



ICICLE

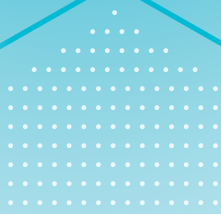
# Icicle Group Holdings Limited

冰雪集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 8429

Third  
Quarterly  
**REPORT**  
**2019**



## **CHARACTERISTICS OF GEM OF THE STOCK EXCHANGE OF HONG KONG LIMITED (THE “STOCK EXCHANGE”)**

**GEM has been positioned as a market designed to accommodate small and mid-sized companies to which a higher investment risk may be attached than other companies listed on the Stock Exchange. Prospective investors should be aware of the potential risks of investing in such companies and should make the decision to invest only after due and careful consideration.**

**Given that the companies listed on GEM are generally small and mid-sized companies, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.**

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*This report, for which the directors (the “Directors”) of Icicle Group Holdings Limited (the “Company”, and together with its subsidiaries, the “Group”, “ICICLE”, “we” or “our”) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “GEM Listing Rules”) 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 the information contained in this report is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this report misleading.*

# CONTENTS

- 2** Corporate Information
- 4** Unaudited Third Quarterly Results
- 4** Unaudited Condensed Consolidated Statement of Comprehensive Income
- 6** Unaudited Condensed Consolidated Statement of Changes in Equity
- 7** Notes to the Unaudited Condensed Consolidated Financial Statements
- 15** Management Discussion and Analysis
- 22** Disclosure of Interests and Other Information



# CORPORATE INFORMATION

## Board of Directors

### Executive Director

Ms. Woo Chan Tak Chi Bonnie  
(*Chairperson and Chief Executive Officer*)

### Non-executive Director

Mr. Chow Sai Yiu Evan

### Independent Non-executive Directors

Mr. Ip Arnold Tin Chee  
Mr. Hung Alan Hing Lun  
Mr. Man Ka Ho Donald

## Compliance Officer

Ms. Woo Chan Tak Chi Bonnie

## Company Secretary

Ms. Tsui Sum Yi

## Authorised Representatives

Ms. Woo Chan Tak Chi Bonnie  
Ms. Tsui Sum Yi

## Audit Committee

Mr. Ip Arnold Tin Chee (*Chairman*)  
Mr. Hung Alan Hing Lun  
Mr. Man Ka Ho Donald

## Remuneration Committee

Mr. Hung Alan Hing Lun (*Chairman*)  
Mr. Ip Arnold Tin Chee  
Mr. Man Ka Ho Donald  
Ms. Woo Chan Tak Chi Bonnie

## Nomination Committee

Mr. Man Ka Ho Donald (*Chairman*)  
Mr. Ip Arnold Tin Chee  
Mr. Hung Alan Hing Lun  
Ms. Woo Chan Tak Chi Bonnie

## Compliance Adviser

Ballas Capital Limited  
Unit 1802, 18/F  
One Duddell Street  
Central  
Hong Kong

## Auditor

Moore Stephens CPA Limited  
801–806 Silvercord, Tower 1  
30 Canton Road  
Tsimshatsui  
Kowloon  
Hong Kong

## CORPORATE INFORMATION (CONTINUED)

### Registered Office

PO Box 1350  
Clifton House  
75 Fort Street  
Grand Cayman  
KY1-1108  
Cayman Islands

### Headquarters and Principal Place of Business in Hong Kong

Unit 4, 12/F  
18 King Wah Road  
North Point  
Hong Kong

### Principal Share Registrar and Transfer Office in the Cayman Islands

Estera Trust (Cayman) Limited  
PO Box 1350  
Clifton House  
75 Fort Street  
Grand Cayman  
KY1-1108  
Cayman Islands

### Hong Kong Share Registrar

Tricor Investor Services Limited  
Level 54, Hopewell Centre  
183 Queen's Road East  
Hong Kong

### Principal Bankers

DBS Bank (Hong Kong) Limited  
16th Floor, The Center  
99 Queen's Road Central  
Central, Hong Kong

The Hongkong and Shanghai Banking Corporation Limited  
1 Queen's Road Central  
Hong Kong

### Stock Code

8429

### Company Website

[www.iciclegroup.com](http://www.iciclegroup.com)

## UNAUDITED THIRD QUARTERLY RESULTS

The board of Directors (the "Board") of the Company is pleased to present the unaudited condensed consolidated results of the Group for the three months and nine months ended 30 September 2019 (the "Unaudited Condensed Consolidated Financial Statements"), together with the unaudited comparative figures for the corresponding periods in 2018 as follows:

### UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the three months and nine months ended 30 September 2019

	Notes	Three months ended 30 September		Nine months ended 30 September	
		2019 HK\$'000 (unaudited)	2018 HK\$'000 (unaudited)	2019 HK\$'000 (unaudited)	2018 HK\$'000 (unaudited)
<b>Revenue</b>	3	20,446	21,661	60,328	62,437
Other income and gains	3	515	436	1,329	992
Outsourced project costs		(8,506)	(9,109)	(22,812)	(22,823)
Materials and consumables		(1,810)	(2,153)	(5,535)	(6,879)
Depreciation and amortisation expenses		(1,721)	(384)	(5,260)	(1,157)
Employee benefits expenses		(4,164)	(4,508)	(12,726)	(14,755)
Rental expenses		(58)	(1,596)	(187)	(5,192)
Transportation fee		(2,305)	(2,034)	(8,055)	(5,317)
Other operating expenses		(3,683)	(1,743)	(7,680)	(5,463)
Finance cost		(139)	—	(474)	—
<b>(Loss)/profit before income tax</b>		<b>(1,425)</b>	<b>570</b>	<b>(1,072)</b>	<b>1,843</b>
Income tax expense	4	(110)	(44)	(220)	(227)
<b>(Loss)/profit for the period</b>		<b>(1,535)</b>	<b>526</b>	<b>(1,292)</b>	<b>1,616</b>
<b>Attributable to:</b>					
Owners of the Company		(1,147)	526	(895)	1,616
Non-controlling interests		(388)	—	(397)	—
<b>(Loss)/profit for the period</b>		<b>(1,535)</b>	<b>526</b>	<b>(1,292)</b>	<b>1,616</b>
<b>(Loss)/earnings per share attributable to the owners of the Company</b>					
Basic and diluted (HK cents)	6	(0.24)	0.11	(0.19)	0.34

# UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (CONTINUED)

For the three months and nine months ended 30 September 2019

	Three months ended 30 September		Nine months ended 30 September	
	2019 HK\$'000 (unaudited)	2018 HK\$'000 (unaudited)	2019 HK\$'000 (unaudited)	2018 HK\$'000 (unaudited)
<b>(Loss)/profit for the period</b>	<b>(1,535)</b>	526	<b>(1,292)</b>	1,616
<b>Other comprehensive expense:</b>				
<i>Item that may be reclassified subsequently to profit or loss:</i>				
Exchange differences arising on translation of foreign operations	(34)	(348)	(43)	(219)
<b>Other comprehensive expense for the period, net of income tax</b>	<b>(34)</b>	(348)	<b>(43)</b>	(219)
<b>Total comprehensive (expense)/income for the period</b>	<b>(1,569)</b>	178	<b>(1,335)</b>	1,397
<b>Attributable to:</b>				
Owners of the Company	(1,183)	178	(937)	1,397
Non-controlling interests	(386)	—	(398)	—
<b>Total comprehensive (expense)/income for the period</b>	<b>(1,569)</b>	178	<b>(1,335)</b>	1,397

# UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the nine months ended 30 September 2019

	Attributable to owners of the Company						Non-controlling interests HK\$'000	Total equity HK\$'000
	Share capital HK\$'000	Share premium HK\$'000	Capital reserve HK\$'000	Translation reserve HK\$'000	Retained earnings HK\$'000	Total HK\$'000		
<b>At 1 January 2019 (audited and as previously reported)</b>	4,800	53,851	11,993	(834)	16,459	86,269	—	86,269
Impact on initial application of Hong Kong Financial Reporting Standard ("HKFRS") 16 (Note 2)	—	—	—	—	(417)	(417)	—	(417)
<b>At 1 January 2019 (unaudited and restated)</b>	4,800	53,851	11,993	(834)	16,042	85,852	—	85,852
Loss for the period	—	—	—	—	(895)	(895)	(397)	(1,292)
Other comprehensive expense: Exchange differences arising on translation of foreign operations	—	—	—	(42)	—	(42)	(1)	(43)
Total comprehensive expense for the period	—	—	—	(42)	(895)	(937)	(398)	(1,335)
Dividends approved in respect of the previous year (note 5)	—	(720)	—	—	—	(720)	—	(720)
Non-controlling interests arising from incorporation of a subsidiary	—	—	—	—	—	—	720	720
<b>At 30 September 2019 (unaudited)</b>	4,800	53,131	11,993	(876)	15,147	84,195	322	84,517
<b>At 1 January 2018 (audited and as previously reported)</b>	4,800	53,851	11,993	(621)	13,859	83,882	—	83,882
Impact on initial application of HKFRS 9	—	—	—	—	(184)	(184)	—	(184)
At 1 January 2018 (audited and restated)	4,800	53,851	11,993	(621)	13,675	83,698	—	83,698
Profit for the period	—	—	—	—	1,616	1,616	—	1,616
Other comprehensive expense: Exchange differences arising on translation of foreign operation	—	—	—	(219)	—	(219)	—	(219)
Total comprehensive (expense)/income for the period	—	—	—	(219)	1,616	1,397	—	1,397
At 30 September 2018 (unaudited)	4,800	53,851	11,993	(840)	15,291	85,095	—	85,095



# NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

For the nine months ended 30 September 2019

## 1. General Information

The Company was incorporated as an exempted company and registered in the Cayman Islands with limited liability under the Companies Law Chapter 22 of the Cayman Islands on 20 January 2017. The registered office of the Company is located at PO Box 1350, Clifton House, 75 Fort Street, Grand Cayman KY1-1108, Cayman Islands. The shares of the Company (the “Shares”) are listed on GEM of the Stock Exchange since 8 December 2017 (the “Listing Date”) by way of share offer of 120,000,000 new Shares (“Share Offer”) at an offer price of HK\$0.55 per Share. The Company’s principal place of business is located at Unit 4, 12/F., 18 King Wah Road, North Point, Hong Kong.

The Company is an investment holding company. The principal activities of the Group are provision of marketing production services and media and e-commerce businesses.

On 2 May 2019, Icicle Group Limited (“IGL”), a direct wholly-owned subsidiary of the Company, Studio SV Limited (“Studio SV”), a connected party in which the ultimate holding company of the Company, Explorer Vantage Limited (“Explorer Vantage”), has 50% interest in it, and Mr. Chang David Qi (“Mr. Chang”), an independent third party, incorporated a company namely WomanBoss Limited (“WomanBoss”) in the British Virgin Islands (“BVI”) in provision of media and e-commerce business. IGL, subscribed 54.1% of equity interest in WomanBoss at consideration of US\$200,000 and Studio SV and Mr. Chang subscribed 36.0% and 9.9% respectively of equity interest in WomanBoss each at consideration of US\$1. Pursuant to the shareholders’ agreement entered into by IGL, Studio SV and Mr. Chang on 4 July 2019, IGL procures its subsidiaries to provide creative and original content for the operation of the business; Studio SV grants WomanBoss a non-exclusive and royalty-free license to use the trademark in relation to the business; and Mr. Chang contributes his e-commerce expertise and creative input to run the business. On 2 May 2019, since the fair value of the non-exclusive and royalty-free license to use the trademark in relation to the business of WomanBoss was less than the fair value of the equity instruments granted to Studio SV, the Group incurred share-based payment in respect of unidentifiable goods or services of approximately HK\$565,000 during the period ended 30 September 2019. The fair value of the equity instruments granted to Mr. Chang for his e-commerce expertise and creative input to run the business of WomanBoss of approximately HK\$156,000 shall be recognised as staff costs over a three-year of vesting period.

# NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

For the nine months ended 30 September 2019

## 2. Basis of Preparation and Presentation

The Unaudited Condensed Consolidated Financial Statements have been prepared in accordance with the applicable disclosure requirements of Chapter 18 of the GEM Listing Rules and the applicable Hong Kong Financial Reporting Standards (“HKFRSs”), which collective term includes all applicable individual HKFRSs, Hong Kong Accounting Standards and Interpretations issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”). The Unaudited Condensed Consolidated Financial Statements should be read in conjunction with the Group’s annual financial statements for the year ended 31 December 2018.

The accounting policies adopted in the preparation of the Unaudited Condensed Consolidated Financial Statements are same as those applied in the preparation of the Group’s annual financial statements for the year ended 31 December 2018, except for the new and revised HKFRSs and interpretations issued by the HKICPA that are first effective for the current accounting period of the Group. There has been no significant change to the accounting policy applied in these Unaudited Condensed Consolidated Financial Statements for the period presented as a result of adoption of these amendments, except for the adoption of HKFRS 16 “Leases”.

### HKFRS 16 “Leases”

The Group has adopted HKFRS 16 retrospectively from 1 January 2019, but has not restated comparatives for the 2018 reporting period, as permitted under the specific transitional provisions in the standard. The reclassifications and the adjustments arising from the new leasing rules are therefore recognised in the opening consolidated statement of financial position on 1 January 2019.

Before the adoption of HKFRS 16, commitments under operating leases for future periods were not recognised by the Group as liabilities. Operating lease expenses were recognised in the consolidated statement of comprehensive income over the lease period on a straight line basis.

On adoption of HKFRS 16, the Group recognised lease liabilities in relation to leases which had previously been classified as “operating leases” under the principles of HKAS 17 “Leases”. These liabilities were measured at the present value of the remaining lease payments, discounted using the Group’s incremental borrowing rate as of 1 January 2019. The weighted average Group’s incremental borrowing rate applied to the lease liabilities on 1 January 2019 was 4.88%.

# NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

For the nine months ended 30 September 2019

## 2. Basis of Preparation and Presentation (Continued)

### HKFRS 16 “Leases” (Continued)

Right-of-use assets are measured at their carrying amount as if HKFRS 16 had been applied since the commencement date, discounted using the Group’s incremental borrowing rate at the date of initial application.

From 1 January 2019, leases are recognised as a right-of-use asset and a corresponding liability at the date at which the leased asset is available for use by the Group. Each lease payment is allocated between the liability and finance cost. The finance cost is charged to profit or loss over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period. The right-of-use asset is depreciated over the shorter of the asset’s useful life and the lease term on a straight-line basis.

On transition of HKFRS 16, the Group recognised right-of-use assets and lease liabilities, with difference recognised in retained earnings on 1 January 2019. The impact of such on transition is summarised below:

### Consolidated Statement of Financial Position

	<b>At 1 January 2019 HK\$’000</b>
Increase in right-of-use assets	13,362
Decrease in trade and other payables and accruals	(1,219)
Increase in lease liabilities	14,998
Decrease in retained earnings	(417)

# NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

For the nine months ended 30 September 2019

## 2. Basis of Preparation and Presentation (Continued)

The preparation of the Unaudited Condensed Consolidated Financial Statements in conformity with the HKFRSs requires the use of certain critical accounting estimates. It also requires management to exercise their judgements in the process of applying the Group's accounting policies. Actual results may differ from these estimates. The significant judgements made by the management in applying the Group's accounting policies and the key sources of estimation uncertainty were the same as those that applied to the Group's annual financial statements for the year ended 31 December 2018.

The Unaudited Condensed Consolidated Financial Statements have been prepared on historical cost basis. The Unaudited Condensed Consolidated Financial Statements are presented in Hong Kong dollar ("HK\$"), which is also the functional currency of the Company. All values are rounded to the nearest thousand except when otherwise indicated.

The Unaudited Condensed Consolidated Financial Statements have not been audited by the Company's independent auditor, but have been reviewed by the Company's audit committee (the "Audit Committee").

# NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

For the nine months ended 30 September 2019

## 3. Revenue and Other Income and Gains

An analysis of the Group's revenue, and other income and gains for the periods is as follows:

	Three months ended 30 September		Nine months ended 30 September	
	2019 HK\$'000 (unaudited)	2018 HK\$'000 (unaudited)	2019 HK\$'000 (unaudited)	2018 HK\$'000 (unaudited)
<b>Revenue</b>				
Revenue from provision of marketing production services	20,446	21,661	60,328	62,437
<b>Other income and gains</b>				
Administrative service income	15	15	45	45
Income from provision of art and calligraphy workshop	28	123	119	216
Income from sales of paper products and calligraphy stationery	6	45	44	137
Interest income	310	248	947	535
Reversal of provision for impairment loss	—	4	—	45
Sundry income	156	1	174	14
	515	436	1,329	992

# NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

For the nine months ended 30 September 2019

## 4. Income Tax Expense

	Three months ended 30 September		Nine months ended 30 September	
	2019 HK\$'000 (unaudited)	2018 HK\$'000 (unaudited)	2019 HK\$'000 (unaudited)	2018 HK\$'000 (unaudited)
Income tax expense comprises:				
Hong Kong Profits Tax				
— current tax for the period	110	54	220	178
Other jurisdictions				
— current tax for the period	—	(10)	—	49
Income tax expense	110	44	220	227

The Group is subject to income tax on an entity basis on profits arising in or derived from the jurisdictions in which members of the Group are domiciled and operated.

Pursuant to the rules and regulations of the Cayman Islands and the BVI, the Group is not subject to any income tax under these jurisdictions during the period (30 September 2018: Nil).

Hong Kong Profits Tax is calculated at 16.5% (30 September 2018: 16.5%) on the estimated assessable profits for the period, taking into account the tax concession granted by the Hong Kong Special Administrative Region Government for the periods.

No provision for Enterprise Income Tax ("EIT") has been made for the subsidiary established in the People's Republic of China (the "PRC") as the subsidiary did not have any assessable profits subject to EIT in the PRC during the period (30 September 2018: 25% on the estimated assessable profits).

# NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

For the nine months ended 30 September 2019

## 4. Income Tax Expense (Continued)

Pursuant to the EIT Law, 5% withholding tax is levied on the foreign investor in respect of dividend distributions arising from a foreign investment enterprise's profits earned after 1 January 2008. As at 30 September 2019, temporary withholding tax differences relating to the undistributed profits of the PRC subsidiary amounted to approximately HK\$936,000 (30 September 2018: HK\$610,000). Deferred tax liabilities of approximately HK\$47,000 (30 September 2018: HK\$31,000) have not been recognised in respect of the tax that would be payable on the distribution of these retained profits as the Company is in a position to control the dividend policy of the PRC subsidiary and it has been determined that it is probable that undistributed profits of the PRC subsidiary will not be distributed in the foreseeable future.

## 5. Dividends

### (a) Dividends payable to the owners of the Company attributable to the period

The Board does not recommend the payment of any dividend for the nine months ended 30 September 2019 (30 September 2018: Nil).

### (b) Dividends payable to the owners of the Company attributable to previous financial year, approved and paid during the period

During the nine months ended 30 September 2019, final dividend in respect of the year ended 31 December 2018 of HK0.15 cent per ordinary Share, totaling HK\$720,000, was approved on 19 June 2019 and paid on 19 July 2019 (2018: Nil).

## NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

For the nine months ended 30 September 2019

### 6. (Loss)/earnings Per Share

The calculation of the basic (loss)/earnings per Share attributable to the owners of the Company is based on the following data:

	Three months ended 30 September		Nine months ended 30 September	
	2019 HK\$'000 (Unaudited)	2018 HK\$'000 (Unaudited)	2019 HK\$'000 (Unaudited)	2018 HK\$'000 (Unaudited)
(Loss)/profit attributable to owners of the Company	(1,147)	526	(895)	1,616
	2019 '000	2018 '000	2019 '000	2018 '000
Number of shares: Weighted average number of ordinary Shares	480,000	480,000	480,000	480,000
	HK cents	HK cents	HK cents	HK cents
Basic and diluted (loss)/earnings per Share	(0.24)	0.11	(0.19)	0.34

Diluted (loss)/earnings per Share were same as the basic (loss)/earnings per Share as there were no dilutive potential ordinary Shares in existence during the periods.



## Business Review and Outlook

During the nine months ended 30 September 2019, the core business and revenue structure of the Group has remained stable. The escalation of the recent instability and clashes in Hong Kong have caused a rapid decline in market conditions and impacted our retail clients, resulting in the slowing down of their marketing activities in the third quarter of 2019. As a result, our physical media production and management segment has recorded a decrease in revenue by approximately HK\$1.9 million, representing 9.4%, from HK\$20.0 million for the three months ended 30 September 2018 to approximately HK\$18.1 million for the three months ended 30 September 2019. Our digital media production segment has performed well by upgrading our core operations partner to a new team in Bangalore. We are pleased to see the progress in digital media production segment in the third quarter of 2019. The revenue from digital media production segment increased by approximately HK\$0.7 million, representing 41.1%, from HK\$1.6 million for the three months ended 30 September 2018 to approximately HK\$2.3 million for the three months ended 30 September 2019. We continue to expect this segment to pick up in the last quarter of 2019. On the media side, we are expecting our media and e-commerce platform to be launched in the last quarter and to produce original contents to generate direct demand for products and services to effectively connect brands to consumers.

Looking ahead, we expect that there are still uncertainties and adverse effects on the overall business of our clients and so on our Group with the weak economic conditions in Hong Kong. Facing the current challenges, we are closely monitoring the business activities with our key clients and also the trade receivables, especially those aged over three months as at 30 September 2019. We will continue to develop our multi-media capability with a unique edge in media content driving the growth of the Group to a bigger platform and international markets aiming at delivering satisfactory returns the shareholders of the Company (“Shareholders”).

## Financial Review

### Revenue

The Group’s revenue is principally generated from the provision of marketing production services which are categorised into (i) physical media production and management; and (ii) digital media production. During the nine months ended 30 September 2019, the Group’s revenue decreased by approximately HK\$2.1 million, representing 3.4%, to approximately HK\$60.3 million (2018: HK\$62.4 million). New media and e-commerce business has not been commenced as of 30 September 2019.

## MANAGEMENT DISCUSSION AND ANALYSIS (CONTINUED)

The following table sets forth the breakdown of the revenue by service category during the period:

	For the nine months ended 30 September			
	2019		2018	
	HK\$'000	%	HK\$'000	%
	(Unaudited)		(Unaudited)	
Physical media production and management	54,346	90.1	55,418	88.8
Digital media production	5,982	9.9	7,019	11.2
	60,328	100.0	62,437	100.0

During the nine months ended 30 September 2019, the revenue from physical media production and management services decreased by approximately 1.9% to approximately HK\$54.3 million (2018: HK\$55.4 million). The decrease was mainly attributable to the decrease in number of projects during the period.

During the nine months ended 30 September 2019, the revenue from digital media production services decreased by approximately 14.8% to approximately HK\$6.0 million (2018: HK\$7.0 million). The decrease was directly attributable to the decrease in number of projects during the period.

### Outsourced project costs

Outsourced project costs consist of printing costs and other outsourced project costs. During the nine months ended 30 September 2019, the Group's outsourced project costs remained stable at a level of approximately HK\$22.8 million (2018: HK\$22.8 million). However, there was a decrease of approximately by 6.6% for the three months ended 30 September 2019 which was attributable to the overall decrease in revenue.

### Materials and consumables

Materials and consumables are expenses on papers and other materials sourced by the Group for the marketing production. During the nine months ended 30 September 2019, the Group's materials and consumables decreased by approximately HK\$1.3 million, representing 19.5%, to approximately HK\$5.5 million (2018: HK\$6.9 million). The decrease was directly attributable to the decrease in number of projects of physical media production and management.

## MANAGEMENT DISCUSSION AND ANALYSIS (CONTINUED)

### Employee benefits expenses

Employee benefits expenses primarily consists of salaries, allowances and benefits in kind, discretionary bonus and retirement benefit scheme contributions. During the nine months ended 30 September 2019, the Group's employee benefits expenses decreased by approximately HK\$2.0 million, representing 13.8%, to approximately HK\$12.7 million (2018: HK\$14.8 million). The decrease was directly attributable to the decrease in average number of staff.

### Rental expenses

Rental expenses primarily represent the rental expenses paid for office premises and warehouse in Hong Kong and the rents for the printing machines for confidential data printing services. During the nine months ended 30 September 2019, the Group's rental expenses decreased by approximately HK\$5.0 million, representing 96.4%, to approximately HK\$0.2 million (2018: HK\$5.2 million). The decrease was mainly due to the effect on initial adoption of HKFRS 16 on 1 January 2019. Those rental expenses are now recognised as depreciation of the right-of-use assets and finance cost on lease liabilities. Please refer to Note 2 to the Unaudited Condensed Consolidated Financial Statements for details.

### Transportation fee

Transportation fee consists of fees paid to logistic service providers for (i) delivery of products to clients; and (ii) postage incurred in respect of the direct mailing services. During the nine months ended 30 September 2019, the Group's transportation fee increased by approximately HK\$2.7 million, representing 51.5%, to approximately HK\$8.1 million (2018: HK\$5.3 million). The increase was directly attributable to the increase in projects requiring direct mailing services.

### Other operating expenses

Other operating expenses primarily consist of consultancy fee, professional fee, rates and building management fee, utilities and office expenses. During the nine months ended 30 September 2019, the Group's other operating expenses increased by approximately HK\$2.2 million, representing 40.6%, to approximately HK\$7.7 million (2018: HK\$5.5 million). The significant increase was primarily due to the increase in impairment loss on trade receivables of approximately HK\$1.6 million and share-based payment expenses of approximately HK\$0.6 million incurred during the period.

## MANAGEMENT DISCUSSION AND ANALYSIS (CONTINUED)

### Finance cost

Finance cost primarily represents the interest on lease liabilities. During the nine months ended 30 September 2019, the Group's finance cost was amounted to approximately HK\$0.5 million (2018: Nil). The increase was mainly due to the effect on initial adoption of HKFRS 16 on 1 January 2019. Please refer to Note 2 to the Unaudited Condensed Consolidated Financial Statements for details.

### (Loss)/profit for the period

During the nine months ended 30 September 2019, the Group recorded loss of approximately HK\$1.3 million (2018: profit of approximately HK\$1.6 million). The significant change was primarily attributable to decline in profit margin due to the competitive environment and the impairment loss on trade receivables and share-based payment expenses incurred during the period.

### Use of Proceeds

The following table sets forth the status of the use of proceeds from the Share Offer up to 30 September 2019:

	Total planned use of proceeds as stated in the Prospectus up to 31 December 2019 HK\$'000	Actual use of proceeds up to 30 September 2019 HK\$'000	Remaining unused net proceeds as at 30 September 2019 HK\$'000
Enlarge the social media marketing production capability and offering	8,000	633	7,367
Enhance the overall service offerings and expand the team across three service categories	9,142	1,334	7,808
Set up a studio and expand the work premises	11,458	8,081	3,377
Business development	8,280	2,766	5,514
Staff development	3,120	579	2,541
General working capital	3,800	3,420	380
<b>Total</b>	<b>43,800</b>	<b>16,813</b>	<b>26,987</b>

## MANAGEMENT DISCUSSION AND ANALYSIS (CONTINUED)

The business objectives, future plans and planned use of proceeds as stated in the prospectus of the Company dated 27 November 2017 (the "Prospectus") were based on the best estimation and assumption of future market conditions made by the Group at the time of preparing the Prospectus while the proceeds were applied based on the actual development of the Group's business and the industry.

The remaining unused net proceeds as at 30 September 2019 were placed as bank balances with licensed banks in Hong Kong and will be applied according to the intended usage stated in the Prospectus.

### Liquidity, Financial Resources, Gearing Ratio and Capital Structure

As at 30 September 2019, the Group had net current assets of approximately HK\$78.7 million (31 December 2018: HK\$84.1 million), including time deposits and cash and bank balances of approximately HK\$72.0 million (31 December 2018: HK\$68.9 million) mainly denominated in Hong Kong dollars, with approximately HK\$6.4 million (31 December 2018: HK\$6.3 million) denominated in renminbi which is not freely convertible into other currencies and the remittance of funds out of the PRC is subject to exchange restrictions imposed by the PRC government.

The gearing ratio of the Group as at 30 September 2019 was 12.3% (31 December 2018: Nil). The gearing ratio is calculated as total debt divided by total equity as at the respective period end.

There has been no change in the capital structure of the Company during the nine months ended 30 September 2019. The equity attributable to owners of the Company amounted to approximately HK\$84.2 million as at 30 September 2019 (31 December 2018: HK\$86.3 million).

## MANAGEMENT DISCUSSION AND ANALYSIS (CONTINUED)

### Foreign Exchange Exposure and Treasury Policy

The majority of the Group's business operations were conducted in Hong Kong. The transactions, monetary assets and liabilities of the Group were mainly denominated in Hong Kong dollars. During the period, there was no material impact to the Group arising from the fluctuation in the foreign exchange rates. The Group did not engage in any derivatives agreement and did not commit to any financial instruments to hedge its foreign exchange exposure during the period. The Group has adopted a prudent financial management approach towards its treasury policies and thus maintained a healthy liquidity position throughout the period. The Group strives to reduce exposure to credit risk by performing ongoing credit assessments and evaluations of the financial status of its customers. To manage liquidity risk, the Board closely monitors the Group's liquidity position to ensure that the liquidity structure of the Group's assets, liabilities and other commitments can meet its funding requirements from time to time.

### Pledge of Assets

As at 30 September 2019, the Group did not have any assets pledged for credit facilities (31 December 2018: Nil).

### Capital Commitments and Contingent Liabilities

As at 30 September 2019, the Group did not have any material capital commitment and contingent liability (31 December 2018: Nil).

### Employee and Remuneration

As at 30 September 2019, the Group had 40 (31 December 2018: 47) full-time employees (including executive Director). The Group offers a comprehensive and competitive remuneration and benefits package to all its employees. The Group has adopted a share option scheme and approved by the then Shareholders on 16 November 2017 (the "Share Option Scheme") for the purpose of providing incentives and rewards to eligible persons who contribute to the success of the Group's operations. The Group has also adopted other employee benefits including a mandatory provident fund retirement benefit scheme for its employees in Hong Kong, as required under the Mandatory Provident Fund Schemes Ordinance, and has participated in central pension scheme organised and governed by the relevant local governments for its employees in the PRC. In addition, discretionary bonus is offered to eligible employees by reference to the Group's results and individual performance. To ensure that the Group is able to attract and retain staff capable of attaining the best performance levels, remuneration packages are reviewed on a regular basis.

## MANAGEMENT DISCUSSION AND ANALYSIS (CONTINUED)

### Future Plans for Material Investments and Capital Assets

Saved as disclosed in the Prospectus, the Group did not have other plans for material investments and capital assets.

### Significant Investments, Material Acquisitions and Disposals of Subsidiaries and Affiliated Companies

During the nine months ended 30 September 2019, except for that disclosed in Note 1 to the Unaudited Condensed Consolidated Financial Statements, the Group did not have any significant investments, material acquisitions and disposals of subsidiaries and affiliated companies.

### Purchase, Sale or Redemption of the Company's Listed Securities

During the nine months ended 30 September 2019 and up to the date of this report, neither the Company nor any of its subsidiaries have purchased, sold or redeemed any of the Company's listed securities.

### Event After the Reporting Period

The Group has no significant events after the reporting period.

# DISCLOSURE OF INTERESTS AND OTHER INFORMATION

## Directors' and Chief Executive's Interests and Short Positions in the Shares, Underlying Shares or Debentures of the Company and Its Associated Corporations

As at 30 September 2019, the interests and short positions of the Directors and chief executive of the Company in the Shares and underlying shares or debentures of the Company and its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")) which were notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they were taken or deemed to have under such provisions of the SFO), or which were recorded in the register required to be kept by the Company under Section 352 of the SFO, or which were, pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules, notified to the Company and the Stock Exchange, were as follows:

### (i) Interests in the Shares of the Company

Name of Director	Nature of interest	Number of Shares held <sup>(1)</sup>	Shareholding percentage
Ms. Woo Chan Tak Chi Bonnie ("Ms. Bonnie Chan Woo") <sup>(2)</sup>	Interest in a controlled corporation	277,200,000 (L)	57.75%
Mr. Chow Sai Yiu Evan ("Mr. Evan Chow") <sup>(3)</sup>	Interest in a controlled corporation	82,800,000 (L)	17.25%

Notes:

1. The letter "L" denotes the person's long position in the Shares.
2. Explorer Vantage was incorporated in the BVI and is beneficially and wholly-owned by Ms. Bonnie Chan Woo. By virtue of the SFO, Ms. Bonnie Chan Woo is deemed to be interested in the Shares held by Explorer Vantage.
3. Hertford Global Limited ("Hertford Global") was incorporated in the BVI and is beneficially and wholly-owned by Mr. Evan Chow. By virtue of the SFO, Mr. Evan Chow is deemed to be interested in the Shares held by Hertford Global.



## DISCLOSURE OF INTERESTS AND OTHER INFORMATION (CONTINUED)

### (ii) Interests in associated corporation(s) of the Company

Name of Director	Name of associated corporation(s)	Capacity	Number of Share(s) held <sup>(1)</sup>	Shareholding percentage
Ms. Bonnie Chan Woo	Explorer Vantage <sup>(2)</sup>	Beneficial owner	1 (L)	100%
	Papercom Limited ("Papercom") <sup>(3)</sup>	Interest in a controlled corporation	10,000 (L)	100%

Notes:

1. The letter "L" denotes the person's long position in the shares.
2. Explorer Vantage is beneficially and wholly-owned by Ms. Bonnie Chan Woo.
3. Papercom is beneficially and wholly-owned by Explorer Vantage. Under the SFO, Ms. Bonnie Chan Woo is deemed to be interested in all the shares held by Explorer Vantage.

Save as disclosed above, as at 30 September 2019, 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 which were notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which he will be taken or deemed to have under the SFO), or which were required, pursuant to Section 352 of the SFO, to be entered in the register referred to therein or pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules, which were notified to the Company and the Stock Exchange.

## DISCLOSURE OF INTERESTS AND OTHER INFORMATION (CONTINUED)

### Substantial Shareholders' and Other Person's Interests and Short Positions in the Shares and Underlying Shares of the Company

As at 30 September 2019, to the knowledge of the Directors, Shareholders (other than the Directors or chief executive of the Company) who had interests or short positions in the Shares, underlying shares or debentures of the Company which would fall to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO, or which were recorded in the register required to be kept by the Company under Section 336 of the SFO were as follows:

#### Interests in the Shares of the Company

Name	Type of interest	Number of Shares held <sup>(1)</sup>	Percentage of shareholding in the Company
Explorer Vantage <sup>(2)</sup>	Beneficial owner	277,200,000 (L)	57.75%
Hertford Global <sup>(3)</sup>	Beneficial owner	82,800,000 (L)	17.25%
Mr. Darrin Woo <sup>(4)</sup>	Interest of spouse	277,200,000 (L)	57.75%

Notes:

- The letter "L" denotes the person's long position in the Shares.
- Explorer Vantage was incorporated in the BVI and is beneficially and wholly-owned by Ms. Bonnie Chan Woo.
- Hertford Global was incorporated in the BVI and is beneficially and wholly-owned by Mr. Evan Chow.
- Mr. Darrin Woo is the spouse of Ms. Bonnie Chan Woo. By virtue of the SFO, Mr. Darrin Woo is deemed to be interested in the Shares which are interested by Ms. Bonnie Chan Woo.

Save as disclosed above, as at 30 September 2019, to the knowledge of the Directors, the Company has not been notified by any persons (other than the Directors or chief executive of the Company) who had interests or short positions in the Shares, underlying shares or debentures of the Company which would fall to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO, or which were recorded in the register required to be kept by the Company under Section 336 of the SFO.

## DISCLOSURE OF INTERESTS AND OTHER INFORMATION (CONTINUED)

### Share Option Scheme

Share Option Scheme was adopted and approved by the then Shareholders on 16 November 2017. Details of the Share Option Scheme are set out in Appendix IV to the Prospectus. No share option has been granted pursuant to the Share Option Scheme since its adoption.

### Rights to Acquire Shares or Debentures

Saved as disclosed above, at no time during the nine months ended 30 September 2019 and up to the date of this report, have the Directors and the chief executive of the Company and their respective close associates (as defined under the GEM Listing Rules) had any interest in, or had been granted, or exercised any rights to subscribe for Shares or underlying shares of the Company and/or its associated corporations (within the meaning of the SFO).

Save as disclosed above in the section "Share Option Scheme", at no time during the nine months ended 30 September 2019 and up to the date of this report was the Company, any of its subsidiaries, its associated companies or its holding companies a party to any arrangements to enable the Directors or the chief executive of the Company to hold any interests or short positions in the Shares or underlying shares in, or debentures of, the Company and/or its associated corporations (within the meaning of the SFO).

### Directors' Interest in Competing Business

During the nine months ended 30 September 2019 and up to the date of this report, none of the Directors, nor the substantial Shareholders nor their respective close associates (as defined under the GEM Listing Rules) had any interests (other than their interest in the Company or its subsidiaries) in any business which competed or may compete, either directly or indirectly, with the business of the Group or any other conflicts of interests with the Group.

### Deed of Non-competition

The Deed of Non-competition dated 16 November 2017 (as defined in the Prospectus) was entered into by Explorer Vantage and Ms. Bonnie Chan Woo in favour of the Company (for the Company and for the benefit of its subsidiaries) regarding non-competition undertakings. The details of the Deed of Non-competition have been disclosed in the Prospectus under the section headed "Relationship with our Controlling Shareholders — Deed of Non-competition" and the non-competition undertaking has become effective from the Listing Date.

## DISCLOSURE OF INTERESTS AND OTHER INFORMATION (CONTINUED)

### Directors' Securities Transactions

The Company has adopted a code of conduct regarding securities transactions (the "Model Code") by the Directors on terms no less exacting than the required standard of dealings set out in Rules 5.48 to 5.67 of the GEM Listing Rules. The Company has confirmed that, having made specific enquiry of all the Directors, all Directors have complied with the Model Code throughout the nine months ended 30 September 2019.

Pursuant to Rule 5.66 of the GEM Listing Rules, the Directors have also requested any employee of the Company or director or employee of a subsidiary of the Company who, because of his/her office or employment in the Company or a subsidiary, is likely to possess inside information in relation to the securities of the Company, not to deal in securities of the Company when he/she would be prohibited from dealing by the Model Code as if he/she was a Director.

### Compliance Adviser's Interests

As notified by Ballas Capital Limited ("Ballas"), compliance adviser of the Company, neither Ballas nor any of its close associates and none of the directors or employees of Ballas had any interest in the share capital of the Company or any member of the Group (including options or rights to subscribe for such securities, if any) which is required to be notified to the Company pursuant to Rule 6A.32 of the GEM Listing Rules as at the date of this report.

### Loan Agreements with Covenants relating to Specific Performance of the Controlling Shareholder

On 20 August 2018, Icycle Production Company Limited ("Icycle Production"), an indirect wholly-owned subsidiary of the Company, as the borrower, entered into a bank facility letter (the "Facility Letter") with DBS Bank (Hong Kong) Limited as the lender (the "Lender"), pursuant to which the Lender agreed to make available a bank overdraft facility, with a maximum facility of HK\$10,000,000, which has been made available and will continue to be made available by Lender to Icycle Production on the terms and conditions therein contained. Pursuant to the Facility Letter, a specific performance covenant is imposed on Ms. Bonnie Chan Woo, the controlling Shareholder, to hold not less than 51% beneficial interest of the Company and Icycle Production.

## DISCLOSURE OF INTERESTS AND OTHER INFORMATION (CONTINUED)

### Corporate Governance Practices

The Company is committed to maintain a high standard of corporate governance in emphasizing a quality board of directors, sound internal control, transparency and accountability with a view to safeguard the interests of all the Shareholders. The Board has adopted the principles and the code provisions of Corporate Governance Code (the “CG Code”) contained in Appendix 15 to the GEM Listing Rules. In accordance with the requirements of the GEM Listing Rules, the Company has established the Audit Committee, a nomination committee and a remuneration committee with specific written terms of reference. During the nine months ended 30 September 2019 and up to the date of this report, the Company has complied with all the code provisions of the CG Code as set out in Appendix 15 to the GEM Listing Rules except for the deviation from code provision A.2.1 as detailed below.

Code provision A.2.1 of the CG Code stipulates that the roles of chairman and chief executive should be separate and should not be performed by the same individual. Under the current structure of the Company, Ms. Bonnie Chan Woo is the Chairperson and the Chief Executive Officer of the Company (“CEO”). In view that Ms. Bonnie Chan Woo has been managing the Group’s business and overall strategic planning since August 2002, the Board believes that the vesting of the roles of the Chairperson of the Board and CEO in Ms. Bonnie Chan Woo is beneficial to the business operations and management of the Group as it provides a strong and consistent leadership to the Group, and the current management has been effective in the development of the Group and implementation of business strategies under the leadership of Ms. Bonnie Chan Woo. In allowing the two roles to be vested in the same person, the Board believes both positions require in-depth knowledge and considerable experience in the Group’s business, and Ms. Bonnie Chan Woo is the most suitable person to take up both positions for effective management of the Group.

Therefore, the Board considers that the deviation from code provision A.2.1 of the CG Code is appropriate in such circumstances. Notwithstanding the above, the Board believes that the balance of power and authority is adequately ensured by the operation of the Board which comprises experienced and high-caliber individuals, with three of them being independent non-executive Directors.

## DISCLOSURE OF INTERESTS AND OTHER INFORMATION (CONTINUED)

### Audit Committee and Review of Unaudited Condensed Consolidated Financial Statements

The Audit Committee was established with written terms of reference in compliance with Rule 5.28 of the GEM Listing Rules and paragraph C.3 of the CG Code as set out in Appendix 15 to the GEM Listing Rules. The Audit Committee comprises three independent non-executive Directors, namely Mr. Ip Arnold Tin Chee, Mr. Hung Alan Hing Lun and Mr. Man Ka Ho Donald; and Mr. Ip Arnold Tin Chee is the chairman of the Audit Committee. The primary duties of the Audit Committee include reviewing and supervising the Group's financial reporting system, monitoring the internal control procedures and risk management, reviewing the Group's financial information and the relationship with the external auditor of the Company, ensuring compliance with the relevant laws and regulations. In addition, the Audit Committee is responsible for the initial establishment and the maintenance of a framework of internal controls and ethical standards for the Group's management.

The Unaudited Condensed Consolidated Financial Statements have not been audited. The Audit Committee has reviewed with the management of the Group the Unaudited Condensed Consolidated Financial Statements, the quarterly report, the accounting principles and policies adopted by the Group, and other financial reporting matters. The Audit Committee is satisfied that the Unaudited Condensed Consolidated Financial Statements complied with the applicable accounting standards, the requirements under the GEM Listing Rules and other applicable legal requirements, and that adequate disclosures have been made.

By order of the Board

**Icicle Group Holdings Limited**

**Woo Chan Tak Chi Bonnie**

*Chairperson and Chief Executive Officer*

Hong Kong, 4 November 2019

*As at the date of this report, the Board comprises Ms. Woo Chan Tak Chi Bonnie as executive Director, Mr. Chow Sai Yiu Evan as non-executive Director and Mr. Ip Arnold Tin Chee, Mr. Hung Alan Hing Lun and Mr. Man Ka Ho Donald as independent non-executive Directors.*