

BUSINESS OBJECTIVE AND [REDACTED]

BUSINESS OBJECTIVE

Our primary business objective is to strengthen our position to take in more fitting-out, renovation and A&A projects in order to broaden our income sources, expand our customer base and achieve sustainable growth.

BUSINESS STRATEGIES AND FUTURE PLANS

Please refer to the section headed “Business – Business strategies” of this document for a detailed description of our business strategies and future plans.

IMPLEMENTATION PLANS

We will endeavour to achieve the following milestones during the period from the Latest Practicable Date to 31 March 2019, and the respective scheduled completion time are based on certain bases and assumptions as set out in the paragraph headed “Bases and key assumptions of the business plans” in this section. These bases and assumptions are inherently subject to many uncertainties and unpredictable factors, in particular the risk factors set out in the section headed “Risk Factors” of this document. Therefore, there is no assurance that our business plans will materialise in accordance with the time frame and that our future plans will be accomplished at all.

From the Latest Practicable Date to 31 March 2017

Business strategy	Implementation activities	Source of funds
Participate further in large scale fitting-out, renovation and A&A projects and enlarge our market share in Hong Kong	<ul style="list-style-type: none"> Utilise [REDACTED] from the [REDACTED] to finance the net cash outflows required in the early stage of new projects, including the upfront payments to the materials suppliers and subcontractors 	[REDACTED] of approximately [REDACTED]
Uplift our efforts in developing and promoting our interior design and fitting-out business	<ul style="list-style-type: none"> We will participate in 1 interior design competition, aiming at award which could bolster our market reputation and demonstrate our strength in interior design 	[REDACTED] of approximately [REDACTED]
Expand our manpower for project execution and strengthen the skills of our staff	<ul style="list-style-type: none"> Identify suitable candidates to fill our Group’s openings of one project manager, one project coordinator who will have relevant experience Organise in-house seminars with invitation of external speakers to provide taught training on construction methodology, project management and work safety 	[REDACTED] of approximately [REDACTED]

BUSINESS OBJECTIVE AND [REDACTED]

Business strategy	Implementation activities	Source of funds
Strengthen our organisation structure and enhance our marketing resources	<ul style="list-style-type: none"> ● Setting up a business development department which is to be headed by Ms. Wong, our executive Director ● Forming a quantity surveying team which will consist on 1 quantity survey manager, 1 quantity surveyor and 1 project assistant, who will have sufficient relevant quantity surveying experience, which will assist our Group in preparing tenders, payment application and controlling project costs ● Identify suitable candidates with business development experience ● Design, create and print our corporate brochures ● New design for our corporate website and its continuing maintenance 	[REDACTED] of approximately [REDACTED]
	Total:	[REDACTED]

From 1 April 2017 to 30 September 2017

Business strategy	Implementation activities	Source of funds
Participate further in large scale fitting-out, renovation and A&A projects and enlarge our market share in Hong Kong	<ul style="list-style-type: none"> ● Utilise [REDACTED] from the [REDACTED] to finance the net cash outflows required in the early stage of new projects, including the upfront payments to materials suppliers and subcontractors ● In addition to previous successfully bid projects, our Group intends to submit tenders for project sum exceeding HK\$10 million in the fitting-out, renovation and A&A works industry. Our Directors confirm that surety bonds amounting to 10% to 30% are often required by the customers for the contractors to take out to guarantee due performance of this size of projects ● Undertaking new large-sized projects with aggregate contract sum of not less than HK\$50 million and duration of the projects is expected to last for at least 12 months 	[REDACTED] of approximately [REDACTED]

BUSINESS OBJECTIVE AND [REDACTED]

Business strategy	Implementation activities	Source of funds
Uplift our efforts in developing and promoting our interior design and fitting-out business	<ul style="list-style-type: none"> ● Participate in 2 interior design competition, aiming at awards which could bolster our market reputation and demonstrate our strength in interior design ● Participate in 1 interior design related public exhibition as an exhibitor. ● Build our interior design and fitting-out mock-up unit in our new office which will be open for public ● Identify suitable candidates to fill our two designer posts, one project manager (interior design) and one business development openings 	[REDACTED] of approximately [REDACTED]
Expand our manpower for project execution and strengthen the skills of our staff	<ul style="list-style-type: none"> ● Continue to assess the sufficiency of our labour resources having regard to our project execution need and business development demand ● Organise in-house seminars with invitation of external speakers to provide or sponsor our project team staff to take taught training on construction methodology, project management and work safety ● Renovate our new office to cater to enlarged workforce and prepare for new business opportunities in the residential sector, when our existing office lease is due to expire 	[REDACTED] of approximately [REDACTED]
Strengthen our organisation structure and enhance our marketing resources	<ul style="list-style-type: none"> ● Maintain our business development department which is to be headed by Ms. Wong, our executive Director ● Design, create and print our corporate brochures ● Continue to maintain our quantity surveying team ● Continue to maintain and improve our corporate website 	[REDACTED] of approximately [REDACTED]
Total:		[REDACTED]

BUSINESS OBJECTIVE AND [REDACTED]

From 1 October 2017 to 31 March 2018

Business strategy	Implementation activities	Source of funds
Participate further in large scale fitting-out, renovation and A&A projects and enlarge our market share in Hong Kong	<ul style="list-style-type: none"> ● Utilise [REDACTED] from the [REDACTED] to finance the net cash outflows required in the early stage of new projects, including the upfront payments to materials suppliers and subcontractors ● Our Group intends to submit tenders for project sum exceeding HK\$10 million in the fitting-out, renovation and A&A works industry. Our Directors confirm that surety bonds amounting to 10% to 30% are often required by the customers for the contractors to take out to guarantee due performance of the projects ● Set up a public housing improvement and maintenance team with new positions of contract manager and site agent, which are required for the registration to be included in the “Group M1” of the List of Building Contractors for Public Works 	[REDACTED] of approximately [REDACTED]
Uplift our efforts in developing and promoting our interior design and fitting-out business	<ul style="list-style-type: none"> ● Assess our capacity of our interior design and evaluate our labour resources in this department ● Participate in 2 interior design competition, aiming at awards which could bolster our market reputation and demonstrate our strength in interior design ● Modify our interior design and fitting-out mock-up unit in our new office to have refreshed scheme 	[REDACTED] of approximately [REDACTED]

BUSINESS OBJECTIVE AND [REDACTED]

Business strategy	Implementation activities	Source of funds
Expand our manpower for project execution and strengthen the skills of our staff	<ul style="list-style-type: none"> Continue to assess the sufficiency of our labour resources having regard to our project execution need and business development demand Organise in-house seminars with invitation of external speakers to provide or sponsor our project team staff to take taught training on construction methodology, project management and work safety 	[REDACTED] of approximately [REDACTED]
Strengthen our organisation structure and enhance our marketing resources	<ul style="list-style-type: none"> Maintain our business development which is to be headed by Ms. Wong, our executive Director Design, create and print our corporate brochures Continue to maintain and improve our corporate website 	[REDACTED] of approximately [REDACTED]
Total:		[REDACTED]

From 1 April 2018 to 30 September 2018

Business strategy	Implementation activities	Source of funds
Participate further in large scale fitting-out, renovation and A&A projects and enlarge our market share in Hong Kong	<ul style="list-style-type: none"> Utilise [REDACTED] from the [REDACTED] to finance the net cash outflows required in the early stage of new projects, including the upfront payments to materials suppliers and subcontractors Our Group intends to submit tenders for project sum exceeding HK\$10 million in the fitting-out, renovation and A&A works industry. Our Directors confirm that surety bonds amounting to 10% to 30% are often required by the customers for the contractors to take out to guarantee due performance of the projects Assess the sufficiency of labour resources in our public housing improvement and maintenance team with reference to our registration status as “Group M1” 	[REDACTED] of approximately [REDACTED]

BUSINESS OBJECTIVE AND [REDACTED]

Business strategy	Implementation activities	Source of funds
Uplift our efforts in developing and promoting our interior design and fitting-out business	<ul style="list-style-type: none"> ● Assess our capacity of our interior design and evaluate our labour resources in this department ● Participate in 2 interior design competition, aiming at awards which could bolster our market reputation and demonstrate our strength in interior design ● Participate in 1 interior design related public exhibition as an exhibitor. ● Modify our interior design and fitting-out mock-up unit in our new office to have refreshed scheme 	[REDACTED] of approximately [REDACTED]
Expand our manpower for project execution and strengthen the skills of our staff	<ul style="list-style-type: none"> ● Continue to assess the sufficiency of our labour resources having regard to our project execution need and business development demand ● Organise in-house seminars with invitation of external speakers to provide or sponsor our project team staff to take taught training on construction methodology, project management and work safety 	[REDACTED] of approximately [REDACTED]
Strengthen our organisation structure and enhance our marketing resources	<ul style="list-style-type: none"> ● Maintain our business development which is to be headed by Ms. Wong, our executive Director ● Design, create and print our corporate and other marketing materials ● Continue to maintain our quantity surveying team ● Continue to maintain and improve our corporate website 	[REDACTED] of approximately [REDACTED]
Total:		[REDACTED]

BUSINESS OBJECTIVE AND [REDACTED]

From 1 October 2018 to 31 March 2019

Business strategy	Implementation activities	Source of funds
Participate further in large scale fitting-out, renovation and A&A projects and enlarge our market share in Hong Kong	<ul style="list-style-type: none"> ● Utilise [REDACTED] from the [REDACTED] to finance the net cash outflows required in the early stage of new projects, including the payments to materials suppliers and subcontractors ● Our Group intends to submit tenders for project sum exceeding HK\$10 million in the fitting-out, renovation and A&A works industry. Our Directors confirm that surety bonds amounting to 10% to 30% are often required by the customers for the contractors to take out to guarantee due performance of the projects ● Assess the sufficiency of labour resources in our public improvement and maintenance team with reference to our projects on hand and our status as “Group M1” 	[REDACTED] of approximately [REDACTED]
Uplift our efforts in developing and promoting our interior design and fitting-out business	<ul style="list-style-type: none"> ● Assess our capacity of our interior design and evaluate our labour resources in this department ● Participate in 2 interior design competition, aiming at awards which could bolster our market reputation and demonstrate our strength in interior design ● Modify our interior design and fitting-out mock-up unit in our new office to have refreshed scheme 	[REDACTED] of approximately [REDACTED]
Expand our manpower for project execution and strengthen the skills of our staff	<ul style="list-style-type: none"> ● Continue to assess the sufficiency of our labour resources having regard to our project execution need and business development demand ● Organise in-house seminars with invitation of external speakers to provide or sponsor our project team staff to take taught training on construction methodology, project management and work safety 	[REDACTED] of approximately [REDACTED]

BUSINESS OBJECTIVE AND [REDACTED]

Business strategy	Implementation activities	Source of funds
Strengthen our organisation structure and enhance our marketing resources	<ul style="list-style-type: none"> Continue to foster our business development effort with our business development department to be headed by Ms. Wong, our executive Director and prepare the necessary marketing materials, including our corporate brochures. Continue to maintain our quantity surveying team Continue to maintain our corporate website 	[REDACTED] of approximately [REDACTED]
	Total:	[REDACTED]
	Grand total:	[REDACTED]

BASES AND KEY ASSUMPTIONS OF THE BUSINESS PLANS

Our business objective and strategies are based on the following general assumptions:

- (a) there will be no material changes in the existing political, legal, fiscal or economic conditions in Hong Kong in which any members of our Group carries on or will carry on business and provides or will provide our services;
- (b) there will be no material changes in the bases or rates of taxation in Hong Kong or in any places in which any members of our Group operates or is incorporated;
- (c) the [REDACTED] will be completed in accordance with as described in the section headed “Structure and Condition of the [REDACTED]” of this document;
- (d) we will be able to retain the key staff in the management and the professional team;
- (e) we will have sufficient financial resources to meet the planned capital expenditures and business development requirements during the period to which the business objective relates;
- (f) our Group is not materially and adversely affected by any risk factor set out in the section headed “Risk Factors” of this document;
- (g) there are no wars, military incidents, pandemic diseases or natural disasters that would have a material impact on our Group’s business and operating activities; and
- (h) we will be able to continue our operation in substantially the same way as we have been operating and we will also be able to carry out our development plans without disruption.

BUSINESS OBJECTIVE AND [REDACTED]

Reasons for the [REDACTED]

Our Directors believe that the [REDACTED] will enhance our profile and recognition, and hence our ability to attract new businesses. Our Directors consider that a [REDACTED] on GEM signifies a degree of financial strength of our Group which in turn our Directors believe is an important factor to be taken into account by our customers in evaluating our tenders, especially for large scale projects and projects in the public sector. In a fragmented industry in which our Group operates, our Directors are of the view that a [REDACTED] status will enable our Group to stand out from our competitors since the public disclosure of information of our Group would offer extra confidence to our customers who are otherwise not expected to obtain the similar information from our competitors not publicly listed. In addition, our Board is also of the view that although the estimated [REDACTED] from the [REDACTED] only amount to approximately HK\$[REDACTED], the [REDACTED] and the [REDACTED] will provide our Company with additional avenues to raise capital for our future business expansion and long-term development, and expand and diversify our capital base and Shareholders base as institutional funds and retail investors in Hong Kong can easily participate in the equity of our Company. The [REDACTED] from the [REDACTED] will strengthen our financial position and provide us with additional working capital to implement the future plans set out in the paragraph headed “Business strategies and future plans” in this section above. In choosing between debt financing and equity financing, our Directors have taken into account that (i) the specific nature of the industry in which our Group operates that upfront cash outflow is often incurred and has to be in place quickly after our client has engaged us, that would make equity financing more appropriate as fund raised from issue of new Shares is committed source of fund without maturity and poised to be utilised anytime; (ii) debt financing from banks or financial institutions normally require the pledge of properties or significant assets which our Group lacks; (iii) the increasing speculation that the interest rate in Hong Kong is set to rise and the use of debt financing in a material amount and the subsequent renewal of the debt would subject our Group to risk of increasing finance costs; and (iv) debt financing and equity financing are not mutually exclusive, but our Group may have a better position to bargain for more favourable terms from debt financiers with a larger equity base. Therefore, after careful evaluation of the different capital structures, our Directors decided to proceed with the [REDACTED].

BUSINESS OBJECTIVE AND [REDACTED]

[REDACTED]

We intend to raise funds by the [REDACTED] in order to pursue our business objective as set out in the paragraph headed “Business objective” above in this section. Assuming a [REDACTED] of [REDACTED] per [REDACTED], the [REDACTED] from the [REDACTED], after deducting related expenses, are estimated to be approximately [REDACTED]. We currently intend to apply such [REDACTED] from the [REDACTED] as follows:

	From the Latest Practicable Date to 31 March 2017 <i>HK\$' million</i>	From 1 April 2017 to 30 September 2017 <i>HK\$' million</i>	From 1 October 2017 to 31 March 2018 <i>HK\$' million</i>	From 1 April 2018 to 30 September 2018 <i>HK\$' million</i>	From 1 October 2018 to 31 March 2019 <i>HK\$' million</i>	Total <i>HK\$' million</i>
Participate further in large scale fitting-out, renovation and A&A projects and enlarge our market share in Hong Kong	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Uplift our efforts in developing and promoting our interior design and fitting-out business	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Expand our manpower for project execution and strengthen the skills of our staff	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Strengthen our organisation structure and enhance our marketing resources	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
General working capital of our Group	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>

The above allocation of the [REDACTED] will be adjusted on a pro rata basis in the event that the [REDACTED] is fixed at a higher or lower level compared to the midpoint of the estimated offer price range stated in this document.

If the [REDACTED] is fixed at the high-end of the indicative [REDACTED] range, being [REDACTED] per Share, the [REDACTED] we receive from the [REDACTED] will increase by approximately HK\$[REDACTED]. If the [REDACTED] is set at the low-end of the indicative [REDACTED] range, being [REDACTED] per Share, the [REDACTED] we receive from the Share Offer will decrease by approximately [REDACTED].

BUSINESS OBJECTIVE AND [REDACTED]

To the extent that the [REDACTED] from the issue of the [REDACTED] are not immediately required for the purposes above, it is the present intention of our Directors that such [REDACTED] will be placed on short-term interest bearing deposits with authorised financial institutions in Hong Kong.

We will issue an announcement in accordance with the GEM Listing Rules requirement if there is any material change in the [REDACTED] as described above.