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This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief:- 1. the information contained in this announcement is accurate and complete in all material respects and not misleading; 2. there are no other matters the omission of which would make any statement in this announcement misleading; and 3. all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.



DIGITALHONGKONG.COM

(incorporated in the Cayman Islands with limited liability)

Stock Code: 8007

Interim Results Announcement For the six months ended 31 December 2009

The board of directors (the “Board”) of DIGITALHONGKONG.COM (the “Company”) announces the unaudited consolidated results of the Company and its subsidiaries (the “Group”) for the three months and six months ended 31 December 2009 with the comparative unaudited figures for the corresponding periods in 2008 as follows:

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (UNAUDITED)

For the six months ended 31 December 2009

	Notes	Three months ended 31 December		Six months ended 31 December	
		2009 HK\$'000	2008 HK\$'000	2009 HK\$'000	2008 HK\$'000
Turnover	(3)				
Service income		808	823	1,532	1,828
Other income		2	33	8	74
General and administrative expenses		(578)	(594)	(1,013)	(1,089)
Marketing and promotion expenses		(60)	(63)	(116)	(118)
Staff costs		(785)	(620)	(1,515)	(1,364)
Loss before tax		(613)	(421)	(1,104)	(669)
Income tax	(5)	-	-	-	-
Loss for the period and total comprehensive income for the period attributable to owners of the Company		(613)	(421)	(1,104)	(669)
Loss per share – basic	(6)	HK(0.409) cents	HK(0.281) cents	HK(0.736) cents	HK(0.446) cents

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

At 31 December 2009

		As at 31 December 2009 HK\$'000 (Unaudited)	As at 30 June 2009 HK\$'000 (Audited)
	Note		
Non-current assets			
Property, plant and equipment		6	8
Interest in an associate		-	-
		<u>6</u>	<u>8</u>
Current assets			
Trade and other receivables	(7)	2,999	2,623
Amount due from a fellow subsidiary		12	24
Deposits, bank balances and cash		12,866	14,536
		<u>15,877</u>	<u>17,183</u>
Current liabilities			
Other payables		857	1,056
Amount due to a fellow subsidiary		6	11
		<u>863</u>	<u>1,067</u>
Net current assets		<u>15,014</u>	<u>16,116</u>
Net assets		<u>15,020</u>	<u>16,124</u>
Capital and reserves			
Share capital		15,000	15,000
Reserves		20	1,124
Equity attributable to owners of the Company		<u>15,020</u>	<u>16,124</u>

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY (UNAUDITED)

For the six months ended 31 December 2009

	Attributable to owners of the Company				
	Share capital HK\$'000	Capital reserve HK\$'000	Share premium HK\$'000	Accumulated losses HK\$'000	Total HK\$'000
At 1 July 2008	15,000	7,540	8,461	(13,070)	17,931
Total comprehensive income for the period	-	-	-	(669)	(669)
At 31 December 2008	15,000	7,540	8,461	(13,739)	17,262
Total comprehensive income for the period	-	-	-	(1,138)	(1,138)
At 30 June 2009	15,000	7,540	8,461	(14,877)	16,124
Total comprehensive income for the period	-	-	-	(1,104)	(1,104)
At 31 December 2009	15,000	7,540	8,461	(15,981)	15,020

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS (UNAUDITED)

For the six months ended 31 December 2009

	Six months ended 31 December	
	2009	2008
	HK\$'000	HK\$'000
Net cash used in operating activities	(1,671)	(1,145)
Net cash from investing activities	1	67
Net decrease in cash and cash equivalents	(1,670)	(1,078)
Cash and cash equivalents at beginning of the period	14,536	16,714
Cash and cash equivalents at end of the period, represented by deposits, bank balances and cash	12,866	15,636

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

For the six months ended 31 December 2009

1. Basis of preparation

The unaudited condensed consolidated financial statements have been prepared on the historical cost basis and in accordance with the Hong Kong Accounting Standard 34 “Interim Financial Reporting” issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”). In addition, the unaudited condensed consolidated financial statements include applicable disclosures required by the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited.

The accounting policies adopted are consistent with those followed in the preparation of the annual financial statements of the Group for the year ended 30 June 2009.

2. Application of new and revised Hong Kong Financial Reporting Standards

In the current period, the Group has applied a number of new and revised Hong Kong Financial Reporting Standards (“HKFRSs”), Hong Kong Accounting Standards, amendments and interpretations (collectively referred to as “new HKFRSs”) issued by the HKICPA which are or have become effective. The adoption of these new HKFRSs had no material effect on how the results and financial position for the current or prior accounting periods have been prepared and presented.

The Group has not early applied the new HKFRSs that have been issued but are not yet effective. The directors of the Company anticipate that the application of these new HKFRSs will have no material impact on the results and the financial position of the Group.

3. Turnover and segment information

Turnover represents the amounts received and receivable for services rendered in establishing and providing secure electronic payment processing platform.

No segment analysis is presented for the periods as substantially all of the Group’s turnover and contribution to results were derived from the business of development and operation of payment infrastructure which facilitates web-enabled transactions in the People’s Republic of China including Hong Kong and Macau.

4. Depreciation

Depreciation of property, plant and equipment, included in general and administrative expenses, for the six months ended 31 December 2009 was HK\$5,000 (2008: HK\$4,000).

5. Income tax

No provision for Hong Kong Profits Tax has been made as the Group did not have assessable profit for the periods.

6. Loss per share

The calculation of the loss per share for the three months and six months ended 31 December 2009 is based on the respective unaudited consolidated loss for the periods of HK\$613,000 and HK\$1,104,000 (2008: HK\$421,000 and HK\$669,000 respectively) and 150,000,000 (2008: 150,000,000) shares in issue throughout the periods.

7. Trade and other receivables

	As at 31 December 2009 HK\$'000 (Unaudited)	As at 30 June 2009 HK\$'000 (Audited)
Trade receivables	2,822	2,492
Other receivables	177	131
	2,999	2,623

The Group allows an average credit period of 180 days for its trade customers depending on their credit worthiness, nature of services and condition of the market. The aging analysis of trade receivables at the reporting date is as follows:

	As at 31 December 2009 HK\$'000 (Unaudited)	As at 30 June 2009 HK\$'000 (Audited)
0-60 days	732	804
61-120 days	720	849
121-180 days	804	839
>180 days	566	-
	2,822	2,492

DIVIDEND

The Board does not recommend the payment of an interim dividend for the six months ended 31 December 2009 (2008: Nil).

FINANCIAL AND BUSINESS REVIEW

For the six-month period ended 31 December 2009, the Group's turnover was HK\$1,532,000, compared with HK\$1,828,000 for the corresponding period of previous year. Turnover for the quarter ended 31 December 2009 was HK\$808,000, compared with HK\$823,000 for the last corresponding period. Loss for the six-month period was HK\$1,104,000, compared with a loss of HK\$669,000 for the last corresponding period. The results reflected that the Group continued to be impacted by the generally cautious market sentiment amid uncertainties and a highly competitive market.

Total operating costs for the six-month period increased slightly to HK\$2,644,000 from HK\$2,571,000 for the previous corresponding period, mainly attributable to the increase in staff costs of 11% to HK\$1,515,000, compared with HK\$1,364,000 of the last corresponding period. The Group's financial position remained positive, and did not have any bank borrowings as at 31 December 2009. It financed its operations primarily by internally generated cashflows.

OUTLOOK

We remain cautious on the outlook despite some early signs of economic recovery. The Group will continue to manage its expenses while prudently pursue suitable investment opportunities that can expand its income and generate reliable cashflows.

LIQUIDITY AND FINANCIAL RESOURCES

As at 31 December 2009, the Group had current assets of approximately HK\$15,877,000, which comprised mainly deposits, bank balances and cash of approximately HK\$12,866,000. The Group had no non-current liabilities, and its current liabilities amounted to approximately HK\$863,000, consisting mainly of payables arising in the normal course of operation.

The Group did not have any bank borrowings as at 31 December 2009. The Group financed its operations primarily with internally generated cashflows. As at 31 December 2009, the Group did not have any material contingent liabilities or charges on its assets. With net current assets of HK\$15,014,000, the Group was in a financially liquid position at the end of the period under review. The Group's gearing ratio, based on the Group's total borrowings which were nil, and equity attributable to owners of the Company of approximately HK\$15,020,000, was nil.

The directors of the Company consider that the Group's financial resources are sufficient for its operation. If necessary, the Board would consider either debt or equity financing, or both, for business development, especially when appropriate business opportunities are identified and market conditions are favourable.

During the period, the Group made no acquisition or disposal of subsidiaries or affiliated companies.

CAPITAL COMMITMENTS

As at 31 December 2009, the Group's capital commitments authorised but not contracted for was HK\$500,000 (30 June 2009: HK\$500,000). These commitments were set aside for the acquisition of property, plant and equipment, and development of systems and networks.

EXPOSURE TO EXCHANGE RATE FLUCTUATIONS

The Group's foreign currency exposure is limited as most of its transactions, assets and liabilities are denominated in Hong Kong dollars and United States dollars.

HUMAN RESOURCES AND REMUNERATION POLICY

As at 31 December 2009, the Group employed 9 full-time staff members. Staff costs for the period under review were HK\$1,515,000 (2008: HK\$1,364,000). Remuneration is determined with reference to market terms and the performance, qualifications, and experience of the individual employee. Remuneration includes monthly salaries, performance-linked bonuses, share options, retirement benefits under the Mandatory Provident Fund Scheme, and other benefits such as medical scheme.

DIRECTORS' INTERESTS AND SHORT POSITIONS IN SECURITIES

As at 31 December 2009, the interests of the directors of the Company in the shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")) which were recorded in the register required to be kept by the Company pursuant to Section 352 of the SFO, or as otherwise notified to the Company and The Stock Exchange of Hong Kong Limited (the "Exchange") pursuant to the required standard of dealings by the directors of the Company as referred to in Rule 5.46 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Exchange (the "GEM Listing Rules") were as follows:

Name of director	Capacity	Number of shares	Approximate percentage of the issued share capital	Number of convertible securities
<i>Securities of the Company</i>				
Mr. Paul Kan Man Lok	Corporate interest	<i>Note 1</i>	79.98%	-
<i>Securities of Champion Technology Holdings Limited ("Champion", the Company's holding company)</i>				
Mr. Paul Kan Man Lok	Corporate interest	<i>Note 2</i>	26.31%	<i>Note 2</i>
<i>Securities of Kantone Holdings Limited ("Kantone", a subsidiary of Champion)</i>				
Mr. Paul Kan Man Lok	Corporate interest	<i>Note 3</i>	53.49%	-

Notes:

- 117,300,000 shares of the Company were held by Champion and 2,669,171 shares of the Company were held by Lawnside International Limited ("Lawnside"). Lawnside is beneficially wholly owned by Mr. Paul Kan Man Lok. As at 31 December 2009, Lawnside had interests in approximately 26.31% of the entire issued share capital of Champion. Mr. Paul Kan Man Lok was deemed to have corporate interest in the shares of the Company owned by Champion and Lawnside.
- 1,053,945,731 shares of Champion were held by Lawnside. Lawnside also held a convertible redeemable bond of Champion with outstanding amount of HK\$136,460,805.47 carrying the right to convert the principal amount of the bond or any part thereof into shares of Champion from 19 September 2008 to 19 September 2010 or, at the option of Champion, extended to 19 September 2011 at the conversion price per share of the higher of (i) HK\$0.77 (after adjustment on 23 May 2009 as a result of a rights issue of Champion); and (ii) the volume-weighted average price of shares of Champion for the 10 dealing days ending on the day immediately preceding the date of a relevant conversion notice multiplied by a factor of 0.8. The bond has not been taken into account in calculating the percentage of the issued share capital of Champion held by Lawnside.
- 2,750,385,608 shares of Kantone were held by Champion.

Save as disclosed above, none of the directors or chief executive of the Company had any interest or short position in the shares, underlying shares or debentures of the Company or any of its associated corporations (as defined in Part XV of the SFO) as at 31 December 2009 as recorded in the register required to be kept by the Company under Section 352 of the SFO, or as otherwise notified to the Company and the Exchange pursuant to the required standard of dealings by the directors of the Company as referred to in Rule 5.46 of the GEM Listing Rules.

SUBSTANTIAL SHAREHOLDER

As at 31 December 2009, the following person (other than the directors or chief executive of the Company) had interests in the share capital or underlying shares of the Company as recorded in the register required to be kept by the Company under Section 336 of the SFO:

Name of shareholder	Capacity	Number of shares	Approximate percentage of the issued share capital
Champion	Beneficial owner	117,300,000*	78.20%

* See Note 1 to the “Directors’ Interests and Short Positions in Securities” Section above.

Other than as disclosed above, no person had any interests or short positions in the shares or underlying shares of the Company according to the register of interests kept by the Company under Section 336 of the SFO as at 31 December 2009.

COMPETING INTERESTS

None of the directors or the management shareholders of the Company (as defined in the GEM Listing Rules) or their respective associates had an interest in a business which competed or might compete with the business of the Group or any other conflict of interests with the Group during the period under review.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY’S LISTED SECURITIES

During the six months ended 31 December 2009, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company’s listed securities.

CODE ON CORPORATE GOVERNANCE PRACTICES

During the six months ended 31 December 2009, the Company complied with the code provisions in the Code on Corporate Governance Practices set out in Appendix 15 of the GEM Listing Rules.

COMPLIANCE WITH RULES 5.48 TO 5.67 OF THE GEM LISTING RULES

The Company has adopted a code of conduct regarding directors’ securities transactions on terms as set out in Rules 5.48 to 5.67 of the GEM Listing Rules. The Company has made specific enquiry of all directors of the Company, result of which indicates that the directors had complied with such code of conduct throughout the six months ended 31 December 2009.

AUDIT COMMITTEE

The audit committee of the Company has reviewed with the management of the Group the accounting principles and practices adopted by the Group, its internal controls and financial reporting matters and the above unaudited interim results of the Group for the six months ended 31 December 2009.

By Order of the Board
Shirley HA Suk Ling
Director

Hong Kong, 3 February 2010

As at the date of this announcement, the executive directors of the Company are Mr Paul Kan Man Lok, Ms Shirley Ha Suk Ling and Mr John Wong Yuk Lung; the non-executive directors are Mr Leo Kan Kin Leung and Mr Lai Yat Kwong; and the independent non-executive directors are Mr Francis Gilbert Knight, Mr Alec Ho Yat Wan and Ms Shao Xiang Ming.

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