reversal of temporary differences	(1,502)	(700)	(1,450)	(193)	(918)
	23,557	19,214	32,409	2,215	7,416

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

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* (unaudited)	*RMB'000*
Profit before taxation	96,469	77,173	128,285	9,664	29,247
Notional tax on profit before taxation, calculated at the rates applicable to the jurisdictions concerned (i)	24,117	19,293	32,071	2,416	7,312
Effect of tax rate difference of subsidiaries (ii)	(1,503)	(1,211)	(1,185)	(564)	(213)
Tax effect of non-deductible expenses	943	1,132	1,523	363	317
Actual tax expense	23,557	19,214	32,409	2,215	7,416

(i) The Group's PRC subsidiaries are subject to Corporate Income Tax ("CIT") at a statutory rate of 25% on their respective taxable income during the Track Record Period unless otherwise specified. The subsidiary incorporated in Hong Kong is subject to statutory profit tax at a rate of 16.5%.

(ii) The Group's certain subsidiaries satisfied the Inclusive Tax Deduction and Exemption Policies for Micro and Small Enterprises and are subject to a preferential income tax rate of 5% during the years ended 31 December 2023, 2024 and 2025 and the three months ended 31 March 2026.

(iii) The Group is subject to the global minimum top-up tax under the Pillar Two model rules published by the Organisation for Economic Co-operation and Development. The Pillar Two income tax are levied on certain subsidiaries under the local new tax laws which introduced a domestic minimum top-up tax effective from 1 January 2024.

The Group has applied the temporary mandatory exception from deferred tax accounting for the top-up tax and accounted for the tax as current tax when incurred. This new tax policy did not have a material impact on the Historical Financial Information of the Group for the year ended 31 December 2024, 2025 and the three months ended 31 March 2026.

8 DIRECTORS', SUPERVISORS' AND SENIOR EXECUTIVE'S EMOLUMENTS

Directors', supervisors' and senior executive's emoluments during the Track Record Period are as follows:

		Year ended 31 December 2023					
	Notes	Directors' fees	Salaries, allowances and benefits in kind	Retirement scheme contributions	Sub-Total	Equity-settled share-based payments	Total
		RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	
Executive directors							
(Zha Daocun) 查道存	(a)	—	527	135	662	—	662
(Chang Qing) 常青	(a)	—	387	24	411	—	411
(Yu Xianghua) 俞湘華	(b)	—	509	135	644	—	644
(Gao Zhiyong) 高志勇	(a)	—	492	135	627	—	627
Non-executive directors							
(Fan Xuwen) 樊旭文	(c)	100	—	—	100	—	100
(Tang Sheng He) 湯勝河	(c)	100	—	—	100	—	100
(Wu Jingxuan) 吳景璇	(a)	—	—	—	—	—	—
Supervisors							
(Yang Meng) 楊萌	(d)	—	192	42	234	—	234
(Liu Yingying) 劉瀅瀅	(d)	—	1,009	135	1,144	—	1,144
(Li Hui) 李輝	(d)	—	765	34	799	—	799
Senior executive							
(Zhou Min) 周敏	(e)	—	348	87	435	—	435
		200	4,229	727	5,156	—	5,156

		Year ended 31 December 2024					
	Notes	Directors' fees	Salaries, allowances and benefits in kind	Retirement scheme contributions	Sub-Total	Equity-settled share-based payments	Total
		RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	
Executive directors							
(Zha Daocun) 查道存	(a)	—	557	146	703	—	703
(Chang Qing) 常青	(a)	—	456	24	480	—	480
(Yu Xianghua) 俞湘華	(b)	—	557	146	703	—	703
(Gao Zhiyong) 高志勇	(a)	—	552	146	698	—	698
Non-executive directors							
(Fan Xuwen) 樊旭文	(c)	100	—	—	100	—	100
(Tang Sheng He) 湯勝河	(c)	100	—	—	100	—	100
(Wu Jingxuan) 吳景璇	(a)	—	—	—	—	—	—
Supervisors							
(Yang Meng) 楊萌	(d)	—	264	81	345	—	345
(Liu Yingying) 劉瀅瀅	(d)	—	921	146	1,067	—	1,067
(Li Hui) 李輝	(d)	—	497	33	530	—	530
(Gao Liping) 高利萍	(f)	—	1,929	146	2,075	—	2,075
(Xu Kun) 徐琨	(f)	—	1,671	146	1,817	—	1,817
Senior executive							
(Zhou Min) 周敏	(e)	—	375	64	439	—	439
		200	7,779	1,078	9,057	—	9,057

		Year ended 31 December 2025					
	Notes	Directors' fees	Salaries, allowances and benefits in kind	Retirement scheme contributions	Sub-Total	Equity-settled share-based payments	Total
		RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	
Executive directors							
(Zha Daocun) 查道存	(a)	—	587	145	732	—	732
(Chang Qing) 常青	(a)	—	506	27	533	—	533
(Yu Xianghua) 俞湘華	(b)	—	617	145	762	—	762
(Gao Zhiyong) 高志勇	(a)	—	612	145	757	—	757
Non-executive directors							
(Fan Xuwen) 樊旭文	(c)	100	—	—	100	—	100
(Tang Sheng He) 湯勝河	(c)	100	—	—	100	—	100
(Wu Jingxuan) 吳景璇	(a)	—	—	—	—	—	—
Supervisors							
(Yang Meng) 楊萌	(d)	—	336	63	399	—	399
(Liu Yingying) 劉瀅瀅	(d)	—	709	145	854	—	854
(Li Hui) 李輝	(d)	—	573	35	608	—	608
(Gao Liping) 高利萍	(f)	—	1,821	145	1,966	—	1,966
(Xu Kun) 徐琨	(f)	—	1,910	145	2,055	—	2,055
Senior executive							
(Zhou Min) 周敏	(e)	—	405	79	484	—	484
		200	8,076	1,074	9,350	—	9,350

		Three months ended 31 March 2026					
	Notes	Directors' fees	Salaries, allowances and benefits in kind	Retirement scheme contributions	Sub-Total	Equity-settled share-based payments	Total
		RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	
Executive directors							
(Zha Daocun) 查道存	(a)	—	118	36	154	—	154
(Chang Qing) 常青	(a)	—	105	7	112	—	112
(Yu Xianghua) 俞湘華	(b)	—	133	36	169	—	169
(Gao Zhiyong) 高志勇	(a)	—	132	36	168	—	168
Non-executive directors							
(Fan Xuwen) 樊旭文	(c)	25	—	—	25	—	25
(Tang Sheng He) 湯勝河	(c)	25	—	—	25	—	25
(Wu Jingxuan) 吳景璇	(a)	—	—	—	—	—	—
Supervisors							
(Yang Meng) 楊萌	(d)	—	84	—	84	—	84
(Liu Yingying) 劉瀅瀅	(d)	—	164	36	200	—	200
(Li Hui) 李輝	(d)	—	105	27	132	—	132
(Gao Liping) 高利萍	(f)	—	275	36	311	—	311
(Xu Kun) 徐琨	(f)	—	523	36	559	—	559
Senior executive							
(Zhou Min) 周敏	(e)	—	97	20	117	—	117
		50	1,736	270	2,056	—	2,056

Notes:

(a) (Zha Daocun) 查道存, (Chang Qing) 常青, (Gao Zhiyong) 高志勇 were appointed as executive directors, (Wu Jingxuan) 吳景璇 was appointed as non-executive director of the Company in February 2015.

(b) (Yu Xianghua) 俞湘華 was appointed as executive directors of the Company in April 2011.

(c) (Fan Xuwen) 樊旭文, (Tang Sheng He) 湯勝河 were appointed as non-executive directors of the Company in June 2020.

(d) (Yang Meng) 楊萌, (Liu Yingying) 劉瀅瀅, (Li Hui) 李輝 were appointed as supervisors of the Company in February 2015.

(e) (Zhou Min) 周敏 was appointed as a senior executive of the Company in August 2011.

(f) (Gao Liping) 高利萍, (Xu Kun) 徐琨 were appointed as supervisors of the Company in February 2024.

During the Track Record Period, no director or chief executive has waived or agreed to waive any emoluments and no amounts were paid or payable by the Group to the directors and the chief executive as an inducement to join or upon joining the Group or as compensation for loss of any office in connection with the management of the affairs of any member of the Group.

9 INDIVIDUALS WITH HIGHEST EMOLUMENTS

For the years ended 31 December 2023, 2024 and 2025 and the three months ended 31 March 2025 and 2026, none of the five individuals with the highest emoluments in the Group are directors. The emoluments in respect of the five highest individuals during the Track Record Period are as follows:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Salaries, allowance and benefits in kind	6,709	7,580	7,628	1,616	1,693
	6,709	7,580	7,628	1,616	1,693

The emoluments of the individuals with the highest emoluments are within the following bands:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	Number of individuals	*Number of individuals*	*Number of individuals*	*Number of individuals (unaudited)*	*Number of individuals*
Hong Kong Dollar ("HKD")					
0–500,000	—	—	—	5	4
500,001–1,000,000	—	—	—	—	1
1,000,001–1,500,000	3	3	3	—	—
1,500,001–2,000,000	2	1	1	—	—
2,000,001–2,500,000	—	—	1	—	—
2,500,001–3,000,000	—	1	—	—	—
	5	5	5	5	5

During the Track Record Period, no amounts were paid or payable by the Group to the above non-director highest paid individuals as an inducement to join or upon joining the Group or as compensation for loss of any office in connection with the management of the affairs of any member of the Group.

10 EARNINGS PER SHARE

(a) Basic earnings per share

Basic earnings per share for the Track Record Period is calculated by dividing the profit attributable to equity shareholders of the Company by the weighted average number of ordinary shares in issue as follows:

		Year ended 31 December			Three months ended 31 March	
		2023	2024	2025	2025	2026
					(unaudited)	
Profit attributable to equity shareholders of the Company (RMB'000)		69,318	56,443	95,095	7,267	20,830
Weighted average number of ordinary shares ('000)		100,154	100,154	100,154	100,154	100,154
Basic earnings per share (expressed in RMB per share)		0.69	0.56	0.95	0.07	0.21
Weighted average number of ordinary shares:						
Issued ordinary shares at beginning of year/period	30(c)	100,154	100,154	100,154	100,154	100,154
Weighted average number of ordinary shares at end of year/period		100,154	100,154	100,154	100,154	100,154

(b) Diluted earnings per share

Diluted earnings per share for the years ended 31 December 2023, 2024 and 2025 and for the three months ended 31 March 2025 and 2026 were the same as the basic earnings per share as there were no potential dilutive ordinary shares in existence during the Track Record Period.

11 PROPERTY, PLANT AND EQUIPMENT

The Group

	Plant and buildings	Equipment and machinery	Vehicles	Leasehold improvements	Total
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Cost:					
At 1 January 2023	824	15,585	4,055	8,803	29,267
Additions	—	4,201	—	2,467	6,668
Disposals	—	(3)	—	—	(3)
At 31 December 2023 and 1 January 2024	824	19,783	4,055	11,270	35,932
Additions	—	2,161	—	3,945	6,106
Disposals	—	(266)	—	—	(266)
At 31 December 2024 and 1 January 2025	824	21,678	4,055	15,215	41,772
Additions	—	1,796	—	1,159	2,955
At 31 December 2025 and 1 January 2026	824	23,474	4,055	16,374	44,727
Additions	—	534	—	—	534
Disposals	—	—	—	(2,373)	(2,373)
At 31 March 2026	824	24,008	4,055	14,001	42,888
Accumulated depreciation:					
At 1 January 2023	(164)	(9,999)	(2,084)	(4,618)	(16,865)
Charge for the year	(36)	(3,505)	(603)	(3,009)	(7,153)
Written back on disposals	—	3	—	—	3
At 31 December 2023 and 1 January 2024	(200)	(13,501)	(2,687)	(7,627)	(24,015)
Charge for the year	(42)	(3,315)	(603)	(2,021)	(5,981)
Written back on disposals	—	202	—	—	202
At 31 December 2024 and 1 January 2025	(242)	(16,614)	(3,290)	(9,648)	(29,794)
Charge for the year	(39)	(2,500)	(556)	(2,319)	(5,414)
At 31 December 2025 and 1 January 2026	(281)	(19,114)	(3,846)	(11,967)	(35,208)
Charge for the period	(10)	(636)	(108)	(605)	(1,359)
Written back on disposals	—	—	—	1,187	1,187
At 31 March 2026	(291)	(19,750)	(3,954)	(11,385)	(35,380)
Net book value:					
At 31 December 2023	624	6,282	1,368	3,643	11,917
At 31 December 2024	582	5,064	765	5,567	11,978
At 31 December 2025	543	4,360	209	4,407	9,519
At 31 March 2026	533	4,258	101	2,616	7,508

The Company

	Equipment and machinery	Leasehold improvements	Total
	RMB'000	*RMB'000*	*RMB'000*
Cost:			
At 1 January 2023	15,208	8,096	23,304
Additions	1,678	613	2,291
At 31 December 2023 and 1 January 2024	16,886	8,709	25,595
Additions	1,691	3,946	5,637
Disposals	(266)	—	(266)
At 31 December 2024 and 1 January 2025	18,311	12,655	30,966
Additions	1,481	1,159	2,640
At 31 December 2025 and 1 January 2026	19,792	13,814	33,606
Additions	377	—	377
Disposals	—	(2,373)	(2,373)
At 31 March 2026	20,169	11,441	31,610
Accumulated depreciation:			
At 1 January 2023	(9,532)	(4,608)	(14,140)
Charge for the year	(2,904)	(2,620)	(5,524)
At 31 December 2023 and 1 January 2024	(12,436)	(7,228)	(19,664)
Charge for the year	(2,232)	(1,509)	(3,741)
Written back on disposals	202	—	202
At 31 December 2024 and 1 January 2025	(14,466)	(8,737)	(23,203)
Charge for the year	(1,747)	(1,807)	(3,554)
At 31 December 2025 and 1 January 2026	(16,213)	(10,544)	(26,757)
Charge for the period	(439)	(476)	(915)
Written back on disposals	—	1,187	1,187
At 31 March 2026	(16,652)	(9,833)	(26,485)
Net book value:			
At 31 December 2023	4,450	1,481	5,931
At 31 December 2024	3,845	3,918	7,763
At 31 December 2025	3,579	3,270	6,849
At 31 March 2026	3,517	1,608	5,125

12 INVESTMENT PROPERTY

The Group and the Company

	Investment property
	RMB'000
Cost:	
At 1 January 2023, 31 December 2023, 1 January 2024, 31 December 2024, 1 January 2025, 31 December 2025, 1 January 2026 and 31 March 2026	12,828
Accumulated depreciation:	
At 1 January 2023	(2,000)
Charge for the year	(1,083)
At 31 December 2023 and 1 January 2024	(3,083)
Charge for the year	(1,083)
At 31 December 2024 and 1 January 2025	(4,166)
Charge for the year	(1,083)
At 31 December 2025 and 1 January 2026	(5,249)
Charge for the period	(271)
At 31 March 2026	(5,520)
Net book value:	
At 31 December 2023	9,745
At 31 December 2024	8,662
At 31 December 2025	7,579
At 31 March 2026	7,308

The investment property is a property located in Guangzhou for rental purpose.

As at 31 December 2023, 2024 and 2025 and 31 March 2026, the fair value of the investment property was not materially different from its carrying amount.

The Group leases out investment property under operating leases. The leases run for an initial period of 5 years since April 2022.

Undiscounted lease payments under non-cancellable operating leases will be receivable by the Group in future periods as follows:

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Within 1 year	416	393	416	416
After 1 year but within 2 years	393	416	132	19
After 2 years but within 3 years	416	132	—	—
After 3 years but within 4 years	132	—	—	—
	1,357	941	548	435

13 RIGHT-OF-USE ASSETS

The Group

	Buildings
	RMB'000
Cost:	
At 1 January 2023	80,545
Additions	8,703
Disposals	(10,004)
At 31 December 2023 and 1 January 2024	79,244
Additions	19,081
Disposals	(21,328)
At 31 December 2024 and 1 January 2025	76,997
Additions	35,725
Disposals	(23,907)
At 31 December 2025 and 1 January 2026	88,815
Disposals	(6,159)
At 31 March 2026	82,656
Accumulated depreciation:	
At 1 January 2023	(31,895)
Charge for the year	(19,042)
Written back on disposals	7,805
At 31 December 2023 and 1 January 2024	(43,132)
Charge for the year	(18,034)
Written back on disposals	16,358
At 31 December 2024 and 1 January 2025	(44,808)
Charge for the year	(19,174)
Written back on disposals	23,602
At 31 December 2025 and 1 January 2026	(40,380)
Charge for the period	(4,948)
Written back on disposals	4,429
At 31 March 2026	(40,899)
Net book value:	
At 31 December 2023	36,112
At 31 December 2024	32,189
At 31 December 2025	48,435
At 31 March 2026	41,757

The Company

	Buildings *RMB'000*
Cost:	
At 1 January 2023	72,234
Additions	8,505
Disposals	(10,004)
At 31 December 2023 and 1 January 2024	70,735
Additions	17,126
Disposals	(21,329)
At 31 December 2024 and 1 January 2025	66,532
Additions	35,960
Disposals	(23,907)
At 31 December 2025 and 1 January 2026	78,585
Disposals	(6,159)
At 31 March 2026	72,426
Accumulated depreciation:	
At 1 January 2023	(30,816)
Charge for the year	(17,036)
Written back on disposals	7,805
At 31 December 2023 and 1 January 2024	(40,047)
Charge for the year	(16,005)
Written back on disposals	16,358
At 31 December 2024 and 1 January 2025	(39,694)
Charge for the year	(17,309)
Written back on disposals	23,602
At 31 December 2025 and 1 January 2026	(33,401)
Charge for the period	(4,553)
Written back on disposals	4,429
At 31 March 2026	(33,525)
Net book value:	
At 31 December 2023	30,688
At 31 December 2024	26,838
At 31 December 2025	45,184
At 31 March 2026	38,901

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

The Group

	At 31 December			At 31 March
	2023	**2024**	**2025**	**2026**
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Depreciation charge of right-of-use assets Buildings	19,042	18,034	19,174	4,948
Interest on lease liabilities *(Note 6(a))*	1,915	1,585	1,053	404
Expense relating to short-term leases	5,582	5,672	4,818	3,009

Details of total cash outflow for leases, the maturity analysis of lease liabilities and the future cash outflows arising from leases that are not yet commenced are set out in Notes 23(d), 27 and 31(b), respectively.

(a) Properties leased for own use

The Group has obtained the right to use properties and land through tenancy agreements. The leases typically run for an initial period of 2 to 5 years.

14 INTANGIBLE ASSETS

The Group and the Company

	Software
	RMB'000
Cost:	
At 1 January 2023	736
Additions	105
At 31 December 2023 and 1 January 2024	841
Additions	199
At 31 December 2024, 1 January 2025, 31 December 2025, 1 January 2026 and 31 March 2026	1,040
Accumulated amortisation:	
At 1 January 2023	(417)
Charge for the year	(133)
At 31 December 2023 and 1 January 2024	(550)
Charge for the year	(107)
At 31 December 2024 and 1 January 2025	(657)
Charge for the year	(127)
At 31 December 2025 and 1 January 2026	(784)
Charge for the period	(27)
At 31 March 2026	(811)
Net book value:	
At 31 December 2023	291
At 31 December 2024	383
At 31 December 2025	256
At 31 March 2026	229

15 INTERESTS IN ASSOCIATES

The Group and the Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Associates				
— immaterial associates	851	—	—	—
	851	—	—	—

During the year ended 31 December 2024, the Group fully disposed of a 30% equity interests of Yiyang Information Technology (Beijing) Co., Ltd. with nil consideration.

16 INVESTMENTS IN SUBSIDIARIES

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Investments in subsidiaries	10,210	15,224	25,991	25,991

The particulars of subsidiaries which principally and significantly affected the results, assets or liabilities of the Group are set out in Note 1.

In 2025, the Company entered into an equity transfer agreement to acquire 19% equity interests of Shanghai Socialstar Culture Communication Co., Ltd. ("Shanghai Socialstar"), with its other equity owner for a consideration of RMB1,294,000. The consideration paid to the other equity owners for 19% equity interests was accounted for as transaction with non-controlling interests. After the completion of the transaction, the Company owns 79% equity interests of Shanghai Socialstar.

During 2025, the Company injected capital of RMB9,473,000 to Vision Star Media (Hong Kong) Co., Limited.

The following table lists out the information relating to Vision Star Brilliant Culture Communication (Tianjin) Co., Ltd., the subsidiary of the Group which has a material NCI. The summarised financial information presented below represents the amounts before any inter-company elimination.

Vision Star Brilliant Culture Communication (Tianjin) Co., Ltd.	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
NCI percentage	40%	40%	40%	40%	40%
Current assets	175,320	176,357	206,866	127,377	204,010
Non-current assets	1,998	2,759	1,744	2,602	1,514
Current liabilities	112,545	111,915	140,307	62,646	135,037
Non-current liabilities	—	841	172	753	—
Net assets	64,773	66,360	68,131	66,580	70,487
Carrying amount of NCI	25,909	26,544	27,252	26,632	28,194
Revenue	553,673	663,509	563,081	122,208	100,821
Profit for the year	5,849	1,587	1,771	220	2,356
Total comprehensive income	5,849	1,587	1,771	220	2,356
Profit allocated to NCI	2,340	635	708	88	942
Dividend paid to NCI	—	—	—	—	—
Cash flows from operating activities	7,954	(11,125)	6,524	(6,102)	(5,159)
Cash flows from investing activities	(117)	(435)	(144)	(11)	—
Cash flows from financing activities	(5,797)	5,105	(1,105)	(288)	(10,240)

17 LONG-TERM RECEIVABLES

The Group

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Security deposits	9,619	11,314	9,148	9,085
	9,619	11,314	9,148	9,085

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Security deposits	8,932	10,660	8,539	8,429
	8,932	10,660	8,539	8,429

18 OTHER NON-CURRENT ASSETS

The Group and the Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Prepayments	—	149	2,423	2,765
	—	149	2,423	2,765

19 TRADE AND OTHER RECEIVABLES

The Group

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Trade receivables, net of loss allowance	1,135,224	1,156,353	1,661,036	1,821,774
Bills receivable	74,206	48,043	54,509	15,104
Other receivables and deposits, net of loss allowance:				
— Security deposits	16,013	56,912	18,005	16,718
— Others	1,302	3,112	2,964	4,899
	17,315	60,024	20,969	21,617
	1,226,745	1,264,420	1,736,514	1,858,495

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Trade receivables, net of loss allowance	1,072,097	1,072,245	1,568,473	1,714,202
Bills receivable	74,206	47,314	54,347	15,104
Other receivables and deposits, net of loss allowance:				
— Amounts due from subsidiaries	7,712	5,415	6,440	2,403
— Security deposits	15,539	56,441	17,625	16,417
— Others	1,069	1,879	2,589	4,412
	24,320	63,735	26,654	23,232
	1,170,623	1,183,294	1,649,474	1,752,538

All of trade and other receivables of the Group are expected to be recovered or recognised as expenses within one year.

Bills receivable mainly represent short-term bank acceptance receivable that entitle the Group to receive the full face amount from the banks at maturity, which generally ranges from 3 to 6 months from the date of issuance. Historically, the Group had experienced no credit losses on bills receivable. The Group from time to time endorses bills receivable to suppliers in order to settle trade payables.

As of the end of each reporting period, the ageing analysis of trade receivables (which are included in trade receivables and other receivables) based on the invoice date and net of loss allowance, is as follows:

The Group

	At 31 December			At 31 March
	2023	**2024**	**2025**	**2026**
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Within 1 year	1,136,567	1,156,869	1,665,016	1,828,419
Over 1 year	24,838	27,336	30,308	30,527
Less: loss allowance	(26,181)	(27,852)	(34,288)	(37,172)
	1,135,224	1,156,353	1,661,036	1,821,774

Details on the Group's credit policy and credit risk arising from trade receivables are set out in Note 31(a).

20 PREPAYMENTS

The amounts represent advance payments to suppliers that would be recognised as cost of sales upon receiving services from the suppliers.

21 FINANCIAL ASSETS MEASURED AT FAIR VALUE

(a) Financial assets measured at FVPL:

The Group

		At 31 December			At 31 March
		2023	**2024**	**2025**	**2026**
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Current:					
— Wealth management products	31(e)	3,005	—	—	2,000
		3,005	—	—	2,000

(b) Financial assets measured at FVOCI:

The Group

		At 31 December			At 31 March
		2023	**2024**	**2025**	**2026**
	Note	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Investments in unlisted equity securities	31(e)	789	113	543	546
		789	113	543	546

These equity investments are classified as financial assets at fair value through other comprehensive income, which were designated by the Company at initial recognition.

These financial investments are mainly unlisted companies in advertising industry.

No dividends were received from these investments during the Track Record Period.

22 RESTRICTED CASH

As at 31 December 2023, 2024 and 2025 and 31 March 2026, the restricted cash represented cash balances frozen by judicial authorities in connection with a legal case.

23 CASH AND CASH EQUIVALENTS AND OTHER CASH FLOW INFORMATION

(a) Cash and cash equivalents comprise:

The Group

	At 31 December			At 31 March
	2023	**2024**	**2025**	**2026**
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Cash at bank and on hand	301,345	170,518	173,881	162,780

The Company

	At 31 December			At 31 March
	2023	**2024**	**2025**	**2026**
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Cash at bank and on hand	267,025	146,058	127,397	130,016

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

	Note	Year ended 31 December			Three months ended 31 March	
		2023	2024	2025	2025	2026
		RMB'000	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Profit before taxation		96,469	77,173	128,285	9,664	29,247
Adjustments for:						
Depreciation of property, plant and equipment	6(c)	7,153	5,981	5,414	1,246	1,359
Depreciation of investment property	6(c)	1,083	1,083	1,083	271	271
Depreciation of right-of-use assets	6(c)	19,042	18,034	19,174	4,799	4,948
Amortisation of intangible assets	6(c)	133	107	127	34	27
Finance costs	6(a)	4,693	7,117	9,870	2,434	3,529
Impairment losses on trade and other receivables	6(c)	6,523	3,167	6,438	914	2,885
Changes in the fair value of financial assets at FVPL	6(c)	(1,212)	(957)	(146)	(19)	(1)
Share of profit less losses of associates		354	—	—	—	—
(Gain)/loss on disposal of property, plant and equipment and right-of-use assets		(88)	(181)	(18)	—	1,138
Loss on disposal of interests in associates		—	851	—	—	—
Changes in working capital:						
Trade and other receivables		(236,043)	(41,537)	(477,366)	132,339	(124,803)
Prepayments		142,370	(226,316)	(160,997)	(611,959)	(493,141)
Restricted cash		(120)	120	—	—	—
Inventories		307	2,039	19	19	—
Trade and other payables		235,982	(139,725)	377,929	(21,797)	(16,967)
Contract liabilities		(105,158)	82,187	114,200	405,109	429,176
Other current assets		302	(46)	(308)	39	116
Other current liabilities		(10,124)	4,879	6,617	27,073	25,581
Cash generated from/ (used in) operations		161,666	(206,024)	30,321	(49,834)	(136,635)

(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 cash flow statement as cash flows from financing activities.

	Loans and borrowings *RMB'000* *(Note 24)*	Lease liabilities *RMB'000* *(Note 27)*	Trade and other payables — dividends payable *RMB'000* *(Note 25)*	Total *RMB'000*
At 1 January 2023	45,057	48,682	60,152	153,891
Changes from financing cash flows:				
Capital element of lease rentals paid	—	(18,334)	—	(18,334)
Interest element of lease rentals paid	—	(1,915)	—	(1,915)
Proceeds from loans and borrowings	241,834	—	—	241,834
Repayment of loans and borrowings	(140,000)	—	—	(140,000)
Dividends paid	—	—	(60,152)	(60,152)
Interest paid	(2,723)	—	—	(2,723)
Total changes from financing cash flows	99,111	(20,249)	(60,152)	18,710
Other changes:				
Increase in lease liabilities from entering into new leases during the year	—	8,702	—	8,702
Decrease in lease liabilities from terminating leases during the year	—	(2,115)	—	(2,115)
Interest expenses *(Note 6(a))*	2,778	1,915	—	4,693
Total other changes	2,778	8,502	—	11,280
At 31 December 2023	146,946	36,935	—	183,881

	Loans and borrowings *RMB'000* *(Note 24)*	Lease liabilities *RMB'000* *(Note 27)*	Trade and other payables — dividends payable *RMB'000* *(Note 25)*	Total *RMB'000*
At 1 January 2024	146,946	36,935	—	183,881
Changes from financing cash flows:				
Capital element of lease rentals paid	—	(18,205)	—	(18,205)
Interest element of lease rentals paid	—	(1,585)	—	(1,585)
Proceeds from loans and borrowings	556,068	—	—	556,068
Repayment of loans and borrowings	(415,000)	—	—	(415,000)
Dividends paid	—	—	(490)	(490)
Interest paid	(5,383)	—	—	(5,383)
Total changes from financing cash flows	135,685	(19,790)	(490)	115,405
Other changes:				
Increase in lease liabilities from entering into new leases during the year	—	19,081	—	19,081
Decrease in lease liabilities from terminating leases during the year	—	(5,135)	—	(5,135)
Dividends declared and approved	—	—	490	490
Interest expenses *(Note 6(a))*	5,532	1,585	—	7,117
Total other changes	5,532	15,531	490	21,553
At 31 December 2024	288,163	32,676	—	320,839

	Loans and borrowings *RMB'000* *(Note 24)*	Lease liabilities *RMB'000* *(Note 27)*	Trade and other payables — dividends payable *RMB'000* *(Note 25)*	Total *RMB'000*
At 1 January 2025	**288,163**	**32,676**	**—**	**320,839**
Changes from financing cash flows:				
Capital element of lease rentals paid	—	(19,862)	—	(19,862)
Interest element of lease rentals paid	—	(1,053)	—	(1,053)
Proceeds from loans and borrowings	654,548	—	—	654,548
Repayment of loans and borrowings	(604,500)	—	—	(604,500)
Dividends paid	—	—	(12,016)	(12,016)
Interest paid	(7,656)	—	—	(7,656)
Total changes from financing cash flows	42,392	(20,915)	(12,016)	9,461
Other changes:				
Increase in lease liabilities from entering into new leases during the year	—	35,725	—	35,725
Decrease in lease liabilities from terminating leases during the year	—	(309)	—	(309)
Dividends declared and approved	—	—	12,018	12,018
Interest expenses *(Note 6(a))*	8,080	1,053	—	9,133
Total other changes	8,080	36,469	12,018	56,567
At 31 December 2025	**338,635**	**48,230**	**2**	**386,867**

	Loans and borrowings *RMB'000 (Note 24)*	Lease liabilities *RMB'000 (Note 27)*	Trade and other payables — dividends payable *RMB'000 (Note 25)*	Total *RMB'000*
At 1 January 2026	338,635	48,230	2	386,867
Changes from financing cash flows:				
Capital element of lease rentals paid	—	(4,129)	—	(4,129)
Interest element of lease rentals paid	—	(404)	—	(404)
Proceeds from loans and borrowings	399,350	—	—	399,350
Repayment of loans and borrowings	(260,000)	—	—	(260,000)
Interest paid	(2,895)	—	—	(2,895)
Total changes from financing cash flows	136,455	(4,533)	—	131,922
Other changes:				
Decrease in lease liabilities from terminating leases during the period	—	(1,774)	—	(1,774)
Interest expenses *(Note 6(a))*	2,541	404	—	2,945
Total other changes	2,541	(1,370)	—	1,171
At 31 March 2026	477,631	42,327	2	519,960

Unaudited

	Loans and borrowings *RMB'000 (Note 24)*	Lease liabilities *RMB'000 (Note 27)*	Trade and other payables — dividends payable *RMB'000 (Note 25)*	Total *RMB'000*
At 1 January 2025	288,163	32,676	—	320,839
Changes from financing cash flows:				
Capital element of lease rentals paid	—	(4,951)	—	(4,951)
Interest element of lease rentals paid	—	(313)	—	(313)
Proceeds from loans and borrowings	127,648	—	—	127,648
Repayment of loans and borrowings	(115,000)	—	—	(115,000)
Interest paid	(2,046)	—	—	(2,046)
Total changes from financing cash flows	10,602	(5,264)	—	5,338
Other changes:				
Increase in lease liabilities from entering into new leases during the period	—	101	—	101
Interest expenses *(Note 6(a))*	2,121	313	—	2,434
Total other changes	2,121	414	—	2,535
At 31 March 2025	300,886	27,826	—	328,712

(d) Total cash outflow for leases

Amounts included in the cash flow statement for leases comprise the following:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* (unaudited)	*RMB'000*
Within operating cash flows	5,582	5,672	4,818	414	3,009
Within financing cash flows	20,249	19,790	20,915	5,264	4,533
	25,831	25,462	25,733	5,678	7,542

These amounts relate to the following:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* (unaudited)	*RMB'000*
Lease rentals paid	25,831	25,462	25,733	5,678	7,542

24 LOANS AND BORROWINGS

(a) Loans and borrowings comprise:

The Group

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Interest-bearing borrowings — Fixed rate	146,946	288,163	338,635	477,631
	146,946	288,163	338,635	477,631

All the Group's loans and borrowings are denominated in RMB. As at the end of each reporting period, the bank loans bore a fixed interest rate ranging from 2.30% to 6.20% per annum.

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Interest-bearing borrowings — Fixed rate	146,946	278,154	328,627	477,631
	146,946	278,154	328,627	477,631

All the Company's loans and borrowings are denominated in RMB. As at the end of each reporting period, the bank loans bore a fixed interest rate ranging from 2.30% to 6.20% per annum.

(b) As of the end of each reporting period, loans and borrowings were repayable as follows:

The Group

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Within 1 year or on demand	146,946	288,163	338,635	477,631
	146,946	288,163	338,635	477,631

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Within 1 year or on demand	146,946	278,154	328,627	477,631
	146,946	278,154	328,627	477,631

(c) As of the end of each reporting period, loans and borrowings were guaranteed and secured as follows:

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Secured loans (i)	—	10,009	10,008	—
Unsecured and guaranteed borrowings	146,946	278,154	328,627	477,631
	146,946	288,163	338,635	477,631

(i) These loans were secured by Supervisor Yang Meng's personal residential property.

(ii) These borrowings were guaranteed by a Director, Zha Daocun, and his spouse, Jiang Hong.

[All the related pledge of assets and guarantees in the above will be released and replaced by corporate guarantee of the Company upon [REDACTED].]

25 TRADE AND OTHER PAYABLES

The Group

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Trade payables	546,238	397,474	755,938	765,509
Accrued payroll	46,961	48,237	55,650	33,533
Other tax payables	35,426	37,213	47,769	45,214
Dividends payable	—	—	2	2
Other payables and accruals:	4,771	9,873	11,412	10,012
	633,396	492,797	870,771	854,270

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Trade payables	522,085	366,197	703,132	705,089
Amounts due to subsidiaries	62,042	82,069	83,260	84,273
Accrued payroll	35,886	37,210	43,668	25,753
Other tax payables	27,133	28,364	37,998	35,441
Dividends payable	—	—	2	2
Other payables and accruals:	4,776	11,992	12,307	10,495
	651,922	525,832	880,367	861,053

All trade and other payables of the Group are expected to be settled or recognised as income within one year or are repayable on demand.

(i) As of the end of each reporting period, the ageing analysis of trade payables (which are included in trade and other payables), based on the invoice date, is as follows:

The Group

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Within 1 year	507,980	328,894	665,571	670,254
Over 1 year	38,258	68,580	90,367	95,255
	546,238	397,474	755,938	765,509

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Within 1 year	491,665	269,918	579,035	579,038
Over 1 year	30,420	96,279	124,097	126,051
	522,085	366,197	703,132	705,089

26 CONTRACT LIABILITIES

The Group

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Advertising service advances	209,095	291,282	405,482	834,658
	209,095	291,282	405,482	834,658

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Advertising service advances	173,155	243,085	361,611	775,423
	173,155	243,085	361,611	775,423

Contract liabilities would be recognised as operating revenue upon the rendering of services. All of the contract liability balance as at 31 December 2023, 2024 and 2025 and 31 March 2026 were recognised as revenue in the consolidated statement of profit or loss within one year.

Revenue of the Group recognised during the years ended 31 December 2023, 2024, 2025 and the three months ended 31 March 2026 that was included in contract liabilities at the beginning of the year/period amounted to RMB314 million, RMB209 million, RMB291 million and RMB120 million, respectively.

27 LEASE LIABILITIES

As of the end of each reporting period, the lease liabilities were repayable as follows:

The Group

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Within 1 year	15,351	18,895	14,876	11,249
After 1 year but within 2 years	14,517	10,891	10,123	9,958
After 2 years but within 5 years	7,067	2,890	21,679	21,120
More than 5 years	—	—	1,552	—
	21,584	13,781	33,354	31,078
	36,935	32,676	48,230	42,327

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Within 1 year	13,771	16,879	13,189	9,545
After 1 year but within 2 years	13,140	8,700	8,898	8,896
After 2 years but within 5 years	4,329	1,502	21,138	20,848
More than 5 years	—	—	1,552	—
	17,469	10,202	31,588	29,744
	31,240	27,081	44,777	39,289

28 INCOME TAX IN THE CONSOLIDATED STATEMENT OF FINANCIAL POSITION

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

The Group

		At 31 December			At 31 March
		2023	2024	2025	2026
	Notes	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
At the beginning of the year/period		90,965	55,116	38,172	42,543
Provision for current income tax for the year/period	7(a)	25,059	19,914	33,859	8,334
Payment during the year/period		(60,908)	(36,858)	(29,488)	(3,317)
At the end of the year/period		55,116	38,172	42,543	47,560

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
At the beginning of the year/period	80,453	49,682	34,898	39,564
Provision for current income tax for the year/period	22,666	18,780	32,648	7,377
Payment during the year/period	(53,437)	(33,564)	(27,982)	(3,216)
At the end of the year/period	49,682	34,898	39,564	43,725

(b) Deferred tax assets and liabilities recognised:

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

The Group

	Tax losses carryforward	Lease liabilities	Credit loss allowance	Trade and other payables	Right-of-use assets	Changes in fair value of equity Instruments Investment in gains or losses form changes in fair value	Total
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
At 1 January 2023	142	10,871	5,820	135	(10,890)	—	6,078
Credited/(charged) to profit or loss	(142)	(2,711)	1,614	(135)	2,876	—	1,502
Credited/(charged) to reserves	—	—	—	—	—	(16)	(16)
At 31 December 2023 and1 January 2024	—	8,160	7,434	—	(8,014)	(16)	7,564
Credited/(charged) to profit or loss	—	(815)	793	—	722	—	700
Credited/(charged) to reserves	—	—	—	—	—	(6)	(6)
At 31 December 2024 and1 January 2025	—	7,345	8,227	—	(7,292)	(22)	8,258
Credited/(charged) to profit or loss	—	4,189	1,612	—	(4,351)	—	1,450
Credited/(charged) to reserves	—	—	—	—	—	12	12
At 31 December 2025 and 1 January 2026	—	11,534	9,839	—	(11,643)	(10)	9,720
Credited/(charged) to profit or loss	—	(1,426)	721	—	1,623	—	918
Credited/(charged) to reserves	—	—	—	—	—	(1)	(1)
At 31 March 2026	—	10,108	10,560	—	(10,020)	(11)	10,637

The Company

	Tax losses carryforward	Lease liabilities	Credit loss allowance	Trade and other payables	Right-of-use assets	Changes in fair value of equity Instruments Investment in gains or losses form changes in fair value	Total
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
At 1 January 2023	—	10,322	5,640	135	(10,354)	—	5,743
Credited/(charged) to profit or loss	—	(2,512)	1,726	(135)	2,682	—	1,761
Credited/(charged) to reserves	—	—	—	—	—	(16)	(16)
At 31 December 2023 and 1 January 2024	—	7,810	7,366	—	(7,672)	(16)	7,488
Credited/(charged) to profit or loss	—	(1,041)	776	—	962	—	697
Credited/(charged) to reserves	—	—	—	—	—	(6)	(6)
At 31 December 2024 and 1 January 2025	—	6,769	8,142	—	(6,710)	(22)	8,179
Credited/(charged) to profit or loss	—	4,425	1,473	—	(4,586)	—	1,312
Credited/(charged) to reserves	—	—	—	—	—	12	12
At 31 December 2025 and 1 January 2026	—	11,194	9,615	—	(11,296)	(10)	9,503
Credited/(charged) to profit or loss	—	(1,372)	633	—	1,571	—	832
Credited/(charged) to reserves	—	—	—	—	—	(1)	(1)
At 31 March 2026	—	9,822	10,248	—	(9,725)	(11)	10,334

(ii) Reconciliation to the consolidated statements of financial position

The Group

	At 31 December			At 31 March
	2023	**2024**	**2025**	**2026**
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Net deferred tax assets in the consolidated statements of financial position	7,564	8,258	9,720	10,637

The Company

	At 31 December			At 31 March
	2023	**2024**	**2025**	**2026**
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Net deferred tax assets in the consolidated statements of financial position	7,488	8,179	9,503	10,334

(c) Deferred tax assets not recognised:

The Group

As at 31 December 2023, 2024 and 2025 and 31 March 2026, the Group did not have any material unrecognised deferred tax assets.

29 OTHER CURRENT LIABILITIES

The Group

	At 31 December			At 31 March
	2023	**2024**	**2025**	**2026**
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Amounts to be transferred to output VAT	12,546	17,425	24,042	49,623
	12,546	17,425	24,042	49,623

The Company

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Amounts to be transferred to output VAT	10,389	14,585	21,697	46,525
	10,389	14,585	21,697	46,525

30 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 during the Track Record Period is set out in the consolidated statements of changes in equity. Details of the changes in the Company's individual components of equity are set out below:

	Note	Share capital	Capital reserve	PRC Statutory reserve	Other reserve	Retained earnings	Total equity
		RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Balance at 1 January 2023		100,154	20,496	39,994	(462)	365,911	526,093
Profit for the year		—	—	—	—	59,944	59,944
Other comprehensive income		—	—	—	49	—	49
Total comprehensive income		—	—	—	49	59,944	59,993
Appropriation to statutory reserves		—	—	8,671	—	(8,671)	—
Balance at 31 December 2023 and 1 January 2024		100,154	20,496	48,665	(413)	417,184	586,086
Profit for the year		—	—	—	—	51,114	51,114
Other comprehensive income		—	—	—	318	—	318
Total comprehensive income		—	—	—	318	51,114	51,432
Appropriation to statutory reserves		—	—	1,412	—	(1,412)	—
Balance at 31 December 2024		100,154	20,496	50,077	(95)	466,886	637,518

	Note	Share capital	Capital reserve	PRC Statutory reserve	Other reserve	Retained earnings	Total equity
		RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Balance at 1 January 2025		100,154	20,496	50,077	(95)	466,886	637,518
Profit for the year		—	—	—	—	88,577	88,577
Other comprehensive income		—	—	—	(38)	—	(38)
Total comprehensive income		—	—	—	(38)	88,577	88,539
Dividends declared and approved	30(b)	—	—	—	—	(12,018)	(12,018)
Balance at 31 December 2025 and at 1 January 2026		100,154	20,496	50,077	(133)	543,445	714,039
Profit for the period		—	—	—	—	18,559	18,559
Other comprehensive income		—	—	—	2	—	2
Total comprehensive income		—	—	—	2	18,559	18,561
Balance at 31 March 2026		100,154	20,496	50,077	(131)	562,004	732,600

(b) Dividends

During the year ended 31 December 2024, a non-wholly owned subsidiary declared and approved the dividends of RMB510,000 to the Company and RMB490,000 to the non-controlling interests.

During the year ended 31 December 2025, the Company declared and approved the dividends of RMB12,018,000 to its shareholders.

(c) Share capital

(i) Issued and fully paid:

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Ordinary shares of RMB1 each, issued and fully paid	100,154	100,154	100,154	100,154

(d) Nature and purpose of reserves

(i) Capital reserve

The capital reserve mainly comprises the following:

— the excess of net assets as at the date the Company converted into a joint stock limited company; and

— the differences between the net proceeds of issuance of ordinary shares and the share capital of the Company.

(ii) PRC statutory reserve

According to the PRC Company Law, the Company and its PRC subsidiaries are required to transfer 10% of their profit after taxation, as determined under the PRC accounting regulations, to statutory reserve until the reserve balance reaches 50% of the registered capital. For the purpose of calculating the transfer to reserve, the profit after taxation shall be the amount determined based on the statutory financial statements prepared in accordance with PRC accounting standards. The transfer to this reserve must be made before distribution of dividend to shareholders. Statutory reserve fund can be used to cover previous years' losses, if any, and may be converted into share capital by the issue of new shares to shareholders in proportion to their existing shareholdings or by increasing the par value of the shares currently held by them, provided that the balance after such issue is not less than 25% of the registered capital.

(iii) Other reserve

The other reserve comprises the foreign exchange differences arising from the translation of the financial statements of foreign operations and the cumulative net change in the fair value of financial assets at FVOCI.

(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.

31 FINANCIAL RISK MANAGEMENT AND FAIR VALUE OF FINANCIAL INSTRUMENTS

Exposure to credit, liquidity, interest rate, currency and fair value risks arises in the normal course of the Group's business.

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 and other receivables.

Trade 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 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. Trade receivables are due within 30 to 90 days from the date of billing. Normally, the Group does not obtain collateral from customers.

Significant concentrations of credit risk primarily arise when the Group has significant exposure to individual customers. The trade receivables from the Group's five largest customers at 31 December 2023, 2024 and 2025 and 31 March 2026 represented 24%, 23%, 28% and 40% of the total trade receivables respectively, while 9%, 7%, 14% and 15% of the total trade receivables were due from the largest single customer 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.

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

The Group individually assessed customers that were involved in legal proceedings or had ceased operations and provided for a 100% expected credit loss allowance on the related trade receivables. The gross carrying amounts of these trade receivables were RMB23,232,000, RMB23,750,000, RMB23,688,000 and RMB23,688,000 as of 31 December 2023, 2024 and 2025, and 31 March 2026, respectively.

Remaining customer accounts receivable

	At 31 December 2023			At 31 December 2024			At 31 December 2025			At 31 March 2026		
	Expected loss rate	Gross carrying amount	Loss allowance	Expected loss rate	Gross carrying amount	Loss allowance	Expected loss rate	Gross carrying amount	Loss allowance	Expected loss rate	Gross carrying amount	Loss allowance
	%	*RMB'000*	*RMB'000*	%	*RMB'000*	*RMB'000*	%	*RMB'000*	*RMB'000*	%	*RMB'000*	*RMB'000*
Within 3 months	0.10%	1,129,946	1,135	0.08%	1,125,647	882	0.17%	1,649,109	2,733	0.18%	1,797,696	3,283
3–12 months	3.40%	6,621	225	2.14%	31,222	668	8.91%	15,907	1,417	11.51%	30,723	3,536
1–2 years	45.16%	31	14	48.20%	1,996	962	94.82%	3,285	3,115	86.48%	1,287	1,113
Over 2 years	100.00%	1,575	1,575	100.00%	1,590	1,590	100.00%	3,335	3,335	100.00%	5,552	5,552
		1,138,173	2,949		1,160,455	4,102		1,671,636	10,600		1,835,258	13,484

Expected loss rates are based on actual loss experience over the past 12 months. 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 receivables during the Track Record Period is as follows:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Balance at 1 January	19,342	26,181	27,852	27,852	34,288
Impairment losses recognised during the year/period	6,839	1,671	6,437	914	2,885
Written off	—	—	(1)	—	(1)
	26,181	27,852	34,288	28,766	37,172

Other receivables

The Group measures loss allowances for other receivables at an amount equal to 12-month ECLs unless there has been a significant increase in credit risk since initial recognition, in which case the loss allowance is measured at an amount equal to lifetime ECLs.

Movement in the loss allowance account in respect of other receivables during the Track Record Period is as follows:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000 (unaudited)*	*RMB'000*
Balance at 1 January	4,276	3,960	5,415	5,415	5,416
Impairment losses (reversed)/ recognised during the year/period	(316)	1,496	1	—	—
Written off	—	(41)	—	—	—
	3,960	5,415	5,416	5,415	5,416

Cash and cash equivalents, restricted cash and other current assets

Cash and cash equivalents are held with state-owned banks and reputable commercial banks, which management considers to have low credit risk. Accordingly, the expected credit loss associated with these balances is immaterial. Restricted cash relates to funds subject to restrictions arising from a legal case and therefore does not expose the Group to significant counterparty credit risk.

The Group measures loss allowances for other current assets at an amount equal to 12-month ECLs unless there has been a significant increase in credit risk since initial recognition, in which case the loss allowance is measured at an amount equal to lifetime ECLs. The Group assessed that there is no significant loss allowance recognised in accordance with HKFRS 9 for cash and cash equivalents, restricted cash and other current assets as at 31 December 2023, 2024, 2025 and 31 March 2026.

(b) Liquidity risk

The Group's policy is to regularly monitor liquidity requirements, and to ensure that it maintains sufficient reserves of cash and adequate committed lines of funding from major financial institutions to meet its liquidity requirements in the short and longer term.

The following tables show the remaining contractual maturities at the end of each reporting period of the Group's 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.

	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 year but less than 5 years	More than 5 years	Total	Balance sheet carrying amount
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Loans and borrowings	148,567	—	—	—	148,567	146,946
Trade and other payables	633,396	—	—	—	633,396	633,396
Lease liabilities	16,682	15,192	7,188	—	39,062	36,935
	798,645	15,192	7,188	—	821,025	817,277

	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 year but less than 5 years	More than 5 years	Total	Balance sheet carrying amount
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Loans and borrowings	290,744	—	—	—	290,744	288,163
Trade and other payables	492,797	—	—	—	492,797	492,797
Lease liabilities	19,855	11,154	2,973	—	33,982	32,676
	803,396	11,154	2,973	—	817,523	813,636

	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 year but less than 5 years	More than 5 years	Total	Balance sheet carrying amount
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Loans and borrowings	340,891	—	—	—	340,891	338,635
Trade and other payables	870,771	—	—	—	870,771	870,771
Lease liabilities	17,433	9,708	21,679	1,552	50,372	48,230
	1,229,095	9,708	21,679	1,552	1,262,034	1,257,636

	At 31 March 2026					
	Contractual undiscounted cash outflow					
	Within 1 year or on demand	More than 1 year but less than 2 years	More than 2 year but less than 5 years	More than 5 years	Total	Balance sheet carrying amount
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*	*RMB'000*
Loans and borrowings	484,062	—	—	—	484,062	477,631
Trade and other payables	854,270	—	—	—	854,270	854,270
Lease liabilities	14,801	10,859	18,066	—	43,726	42,327
	1,353,133	10,859	18,066	—	1,382,058	1,374,228

(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 cash and cash equivalents, restricted cash, loans and borrowings and lease liabilities. The Group's interest-bearing financial instruments at variable rates as at 31 December 2023, 2024 and 2025 and 31 March 2026 primarily are the cash and cash equivalents and restricted cash, and the cash flow interest rate risk arising from the change of market interest rate on these balances is not considered significant. The Group's interest rate profile as monitored by management is set out below.

The Group's loans and borrowings, lease liabilities, restricted cash, and cash and cash equivalents and interest rates at the end of each reporting period are set out as follows:

	At 31 December						At 31 March	
	2023		2024		2025		2026	
	Effective interest rate	*RMB'000*	*Effective interest rate*	*RMB'000*	*Effective interest rate*	*RMB'000*	*Effective interest rate*	*RMB'000*
Fixed rate instruments								
Loans and borrowings	3.00%–3.50%	(146,946)	2.60%–3.10%	(288,163)	2.30%–4.55%	(338,635)	2.30%–6.20%	(477,631)
Lease liabilities	3.75%–4.51%	(36,935)	3.95%–4.22%	(32,676)	3.75%–4.58%	(48,230)	3.50%–4.74%	(42,327)
		(183,881)		(320,839)		(386,865)		(519,958)
Variable rate instruments								
Restricted cash	0%-1.35%	4,834	1.15%	4,714	0.45%	4,714	0.45%	4,714
Cash and cash equivalents	0%-1.35%	301,345	0%–1.15%	170,518	0%–0.45%	173,881	0%–0.45%	162,780
		306,179		175,232		178,595		167,494

(d) Currency risk

The Group has foreign currency risk as certain balances are denominated in foreign currencies that is different from the functional currency of the respective group entities. The related foreign currency balance mainly consisted of cash and cash equivalents. The Group closely monitor the impact of exchange rate fluctuations on the Group's foreign exchange risk. As at 31 December 2023, 2024 and 2025 and 31 March 2026, the amount of the Group's foreign currency cash balances represented a low portion of the total cash and cash equivalents and the Group considered the related foreign currency risk was immaterial.

(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 HKFRS 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 Group has a team performing valuations for the financial instruments categories into Level 3 of the fair value hierarchy. The team reports directly to the chief financial officer. Valuation assessment with analysis of changes in fair value measurement is prepared by the team at each reporting date and is reviewed and approved by the chief financial officer.

	Fair value at 31 December 2023	Fair value measurements as at 31 December 2023 categorized into		
	2023	Level 1	Level 2	Level 3
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Recurring fair value measurement				
Financial assets at FVPL:				
Wealth management products	3,005	—	3,005	—
Financial assets at FVOCI:				
Investments in unlisted equity securities	789	—	—	789
Total	3,794	—	3,005	789

	Fair value at 31 December 2024	Fair value measurements as at 31 December 2024 categorized into		
	2024	Level 1	Level 2	Level 3
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Recurring fair value measurement				
Financial assets at FVOCI:				
Investments in unlisted equity securities	113	—	—	113
Total	113	—	—	113

	Fair value at 31 December 2025	Fair value measurements as at 31 December 2025 categorized into		
		Level 1	Level 2	Level 3
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Recurring fair value measurement				
Financial assets at FVOCI:				
Investments in unlisted equity securities	543	—	—	543
Total	543	—	—	543

	Fair value at 31 March 2026	Fair value measurements as at 31 March 2026 categorized into		
		Level 1	Level 2	Level 3
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Recurring fair value measurement				
Financial assets at FVPL:				
Wealth management products	2,000	—	2,000	—
Financial assets at FVOCI:				
Investments in unlisted equity securities	546	—	—	546
Total	2,546	—	2,000	546

During the Track Record Period, 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 each reporting period in which they occur.

Valuation techniques and inputs used in Level 2 fair value measurements

The fair value of the Group's Level 2 financial instruments is determined based on the quoted value (i.e. the unit return) provided by the respective financial institutions.

Information about Level 3 fair value measurements

The directors of the Group perform the valuation on Level 3 financial instruments for financial reporting purposes. The fair values of the investments in unlisted equity securities are determined based on the Group's attributable interest in the net asset value of the investee companies. The significant unobservable input represents the attributable net asset value and the fair value increases with the increase in the attributable net asset value.

The movements during the year in the balance of these Level 3 fair value measurements are as follows:

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Investments in unlisted equity securities:				
At the beginning of the year/period	649	789	113	543
Purchase	75	—	480	—
Changes in fair value recognised in other comprehensive income during the year	65	324	(50)	3
Disposal	—	(1,000)	—	—
At the end of the year/period	789	113	543	546

32 Contingent Liabilities

As of 31 March 2026, the Group did not have any material contingent liabilities.

33 Material related party transactions

(a) Names and relationships of the related parties that had material transactions with the Group

For the years ended 31 December 2023, 2024 and 2025 and the three months ended 31 March 2025 and 2026, the directors are of the view that the following are related parties of the Group:

Name of party	Relationship with the Group
(Zha Daocun) 查道存	Executive director and ultimate controlling party
Anhui Maozhiyuan Ecological Agriculture Co., Ltd. 安徽茂芝源生態農業有限公司	Under common control of ultimate controlling party
Yiyang Information Technology (Beijing) Co., Ltd. 易揚信息技術(北京)有限公司	Associates of the Group
(Yu Xianghua) 俞湘華	Executive director
(Gao Zhiyong) 高志勇	Executive director
(Chang Qing) 常青	Executive director
(Zhou Min) 周敏	Chief Financial Officer
(Yang Meng) 楊萌	Supervisor
(Liu Yingying) 劉瀅瀅	Supervisor
(Li Hui) 李輝	Supervisor
(Gao Liping) 高利萍	Supervisor
(Xu Kun) 徐琨	Supervisor
(Fan Xuwen) 樊旭文	Non-executive director
(Tang Sheng He) 湯勝河	Non-executive director
(Wu Jingxuan) 吳景璇	Non-executive director

(b) Key management personnel remuneration

Remuneration for key management personnel of the Group, including amounts paid to the Group's directors as disclosed in Note 8, is as follows:

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* (*unaudited*)	*RMB'000*
Salaries, wages, other benefits and defined contribution retirement plan	5,156	9,057	9,350	1,951	2,056
	5,156	9,057	9,350	1,951	2,056

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

(c) Transactions with related parties during the Track Record Period

	Year ended 31 December			Three months ended 31 March	
	2023	2024	2025	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000* (*unaudited*)	*RMB'000*
Purchase of goods from					
— Anhui Maozhiyuan Ecological Agriculture Co., Ltd.	753	745	757	6	18
Receiving of services from					
— Yiyang Information Technology (Beijing) Co., Ltd.	882	31	—	—	—
Rendering of services to					
— Yiyang Information Technology (Beijing) Co., Ltd.	379	—	—	—	—

(d) Balance with related parties

	At 31 December			At 31 March
	2023	2024	2025	2026
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Trade and other payables — trade nature				
— Yiyang Information Technology (Beijing) Co., Ltd.	8	—	—	—

34 NON-ADJUSTING EVENTS AFTER THE REPORTING PERIOD

In June 2026, the Group entered into an equity transfer agreement to acquire 20% equity interests of Vision Star Brilliant Culture Communication (Tianjin) Co., Ltd from its non-controlling shareholders for a consideration of RMB13,600,000. The transaction was accounted for as transaction with non-controlling interests.

35 POSSIBLE IMPACT OF AMENDMENTS, NEW STANDARDS AND INTERPRETATIONS ISSUED BUT NOT YET EFFECTIVE FOR THE TRACK RECORD PERIOD

Up to the date of issue of this Historical Financial Information, the HKICPA has issued a number of new or amended standards, which are not yet effective for the Track Record Period and which have not been adopted in this Historical Financial Information. These developments include the following:

	Effective for accounting periods beginning on or after
HKFRS 18, Presentation and *disclosure in financial statements*	1 January 2027
HKFRS 19, Subsidiaries without public accountability: disclosures	1 January 2027
Amendments to HKAS 21, Translation to a hyperinflationary presentation currency	1 January 2027
HKFRS 20, Regulatory assets and regulatory liabilities	1 January 2029
Amendments to HKFRS 10 and HKAS 28, Sale or contribution of assets between an investor and its associate or joint venture	To be determined

The Group is in the process of making an assessment of what the impact of these amendments 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 financial statements except for the following.

HKFRS 18, Presentation and disclosure in financial statements

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

Among other changes, under HKFRS 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 HKFRS 18. HKFRS 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 or any of its subsidiaries in respect of any period subsequent to 31 March 2026.