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## FUTURE PLANS AND USE OF PROCEEDS

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### FUTURE PLANS

See the section entitled “Our Business — Our Strategies” on page 80 for a detailed description of our future plans.

### USE OF PROCEEDS

We estimate that we will receive net proceeds from the Global Offering ranging from approximately HK\$2,620 million (assuming an Offer Price of HK\$12.00 per Share, being the lower end of the estimated Offer Price range) to HK\$2,952 million (assuming an Offer Price of HK\$13.50 per Share, being the higher end of the estimated Offer Price range), after deducting the underwriting commissions (excluding any incentive fees that may be paid to the Joint Bookrunners) and estimated expenses payable by us in relation to the Global Offering.

Assuming we receive the estimated net proceeds as described above, we may allocate:

- approximately 60% of net proceeds to us (approximately HK\$1,572 million to HK\$1,771 million) for strategic acquisitions and business development initiatives including (as of the date of this prospectus, we have not allocated the estimated net proceeds among the following):
  - the acquisition of companies and businesses that offer complementary products and services, increased user or paying member base, expanded market coverage or other strategic, operational or financial benefit (as of the date of this prospectus, we have not identified any acquisition targets);
  - the development or acquisition of technologies that will further enhance our technology platform; and
  - alliance initiatives to enhance our brand and expand our strategic relationships;
- approximately 20% of net proceeds to us (approximately HK\$524 million to HK\$591 million) to grow our existing business both in China and internationally;
- approximately 10% of net proceeds to us (approximately HK\$262 million to HK\$295 million) to purchase computer equipment and development of new technologies; and
- the remaining net proceeds of approximately 10% (approximately HK\$262 million to HK\$295 million) to fund working capital and other general corporate purposes.

The possible use of proceeds outlined above may change in light of our evolving business needs and conditions and management requirements. Our business operations and the industry in which we operate are evolving rapidly and could cause significant and rapid changes to our strategies and business plans. In the event that any part of our business plans does not materialize or proceed as planned, our directors will carefully evaluate the situation and may re-allocate the intended use of proceeds and/or hold such funds on short-term deposits and/or invest in money-market instruments as our directors consider to be in the best interests of the Company and our Shareholders, taken as a whole.

To the extent that the net proceeds of the Global Offering are not immediately used for the purposes described above, they will be placed on deposit with banks or other financial institutions or held in other treasury instruments.

We estimate the net proceeds of the Global Offering to the Selling Shareholder ranging from approximately HK\$7,278 million (assuming an Offer Price of HK\$12.00 per Share) to HK\$8,201 million

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(assuming an Offer Price of HK\$13.50 per Share), after deducting the underwriting commissions (excluding any incentive fees that may be paid to the Joint Bookrunners) and estimated expenses payable by the Selling Shareholder in relation to the Global Offering and assuming the Over-Allotment Option is not exercised. In the event that the Over-Allotment Option is exercised in full, the Selling Shareholder will receive additional net proceeds ranging from approximately HK\$1,330 million (assuming an Offer Price of HK\$12.00 per Share) to HK\$1,496 million (assuming an Offer Price of HK\$13.50 per Share). We will not receive any of the net proceeds of the Global Offering from the sale of the Shares by the Selling Shareholder.