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天泓文創

Icon Culture Global Co.Ltd

Icon Culture Global Company Limited

天泓文創國際集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8500)

**FIRST QUARTERLY RESULTS ANNOUNCEMENT
FOR THE THREE MONTHS ENDED 31 MARCH 2022**

The board (the “**Board**”) of directors (the “**Directors**”) of Icon Culture Global Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce the unaudited condensed consolidated financial results of the Group for the three months ended 31 March 2022. This announcement, containing the full text of the 2022 first quarterly report of the Company, complies with the relevant requirements of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “**GEM**” and the “**GEM Listing Rules**”, respectively) in relation to the information to accompany the preliminary announcement of the first quarterly results. The printed version of the Company’s 2022 first quarterly report will be delivered to the shareholders of the Company and available for viewing on the websites of the Stock Exchange at www.hkexnews.hk and of the Company at www.iconspace.com in due course in the manner as required by the GEM Listing Rules.

By order of the Board
Icon Culture Global Company Limited
Chow Eric Tse To
Chairman and Executive Director

Hong Kong, 12 May 2022

As at the date of this announcement, the executive Directors are Mr. Chow Eric Tse To (Chairman), Ms. Cai Xiaoshan, Mr. Lau Tung Hei Derek, Ms. Liang Wei (Chief Executive Officer and Compliance Officer) and Mr. Liu Biao; and the independent non-executive Directors are Mr. Lee Siu Hang Foster, Ms. Tam Hon Shan Celia and Mr. Tian Tao.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with 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 announcement 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 announcement misleading.

This announcement will remain on the “Latest Listed Company Information” page of the GEM website at www.hkgem.com for at least 7 days from the date of its publication. This announcement will also be published and will remain on the Company’s website at www.iconspace.com.

CHARACTERISTICS OF GEM OF THE STOCK EXCHANGE OF HONG KONG LIMITED (THE “STOCK EXCHANGE” AND “GEM”, RESPECTIVELY)

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 and no assurance is given that there will be a liquid market in the securities traded on GEM.

Hong Kong Exchanges and Clearing Limited and the Stock Exchange take no responsibility for the contents of this report, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this report.

*This report, for which the directors (the “**Directors**”, each a “**Director**”) of Icon Culture Global Company Limited (the “**Company**”) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM (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.*

香港聯合交易所有限公司 GEM (分別為「聯交所」及「GEM」) 的特色

GEM 的定位，乃為較於聯交所上市的其他公司帶有較高投資風險的中小型公司提供一個上市的市場。有意投資者應瞭解投資於該等公司的潛在風險，並應經過審慎周詳考慮後方作出投資決定。

由於**GEM** 上市公司一般為中小型公司，在**GEM** 買賣的證券可能會承受較於主板買賣的證券為高的市場波動風險，同時亦無法保證在**GEM** 買賣的證券會有高流通量的市場。

香港交易及結算所有限公司及聯交所對本報告的內容概不負責，對其準確性或完整性亦不發表任何聲明，並明確表示，概不就因本報告全部或任何部份內容而產生或因倚賴該等內容而引致的任何損失承擔任何責任。

本報告載有遵照**GEM** 證券上市規則(「**GEM 上市規則**」)規定提供的詳情，旨在提供有關天泓文創國際集團有限公司(「**本公司**」)的資料；而本公司董事(「**董事**」)願就本報告共同及個別承擔全部責任。董事經作出一切合理查詢後確認，就彼等所深知及確信，本報告所載資料在各重大方面均屬準確及完整，並無誤導或欺詐成份，並無遺漏其他事項致使本報告內任何陳述或本報告產生誤導。

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CORPORATE INFORMATION

公司資料

EXECUTIVE DIRECTORS

Mr. Chow Eric Tse To (*Chairman*)

Ms. Cai Xiaoshan

Mr. Lau Tung Hei Derek

Ms. Liang Wei (*Chief Executive Officer*)

Mr. Liu Biao

執行董事

周子濤先生(主席)

蔡曉珊女士

劉東曦先生

梁薇女士(行政總裁)

劉標先生

INDEPENDENT NON-EXECUTIVE DIRECTORS

Mr. Lee Siu Hang Foster

Ms. Tam Hon Shan Celia

Mr. Tian Tao

獨立非執行董事

李兆鏗先生

譚漢珊女士

田濤先生

COMPANY SECRETARY

Ms. Tung Wing Yee Winnie

公司秘書

董穎怡女士

AUTHORISED REPRESENTATIVES

Ms. Liang Wei

Ms. Tung Wing Yee Winnie

授權代表

梁薇女士

董穎怡女士

BOARD COMMITTEES

Audit Committee

Mr. Lee Siu Hang Foster (*Chairperson*)

Ms. Tam Hon Shan Celia

Mr. Tian Tao

董事委員會

審核委員會

李兆鏗先生(主席)

譚漢珊女士

田濤先生

Remuneration Committee

Ms. Tam Hon Shan Celia (*Chairperson*)

Mr. Lee Siu Hang Foster

Mr. Tian Tao

薪酬委員會

譚漢珊女士(主席)

李兆鏗先生

田濤先生

Nomination Committee

Mr. Chow Eric Tse To (*Chairperson*)

Mr. Lee Siu Hang Foster

Ms. Tam Hon Shan Celia

提名委員會

周子濤先生(主席)

李兆鏗先生

譚漢珊女士

CORPORATE INFORMATION

公司資料

COMPLIANCE ADVISER

Innovax Capital Limited
Room 2002, 20/F
Chinachem Century Tower
178 Gloucester Road, Wanchai
Hong Kong

LEGAL ADVISERS

As to Hong Kong laws
Jingtian & Gongcheng LLP

As to PRC laws
Hylands (Shenzhen) Law Firm

As to Cayman Islands laws
Ogier

REGISTERED OFFICE

89 Nexus Way, Camana Bay, Grand Cayman
KY1-9009 Cayman Islands

PRINCIPAL PLACE OF BUSINESS IN THE REPUBLIC OF CHINA (THE “PRC”)

29/F, Kingold Century
No. 62 Jinsui Road
Zhujiang New Town
Tianhe District, Guangzhou City
Guangdong Province, the PRC

PRINCIPAL PLACE OF BUSINESS IN HONG KONG

31/F, 148 Electric Road
North Point, Hong Kong

合規顧問

創陞融資有限公司
香港
灣仔告士打道178號
華懋世紀廣場
20樓2002室

法律顧問

有關香港法律
競天公誠律師事務所有限法律責任合夥

有關中國法律
北京市浩天信和(深圳)律師事務所

有關開曼群島法律
奧傑律師事務所

註冊辦事處

89 Nexus Way, Camana Bay, Grand Cayman
KY1-9009 Cayman Islands

中華人民共和國(「中國」)主要營業地點

中國廣東省
廣州市天河區
珠江新城
金穗路62號
僑鑫國際大廈29樓

香港主要營業地點

香港北角
電氣道148號31樓

CORPORATE INFORMATION

公司資料

PRINCIPAL SHARE REGISTRAR AND TRANSFER OFFICE IN THE CAYMAN ISLANDS

Ogier Global (Cayman) Limited
89 Nexus Way, Camana Bay, Grand Cayman
KY1-9009, Cayman Islands

開曼群島股份過戶登記總處

Ogier Global (Cayman) Limited
89 Nexus Way, Camana Bay, Grand Cayman
KY1-9009, Cayman Islands

HONG KONG BRANCH SHARE REGISTRAR AND TRANSFER OFFICE

Boardroom Share Registrars (HK) Limited
2103B, 21/F, 148 Electric Road
North Point, Hong Kong

香港股份過戶登記分處

寶德隆證券登記有限公司
香港北角
電氣道 148 號 21 樓 2103B 室

PRINCIPAL BANKERS

Bank of China
Agricultural Bank of China

主要往來銀行

中國銀行
中國農業銀行

COMPANY'S WEBSITE

<http://www.iconspace.com/>

公司網站

<http://www.iconspace.com/>

LISTING INFORMATION

Place of Listing

GEM of the Stock Exchange

上市資料

上市地點

聯交所 GEM

Stock Code

8500

股份代號

8500

Board Lot

2,000 shares

買賣單位

2,000 股股份

FINANCIAL HIGHLIGHTS

財務摘要

Three months ended 31 March

截至3月31日止三個月

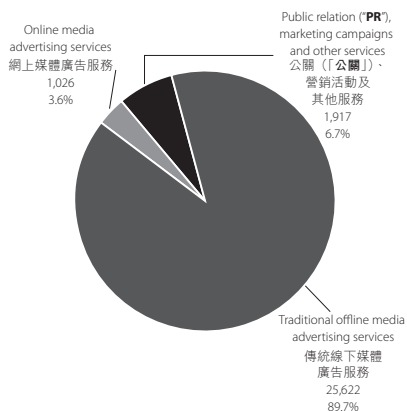
		2022 2022年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2021 2021年 RMB'000 人民幣千元 (Unaudited) (未經審核)	Change 變動 %
Revenue	收益	28,565	44,419	-35.7%
Gross profit	毛利	5,779	9,640	-40.1%
Profit for period	期內溢利	1,271	5,379	-76.4%

Revenue for three months ended

31 March 2022 (RMB'000)

截至2022年3月31日

止三個月收益 (人民幣千元)



Revenue for three months ended

31 March 2021 (RMB'000)

截至2021年3月31日

止三個月收益 (人民幣千元)



MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論及分析

BUSINESS REVIEW

The Group is an integrated multimedia advertising and marketing solution service provider based in Guangzhou, the PRC and offers advertising and marketing solutions covering (i) traditional offline media including both out-of-house (“OOH”) and indoor advertising platforms; (ii) online media; and (iii) PR, marketing campaigns and other services to our customers comprising domestic and international brand owners, state-owned entities in the PRC, advertising agencies and government authorities. Our integrated multimedia advertising and marketing solution services primarily focus on the formulation of advertising strategies for our customers, and identifying and sourcing the most appropriate advertising resources and formats to maximise the effectiveness of our customers' brands and product promotions, while promoting the product sales of our customers.

For the three months ended 31 March 2022 (the “Period”), the Group recorded revenue of approximately RMB28.6 million, representing a decrease of 35.7% as compared to the same period in 2021; the net profit was RMB1.3 million, representing a decrease of 76.4% as compared to the same period in 2021. The decrease was mainly attributable to: (i) the decrease in revenue generated from traditional offline media advertising services with higher margins as some of the customers which were affected by the novel coronavirus 2019 (the “COVID-19”) pandemic had substantially reduced their traditional offline media advertising budget during the Period; and (ii) increase in staff costs and rental expense as the Group continued to expand the service capabilities for live-streaming e-commerce business.

業務回顧

本集團是一家位於中國廣州的綜合多媒體廣告及營銷解決方案服務供應商，向我們的客戶（包括國內、國際品牌擁有人、中國國有實體、廣告代理商及政府機構等）提供廣告及營銷解決方案，包括(i)傳統線下媒體，包括戶外（「戶外」）及室內廣告平台；(ii)互聯網媒體；及(iii)公關、營銷活動及其他服務。我們的綜合多媒體廣告及營銷解決方案服務主要專注於為客戶制定廣告策略、識別及採購最合適的廣告資源及方式，以達到我們客戶的品牌、產品宣傳效果的最大化；同時實現客戶產品銷量的推動效果。

截至2022年3月31日止三個月（「本期間」），本集團錄得收益約人民幣28.6百萬元，較2021年同期下降35.7%；純利為人民幣1.3百萬元，較2021年同期下降76.4%。減少的原因主要是：(i)來自毛利率較高的傳統線下媒體廣告服務的收益減少，由於受新冠肺炎（「**新冠肺炎**」）疫情影響，部分客戶於本期間大幅減少在傳統線下媒體的廣告投放預算；及(ii)隨著本集團持續擴大直播電商業務的服務能力，員工成本和租金費用也有所增加。

MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論及分析

FINANCIAL REVIEW

Revenue

During the Period, the Group recorded a turnover of approximately RMB28.6 million, representing a decrease of approximately RMB15.8 million or 35.7% (for three months ended 31 March 2021: approximately RMB44.4 million) as compared to the corresponding period in 2021. The decrease was mainly due to some of the customers that were affected by the COVID-19 pandemic had substantially reduced their traditional offline media advertising budget.

Gross Profit and Gross Profit Margin

Gross profit decreased by approximately RMB3.8 million from approximately RMB9.6 million for the corresponding period in 2021 to approximately RMB5.8 million for the Period, and gross profit margin was approximately 20.2% for the Period (for three months ended 31 March 2021: 21.7%). The decrease was mainly due to the decrease in revenue and increase in staff costs and rental expenses.

Administrative Expenses

Administrative expenses for the Period amounted to approximately RMB3.1 million (for three months ended 31 March 2021: RMB2.4 million). The increase in administrative expenses for the Period was mainly due to the increased credit loss provisions for trade receivables.

Income Tax

Income tax amounted to approximately RMB0.6 million for the Period (for three months ended 31 March 2021: RMB1.8 million). The decrease was mainly due to the decrease in gross profit.

財務回顧

收益

於本期間，本集團錄得營業額約人民幣28.6百萬元，較2021年同期減少約人民幣15.8百萬元或35.7%（截至2021年3月31日止三個月：約人民幣44.4百萬元）。減少主要是由於受新冠肺炎疫情影響，部分客戶大幅減少在傳統線下媒體的廣告投放預算。

毛利及毛利率

毛利由2021年同期約人民幣9.6百萬元減少約人民幣3.8百萬元至本期間約人民幣5.8百萬元，而本期間毛利率約為20.2%（截至2021年3月31日止三個月：21.7%）。減少乃主要由於收益的減少以及員工成本和租金費用增加。

行政開支

本期間行政開支約為人民幣3.1百萬元（截至2021年3月31日止三個月：人民幣2.4百萬元）。本期間行政開支增加乃主要由於貿易應收款項信貸虧損撥備增加。

所得稅

本期間所得稅約為人民幣0.6百萬元（截至2021年3月31日止三個月：人民幣1.8百萬元）。減少乃主要由於毛利減少。

MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論及分析

Net Profit

Net profit amounted to approximately RMB1.3 million for the Period (for three months ended 31 March 2021: RMB5.4 million). The decrease was mainly due to the decrease in gross profit.

DIVIDEND

The board of Directors (the “**Board**”) has resolved not to declare the payment of any dividend for the Period (for three months ended 31 March 2021: Nil).

USE OF PROCEEDS

The shares of the Company (the “**Shares**”) were initially listed on GEM by way of share offer and the Company completed the share offer of its 45,000,000 Shares, comprising 4,500,000 public offer Shares and 40,500,000 placing Shares, with a par value of HK\$0.01 each at an offer price of HK\$1.39 per Share (the “**Listing**”). The net proceeds from the Listing (the “**Net Proceeds**”) after deducting the underwriting commission and related listing expenses paid by the Company, were approximately HK\$30.6 million. Having considered the business operating environment and the development of the Group, the Board resolved to change the use of the unutilised Net Proceeds as set out in the announcement of the Company dated 11 September 2020 (the “**Announcement**”). Please refer to the Announcement for details of the changes on use of the unutilised Net Proceeds. The Net Proceeds were fully utilised as of 31 December 2021.

純利

本期間純利約為人民幣1.3百萬元(截至2021年3月31日止三個月：人民幣5.4百萬元)。減少乃主要由於毛利減少。

股息

董事會(「**董事會**」)議決不宣派本期間的任何股息(截至2021年3月31日止三個月：無)。

所得款項用途

本公司股份(「**股份**」)首次以股份發售方式於GEM上市，本公司完成其45,000,000股股份的股份發售，包括4,500,000股公開發售股份及40,500,000股配售股份，每股面值0.01港元，每股發售價1.39港元(「**上市**」)。上市所得款項淨額(「**所得款項淨額**」)經扣除本公司已付之包銷佣金及相關上市開支後約為30.6百萬港元。經考慮本集團的業務經營環境及發展後，董事會議決更改本公司日期為2020年9月11日的公告(「**該公告**」)所載的未動用所得款項淨額的用途。有關未動用所得款項淨額用途變動詳情，請參閱該公告。所得款項淨額已於2021年12月31日悉數動用。

MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論及分析

FUTURE PROSPECT

The advertising and marketing industry encounters many challenges, such as the slowdown of the macroeconomy, changes in the advertising environment and the requirements of brand customers (advertisers), in which challenges and opportunities coexist with the continuous upgrades of cultural and entertainment consumption, science and technology, as well as the gradual stabilisation of Internet regulatory policies, a new wave will be started again in the industry. The Group will continue to increase in integrated investment in new businesses, and provide customers with a better full range of services of a synthesis of “brands awareness, marketing effectiveness and sales volume achievement” through the combination of “Creative + Media” services. We shall continue to capture market opportunities so as to achieve a sustainable business growth and long-term benefits of our shareholders.

未來前景

廣告營銷行業面臨著宏觀經濟下滑、廣告環境變化、品牌客戶(廣告商)要求轉變等的諸多挑戰。隨著文化娛樂消費、科學技術的不斷升級，以及互聯網監管政策的逐步穩定，機遇與挑戰並存，行業勢必會再次掀起新的浪潮。本集團將繼續加大新業務的綜合投入，通過「創意+媒介」服務組合的方式，為客戶提供「品效銷合一」的更優質全方位服務。我們將繼續把握市場機會以實現可持續的業務增長及股東的長期利益。

CORPORATE GOVERNANCE AND OTHER INFORMATION

企業管治及其他資料

CORPORATE GOVERNANCE

The Directors recognise the importance of good corporate governance in management and internal procedures to promote and ensure accountability. The Company's corporate governance practices are based on principles and code provisions of the Corporate Governance Code as set out in Appendix 15 to the GEM Listing Rules (the "**Corporate Governance Code**"). During the Period, the Company's corporate governance practices have been complied, and we shall continue to comply, with the code provisions of the Corporate Governance Code.

MODEL CODE FOR SECURITIES TRANSACTIONS

The Company has adopted a code of conduct regarding securities transactions by the Directors on terms which are the same as the required standard of dealings set out in Rules 5.48 to 5.67 of the GEM Listing Rules.

Having been made a specific enquiry by the Company, all Directors confirmed that they had complied with the required standard of dealings and code of conduct regarding securities transactions during the Period.

COMPETING INTEREST

During the Period, none of the Directors, the controlling shareholders and substantial shareholders (as defined in the GEM Listing Rules) of the Company nor their respective close associates (as defined in the GEM Listing Rules) had engaged in or had any interest in any business which competes or is likely to compete, either directly or indirectly, with the business of the Group and which requires disclosure pursuant to Rule 11.04 of GEM Listing Rules, nor did they have any conflict of interest with the Group.

企業管治

董事深明在管理及內部程序方面實行良好企業管治以促進及確保問責的重要性。本公司的企業管治常規乃基於GEM上市規則附錄十五所載企業管治守則(「**企業管治守則**」)的原則及守則條文。於本期間，本公司的企業管治常規已遵守且我們將繼續遵守企業管治守則的守則條文。

證券交易的標準守則

本公司已採納有關董事進行證券交易之行為守則，其條款與GEM上市規則第5.48至5.67條所載之交易必守準則相同。

本公司作出特定查詢後，全體董事確認彼等於本期間一直遵守交易必守準則及有關證券交易的行為守則。

利益衝突

於本期間，本公司董事、控股股東及主要股東(定義見GEM上市規則)或彼等各自緊密聯繫人(定義見GEM上市規則)概無從事與本集團業務直接或間接構成競爭或可能構成競爭的任何業務或於該等業務中擁有權益，而該等業務及權益須根據GEM上市規則第11.04條予以披露，彼等與本集團亦無任何利益衝突。

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

Neither the Company nor any of the subsidiaries purchased, sold or redeemed the Company's listed securities during the Period. Neither the Company nor any of its subsidiaries had issued or granted any convertible securities, options, warrants or similar rights or exercise any conversion or subscription rights under any convertible securities, options, warrants or similar rights during the Period.

SHARE OPTION SCHEME

A share option scheme (the "**Share Option Scheme**") has been conditionally adopted by the Company on 11 December 2019, with an effective term of 10 years from 14 January 2020. The terms of the Share Option Scheme are in accordance with the provisions of Chapter 23 of the GEM Listing Rules.

There was no share option outstanding as at 31 March 2022 and no share option was granted, exercised, cancelled or lapsed during the Period.

購買、出售或贖回本公司的上市證券

於本期間，本公司或其任何附屬公司概無購買、出售或贖回本公司上市證券。本公司或其任何附屬公司於本期間概無發行或授出任何可轉換證券、期權、認股權證或相似權利，亦無行使任何可轉換證券、期權、認股權證相關之任何轉換或認購權利或相似權利。

購股權計劃

本公司已於2019年12月11日有條件採納購股權計劃(「**購股權計劃**」)，自2020年1月14日起為期十年內有效。購股權計劃條款遵從GEM上市規則第23章的條文。

於2022年3月31日，概無未行使購股權，而於本期間，概無購股權授出、行使、註銷或失效。

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DIRECTORS' AND CHIEF EXECUTIVES' INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES

As at 31 March 2022, the interests and short positions of the Directors and chief executives in the shares, underlying shares and debentures of the Company or its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO"), which were required (a) to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including any interests or short positions which they were taken or deemed to have under such provisions of the SFO); or (b) pursuant to Section 352 of the SFO, to be entered in the register referred to therein; or (c) to be notified to the Company and the Stock Exchange pursuant to the required standard of dealings by the Directors as referred to in Rules 5.46 to 5.67 of the GEM Listing Rules were as follows:

董事及最高行政人員於股份、相關股份及債權證中的權益及淡倉

於2022年3月31日，董事及最高行政人員於本公司或其相聯法團(定義見證券及期貨條例(「證券及期貨條例」)第XV部)的股份、相關股份及債權證中擁有(a)根據證券及期貨條例第XV部第7及第8分部須知會本公司及聯交所的權益及淡倉(包括彼等根據證券及期貨條例之有關條文被當作或視為擁有之任何權益或淡倉);或(b)根據證券及期貨條例第352條須登記於該條所指的登記冊內的權益及淡倉;或(c)根據GEM上市規則第5.46至5.67條所述的董事進行交易的規定準則須知會本公司及聯交所的權益及淡倉如下:

Name of Directors	Capacity/nature of interest	Number of Shares held (Note 1)	Approximate percentage of shareholding (%) (Note 5)
董事姓名	身份／權益性質	持有股份數目 (附註 1)	股權概約百分比 (%) (附註 5)
Mr. Chow Eric Tse To (" Mr. Chow ") (Note 2)	Interest in a controlled corporation	87,750,000 Shares (L)	48.75%
周子濤先生(「周先生」)(附註2)	受控制法團權益	87,750,000 股股份 (L)	48.75%
Mr. Lau Tung Hei Derek (" Mr. Lau ") (Note 3)	Interest in a controlled corporation	13,500,000 Shares (L)	7.5%
劉東曦先生(「劉先生」)(附註3)	受控制法團權益	13,500,000 股股份 (L)	7.5%
Ms. Cai Xiaoshan (" Ms. Cai ") (Note 4)	Interest in a controlled corporation	33,750,000 Shares (L)	18.75%
蔡曉珊女士(「蔡女士」)(附註4)	受控制法團權益	33,750,000 股股份 (L)	18.75%

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Notes:

1. The letter "L" denotes a long position in our Shares.
2. Shining Icon (BVI) Limited ("**Shining Icon**") and Sense One Limited ("**Sense One**") are wholly owned by Mr. Chow. Therefore, Mr. Chow is deemed to be interested in the Shares held by Shining Icon and Sense One pursuant to the SFO.
3. Master Connection Limited ("**Master Connection**") is wholly owned by Mr. Lau. Therefore, Mr. Lau is deemed to be interested in the Shares held by Master Connection pursuant to the SFO.
4. Focus Wonder Limited ("**Focus Wonder**") is wholly owned by Ms. Cai. Therefore, Ms. Cai is deemed to be interested in the Shares held by Focus Wonder pursuant to the SFO.
5. The calculation is based on the total number of 180,000,000 Shares in issue as at 31 March 2022.

Save as disclosed above, as at 31 March 2022, none of the Directors or the chief executives of the Company had any interests and short positions in the shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO), which were required (a) to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO; or (b) pursuant to Section 352 of the SFO, to be entered in the register referred to therein; or (c) to be notified to the Company and the Stock Exchange pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules.

附註：

1. 字母「L」指於股份的好倉。
2. Shining Icon (BVI) Limited (「**Shining Icon**」)及Sense One Limited (「**Sense One**」)由周先生全資擁有。因此，周先生根據證券及期貨條例被視為於Shining Icon及Sense One持有的股份中擁有權益。
3. Master Connection Limited (「**Master Connection**」)由劉先生全資擁有。因此，劉先生根據證券及期貨條例被視為於Master Connection持有的股份中擁有權益。
4. Focus Wonder Limited (「**Focus Wonder**」)由蔡女士全資擁有。因此，蔡女士根據證券及期貨條例被視為於Focus Wonder持有的股份中擁有權益。
5. 計算乃基於2022年3月31日已發行股份總數180,000,000股。

除上文所披露者外，於2022年3月31日，概無任何董事或本公司最高行政人員於本公司或任何相聯法團(定義見證券及期貨條例第XV部)的股份、相關股份或債權證中擁有(a)根據證券及期貨條例第XV部第7及第8分部須知會本公司及聯交所的權益及淡倉；或(b)根據證券及期貨條例第352條登記於該條所指的登記冊內的權益及淡倉；或(c)根據GEM上市規則第5.46至5.67條須知會本公司及聯交所的權益及淡倉。

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SUBSTANTIAL SHAREHOLDERS' INTERESTS IN SHARES, UNDERLYING SHARES AND DEBENTURES

As at 31 March 2022, the following entities (not being Directors or chief executives of the Company) had, or were deemed to have, interests or short positions in the shares and underlying shares, which would fall to be disclosed to the Company and the Stock Exchange under the provisions of Divisions 2 and 3 of Part XV of the SFO or which were required to be recorded in the register of interests required to be kept by the Company under Section 336 of the SFO:

主要股東於股份、相關股份及債權證中的權益

於2022年3月31日，以下實體（並非董事或本公司最高行政人員）於股份及相關股份中擁有或被視為擁有根據證券及期貨條例第XV部第2及3分部之規定須向本公司及聯交所披露的權益或淡倉或須記入本公司根據證券及期貨條例第336條存置之權益登記冊內的權益或淡倉：

Name of shareholders	Capacity/nature of interest	Number of Shares held (Note 1)	Approximate percentage of shareholding (%) (Note 2)
股東名稱	身份／權益性質	持有股份數目 (附註1)	股權概約百分比(%) (附註2)
Shining Icon	Beneficial Owner	69,660,000 Shares (L)	38.70%
Shining Icon	實益擁有人	69,660,000 股股份 (L)	38.70%
Focus Wonder	Beneficial Owner	33,750,000 Shares (L)	18.75%
Focus Wonder	實益擁有人	33,750,000 股股份 (L)	18.75%
Sense One	Beneficial Owner	18,090,000 Shares (L)	10.05%
Sense One	實益擁有人	18,090,000 股股份 (L)	10.05%
Master Connection	Beneficial Owner	13,500,000 Shares (L)	7.5%
Master Connection	實益擁有人	13,500,000 股股份 (L)	7.5%

Notes:

附註：

- The letter "L" denotes a long position in our Shares. 1. 字母「L」指於股份的好倉。
- The calculation is based on the total number of 180,000,000 Shares in issue as at 31 March 2022. 2. 計算乃基於2022年3月31日已發行股份總數180,000,000股。

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Save as disclosed above, as at 31 March 2022, no other entities or person other than the Directors and chief executives of the Company whose interests are set out in the paragraph headed “Directors’ and Chief Executives’ Interests and Short Positions in Shares, Underlying Shares and Debentures” above, had any interests or short positions in the shares or underlying shares as recorded in the register required to be kept by the Company under Section 336 of the SFO.

INTEREST OF COMPLIANCE ADVISER

As notified by Innovax Capital Limited (“Innovax”), the compliance adviser of the Company, save for the compliance adviser agreement entered into between the Company and Innovax dated 20 June 2019, neither Innovax nor any of its close associates (as defined in the GEM Listing Rules), directors or employees 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 during the Period.

除上文所披露者外，於2022年3月31日，概無其他實體或人士（董事及本公司最高行政人員除外，其權益載於上文「董事及最高行政人員於股份、相關股份及債權證中的權益及淡倉」一段）於股份或相關股份中擁有須記入本公司根據證券及期貨條例第336條存置的登記冊的權益或淡倉。

合規顧問的權益

誠如本公司合規顧問創陞融資有限公司（「創陞」）所告知，除本公司與創陞所訂立日期為2019年6月20日的合規顧問協議外，於本期間，創陞及其任何緊密聯繫人（定義見GEM上市規則）、董事或僱員概無於本公司或本集團任何成員公司的股本（包括購股權或認購有關證券的權利（如有））中擁有任何須根據GEM上市規則第6A.32條知會本公司的權益。

CORPORATE GOVERNANCE AND OTHER INFORMATION 企業管治及其他資料

AUDIT COMMITTEE AND REVIEW OF FIRST QUARTERLY RESULTS

The audit committee of the Board (the “**Audit Committee**”) is responsible for reviewing and providing supervision over the Group’s financial reporting process, risk management and internal control system, and providing advice to the Board. The Company has established the Audit Committee with written terms of reference in compliance with the GEM Listing Rules.

The Audit Committee consists of three independent non-executive Directors, namely Mr. Lee Siu Hang Foster, Ms. Tam Hon Shan Celia and Mr. Tian Tao. Mr. Lee Siu Hang Foster is the chairperson of the Audit Committee. The Audit Committee has reviewed the unaudited condensed consolidated results of the Group for the Period (the “**Results**”) and this report. The Audit Committee is of the opinion that the Results have been prepared in compliance with the applicable accounting standards, the GEM Listing Rules and legal requirements and that adequate disclosure has been made.

By order of the Board
Icon Culture Global Company Limited
Chow Eric Tse To
Chairman and Executive Director

Hong Kong, 12 May 2022

審核委員會及審閱第一季度業績

董事會審核委員會（「**審核委員會**」）負責審閱及監督本集團的財務報告流程、風險管理及內部控制系統，並向董事會提供建議。本公司已成立審核委員會，並遵照GEM上市規則訂立書面職權範圍。

審核委員會包括三名獨立非執行董事，即李兆鏗先生、譚漢珊女士及田濤先生。李兆鏗先生為審核委員會主席。審核委員會已審閱本集團於本期間的未經審核簡明綜合業績（「**業績**」）及本報告。審核委員會認為，業績按照適用會計準則、GEM上市規則及法律規定編製，並已作出足夠披露。

承董事會命
天泓文創國際集團有限公司
主席兼執行董事
周子濤

香港，2022年5月12日

The Board is pleased to report the unaudited condensed consolidated financial results of the Group for the Period, together with the comparative unaudited figures for the corresponding period in 2021, as follows:

董事會欣然呈報本集團於本期間的未經審核簡明綜合財務業績，連同2021年同期比較未經審核數字如下：

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

未經審核簡明綜合損益及其他全面收益表

		Three months ended 31 March	
		截至3月31日止三個月	
		2022	2021
		2022年	2021年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
	Note 附註		
Revenue	收益	28,565	44,419
Cost of sales	銷售成本	(22,786)	(34,779)
Gross profit	毛利	5,779	9,640
Other revenue	其他收益	107	552
Selling expenses	銷售開支	(787)	(512)
Administrative expenses	行政開支	(3,079)	(2,406)
Profit from operations	經營溢利	2,020	7,274
Finance costs	財務成本	(145)	(102)
Profit before taxation	除稅前溢利	1,875	7,172
Income tax	所得稅	(604)	(1,793)
Profit and total comprehensive income for the period	期內溢利及 全面收益總額	1,271	5,379
Earnings per share	每股盈利	RMB	RMB
		人民幣元	人民幣元
Basic	基本	0.01	0.03
Diluted	攤薄	0.01	0.03

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY
未經審核簡明綜合權益變動表

		Share capital 股本 RMB'000 人民幣千元	Share premium 股份溢價 RMB'000 人民幣千元	Other reserve 其他儲備 RMB'000 人民幣千元	Statutory reserve 法定儲備 RMB'000 人民幣千元	Exchange reserve 匯兌儲備 RMB'000 人民幣千元	Retained earnings 保留盈利 RMB'000 人民幣千元	Total 總計 RMB'000 人民幣千元
Balance at 1 January 2022 (Audited)	2022年1月1日結餘 (經審核)	1,596	91,866	(11,907)	8,407	11	22,284	112,257
Changes in equity:	權益變動:							
Profit for the period and total comprehensive income	期內溢利及全面收益 總額	-	-	-	-	-	1,271	1,271
Balance at 31 March 2022 (Unaudited)	2022年3月31日結餘 (未經審核)	1,596	91,866	(11,907)	8,407	11	23,555	113,528
Balance at 1 January 2021 (Audited)	2021年1月1日結餘 (經審核)	1,596	91,866	(11,907)	7,679	50	18,141	107,425
Changes in equity:	權益變動:							
Profit for the period and total comprehensive income	期內溢利及全面收益 總額	-	-	-	-	-	5,379	5,379
Balance at 31 March 2021 (Unaudited)	2021年3月31日結餘 (未經審核)	1,596	91,866	(11,907)	7,679	50	23,520	112,804

1. SIGNIFICANT ACCOUNTING POLICIES

(a) Basis of preparation

This quarterly financial report has been prepared in accordance with the applicable disclosure provisions of the GEM Listing Rules. The financial statements have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards (“HKFRSs”) which collective term includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards (“HKASs”) and Interpretations issued by the Hong Kong Institute of Certified Public Accountants (the “HKICPA”). It was authorised for issue on 12 November 2021.

This quarterly financial report has been prepared in accordance with the same accounting policies adopted in the 2021 annual financial statements, except for the accounting policy changes that are expected to be reflected in the 2022 annual financial statements.

The preparation of the quarterly financial report requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates.

1. 主要會計政策

(a) 編製基準

本季度財務報告乃按照GEM上市規則的適用披露規定而編製。財務報表乃根據所有適用香港財務報告準則（「香港財務報告準則」）（統稱包括香港會計師公會（「香港會計師公會」）頒佈的所有適用的個別香港財務報告準則、香港會計準則（「香港會計準則」）及詮釋）而編製。其於2021年11月12日獲授權刊發。

除預期將於2022年年度財務報表中反映的會計政策變動外，本季度財務報告已按照2021年年度財務報表所採納的相同會計政策編製。

管理層於編製本季度財務報告時，須按年初至今基準作出對所採用政策及所呈報之資產和負債、收入和開支金額造成影響之判斷、估計及假設。實際結果可能與該等估計有所不同。

NOTES TO THE FIRST QUARTERLY UNAUDITED CONDENSED CONSOLIDATED RESULTS 第一季度未經審核簡明綜合業績附註

This quarterly financial report contains condensed consolidated financial statements and selected explanatory notes. The notes include an explanation of events and transactions that are significant to an understanding of performance of the Group since the 2021 annual financial statements. The condensed consolidated financial statements and notes thereon do not include all of the information required for a full set of financial statements prepared in accordance with HKFRSs.

The financial information relating to the financial year ended 31 December 2021 that is included in this quarterly financial report as comparative information does not constitute the Company's statutory annual consolidated financial statements for that financial year but is derived from those financial statements.

本季度財務報告包含簡明綜合財務報表及選定之附註解釋。附註闡述了自2021年年度財務報表刊發以來，對瞭解本集團之表現而言屬重要之事件和交易。簡明綜合財務報表及其附註並不包括根據香港財務報告準則編製完整財務報表所需之一切資料。

在本季度財務報告內作為比較資料而呈列之有關截至2021年12月31日止財政年度之財務資料，並不構成本公司於該財政年度之法定年度綜合財務報表，但乃摘錄自該等財務報表。

NOTES TO THE FIRST QUARTERLY UNAUDITED CONDENSED CONSOLIDATED RESULTS
第一季度未經審核簡明綜合業績附註

2. REVENUE

The principal activities of the Group are provision of integrated multimedia advertising and marketing media solution services covering OOH and indoor advertising platforms, online media and PR marketing campaigns.

Disaggregation of revenue

Disaggregation of revenue from contracts with customers by major service lines is as follows:

2. 收益

本集團之主要業務為提供綜合多媒體廣告及營銷媒體解決方案服務，包括戶外及室內廣告平台、網上媒體及公關營銷活動。

收益分列

來自客戶合約的收益按主要服務線的分列如下：

		Three months ended	
		31 March	
		截至3月31日止三個月	
		2022	2021
		2022年	2021年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Revenue from contracts with customers within the scope of HKFRS 15	香港財務報告準則第15號範圍內的來自客戶合約的收益		
Disaggregated by major service lines	按主要服務線的分列		
Traditional offline media advertising services	傳統線下媒體廣告服務		
— acting as a principal	— 作為主要責任人	25,622	44,060
Online media advertising services	網上媒體廣告服務		
— acting as a principal	— 作為主要責任人	921	131
— acting as an agent	— 作為代理	105	104
PR, marketing campaigns and other services	公關、營銷活動及其他服務		
— acting as a principal	— 作為主要責任人	1,917	124
		28,565	44,419

NOTES TO THE FIRST QUARTERLY UNAUDITED CONDENSED CONSOLIDATED RESULTS
第一季度未經審核簡明綜合業績附註

3. PROFIT BEFORE TAXATION

Profit before taxation is arrived at after charging:

3. 除稅前溢利

除稅前溢利乃經扣除下列各項後達致：

		Three months ended	
		31 March	
		截至3月31日止三個月	
		2022	2021
		2022年	2021年
		RMB'000	RMB'000
		人民幣千元	人民幣千元
		(Unaudited)	(Unaudited)
		(未經審核)	(未經審核)
Media costs	媒體成本	19,976	33,560
Costs for PR, marketing campaigns and other services	公關、營銷活動及其他服務成本	2,784	168
Depreciation	折舊		
— Property, plant and equipment	— 物業、廠房及設備	95	196
— Right-of-use assets	— 使用權資產	710	375
Professional services fee	專業服務費	1,545	1,172

4. INCOME TAX

No provision for Hong Kong profits tax has been made for the Period as the Group did not generate any assessable profits in Hong Kong during the Period (2021: Nil).

The Group's subsidiaries operating in the PRC are subject to income tax at the rate of 25% (2021: 25%) on their taxable income according to the PRC corporate income tax laws. In accordance with the relevant tax rules and regulations in the PRC, certain subsidiaries of the Group in the PRC enjoy income tax exemptions or reductions.

4. 所得稅

本集團於本期間並無在香港賺取任何應課稅溢利，故概無於本期間內作香港利得稅撥備(2021年：無)。

本集團於中國經營的附屬公司根據中國企業所得稅法須就應課稅收入按25%(2021年：25%)繳納所得稅。根據中國相關稅務規則及法規，本集團於中國的若干附屬公司享有所得稅豁免或減收。

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5. DIVIDEND

The Board has resolved not to declare the payment of any dividend for the Period (2021: Nil).

5. 股息

董事會議決不宣派本期間的任何股息 (2021年：無)。

6. EARNINGS PER SHARE

Basic earnings per share are calculated by dividing the profit attributable to the owners of the Company by the weighted average number of ordinary shares in issue during the Period.

6. 每股盈利

每股基本盈利乃按本公司擁有人應佔溢利除以本期間已發行普通股加權平均數計算。

		Three months ended 31 March	
		截至3月31日止三個月	
		2022	2021
		2022年	2021年
		(Unaudited)	<i>(Unaudited)</i>
		(未經審核)	<i>(未經審核)</i>
Profit attributable to the owners of the Company (RMB'000)	本公司擁有人應佔溢利 (人民幣千元)	1,271	5,379
Weighted average number of ordinary shares in issue	已發行普通股加權平均數	180,000,000	180,000,000
Basic earnings per share for profit attributable to the owners of the Company during the Period (expressed in RMB per share)	本期間本公司擁有人應佔溢利的每股基本盈利 (以每股人民幣元列示)	0.01	0.03

The Company did not have any potential dilutive ordinary shares outstanding during the Period. Diluted earnings per share are equal to basic earnings per share.

於本期間，本公司並無任何發行在外的潛在攤薄普通股。每股攤薄盈利相等於每股基本盈利。