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Doumob

豆盟科技有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock Code 股份代號: 1917)

**INTERIM RESULTS
FOR THE SIX MONTHS ENDED
30 JUNE 2021**

**截至2021年6月30日止六個月的
中期業績**

The Board announces the unaudited consolidated interim results of the Group for the six months ended 30 June 2021 together with the comparative figures for the corresponding period in 2020.

董事會公佈本集團截至2021年6月30日止六個月的未經審核綜合中期業績，連同2020年同期的比較資料。

INTERIM RESULTS

中期業績

For the 2021 Interim, the Group's loss and other comprehensive income attributable to owners of the Company was RMB47.0 million as compared to that of the Company was RMB28.6 million for the 2020 Interim. The basic loss per share for the six months ended 30 June 2021 was RMB0.021 (2020 Interim: RMB0.012).

2021年中期，本集團的本公司擁有人應佔虧損及其他全面收益為人民幣47.0百萬元，2020年中期則為人民幣28.6百萬元。截至2021年6月30日止六個月的每股基本虧損為人民幣0.021元(2020年中期：人民幣0.012元)。

INTERIM DIVIDEND

中期股息

The Board has resolved not to declare any interim dividend for the 2021 Interim.

董事會議決不宣派任何2021年中期的中期股息。

MANAGEMENT DISCUSSION AND ANALYSIS

We are an innovative operator of performance-based interactive advertising platform and service provider of integrated marketing solutions of public and private domains in the PRC. Our proprietary advertising platform and technologies provide advertisers with targeted advertising services and provide media publishers with systematic traffic monetizing solutions. Meanwhile, we are committed to opening up a marketing channel between public and private domains, helping customers to achieve low-cost marketing and customer acquisition and realize customers' value throughout the entire life cycle. Our vision is to empower media publishers of all sizes to unlock their value, and to empower all enterprises to achieve marketing integration of public and private domains.

On the other hand, we are committed to building a programmatic mobile advertising platform and marketing cloud products following an “empowering (賦能型)” business model characterized by both social and economic values. Leveraging on our proprietary advertising business platform which directly connects advertisers with media publishers, we provide advertisers with targeted and diversified advertising services to optimize their mobile advertisements and achieve their objectives of acquiring customers efficiently. Our marketing cloud platform demonstrates the advertising efficacy of quality and effectiveness in one go, and provides customers with the “Empowerment Plan (賦能計劃)”. Through our marketing cloud platform activating connection with users in both domains, we help brands, content creators, media and advertisers to build private traffic and enhance their business value. The revenue from the marketing cloud products was around RMB0.9 million for the 2021 Interim.

管理層討論與分析

我們是中國創新的互動式效果廣告平台及公私域營銷一體化服務供應商。我們的專有廣告平台及技術為廣告主提供精準投放服務，為媒體發佈者提供系統化流量變現解決方案；同時致力於將公域營銷和私域營銷打通，以幫助客戶實現低成本的營銷獲客和全生命週期的客戶價值。我們的願景是讓不同規模的媒體發佈者釋放其價值，讓所有企業都能實現公私域營銷一體化。

另外，我們致力於打造程序化移動廣告平台和營銷雲產品，堅持兼具社會價值和經濟價值屬性的「賦能型」商業模型。我們的專有廣告業務平台直接連接廣告主及媒體發佈者，通過平台向廣告主提供針對性且多元化的廣告服務，以優化彼等的移動廣告及達致彼等高效獲客的目標。我們的營銷雲平台具有品效合一的投放效果，提供客戶「賦能計劃」，通過我們的營銷雲平台激活用戶的全域連接，幫助品牌方、內容創作者、媒體及廣告主打造私域流量，提升其商業價值。於2021年中期，營銷雲產品實現收益約為人民幣0.9百萬元。

We keep on placing high importance on innovation and accumulation of capabilities in professional technology services with our constantly evolving products and technologies. We also constantly monitor the market development and customers' demand for upgrades, devoting to the integration of online and offline "interactive marketing" to help advertisers improve overall marketing efficiency, and thereby promote digital marketing upgrade of traditional industries. While we are committed to providing quality media for advertisers, we return the right to approve advertisement content to App media publishers, so as to troubleshoot the security issue which the App media publishers are concerned about, ensuring absolute security of interactive advertising on their platforms and thus achieving an all-win situation of all parties, including the media, advertisers and users.

Comparing to the corresponding period in 2020, our total revenue in the first half of 2021 increased by 39.3%, mainly attributable to the recovery of the volume, pace and budget of the investment in advertising followed by resumption of work and production of our customers as the management of the domestic COVID-19 epidemic was under control comparing with the same period of 2020.

During the first half of 2021, in order to achieve overall improvement in customers' brand power, customer acquisition ability and monetization ability, we continued to spare no efforts in in-depth cooperation of interactive advertisements in quality media. As the Chinese Communist Party celebrates the 100th anniversary of its establishment in 2021, the Beijing Animation & Game Industry Alliance (北京動漫遊戲產業協會) and Shanghai Animation and Cartoon Association (上海動漫行業協會) jointly organized a comic collection activity with the theme of "welcoming the 100th anniversary of the founding of Party (迎接建黨100周年)". Fully utilizing our competitiveness in technology R&D, we provided support for the activity regarding its organization, work collection and online promotion, further demonstrating our capabilities to provide digital empowerment solutions in various contexts.

我們持續注重專業技術服務能力的創新和積累，不斷進行產品和技術的更迭換代，並時刻關注市場環境的變化及客戶需求的升級，努力將線上和線下的「互動式營銷」融合，幫助廣告主提高整體營銷效率，推動傳統產業的數字營銷升級。致力於為廣告主提供優質媒體的同時，將廣告審核權還給App媒體主，以解決App媒體主擔憂的安全性問題，保證其平台在投放互動廣告的絕對安全性，以實現媒體、廣告主、用戶等多方參與者共贏。

2021年上半年的收益總額較2020年同期增加39.3%，主要原因為：相較於2020年同期，國內COVID-19疫情的管理受控，客戶復工復產，廣告投入數量、節奏及預算有所恢復。

2021年上半年，我們為實現廣告主品牌力、獲客能力和變現能力的全面提升，持續深耕互動廣告在優質媒體的深度合作。2021年恰迎共產黨建黨100周年，北京動漫遊戲產業協會與上海動漫行業協會共同發起了「迎接建黨100周年」主題漫畫徵集活動，我們充分利用自身技術研發優勢，為該活動的發起、作品收集及線上宣傳等助力；進一步驗證了我們為多類型場景提供數字化賦能解決方案的能力。

We will keep devoting to the R&D and iteration of performance-based interactive advertising technologies and marketing cloud products, and solving media connection advertising issues with upstream public-end technology and loyalty issue of traffic with downstream private-end technology, allowing “new customers” to improve their ability to acquire customers in public domain and monetize private traffic operation through marketing cloud products; and on the other hand, enabling “existing customers” to achieve efficient monetization in interactive advertising platform, incorporate loyal users in the public domain into the private domain, and connect offline users to online. These two technological businesses are integrated and synergized to open up a digital intelligent marketing channel for all contexts and all chains, ultimately achieving “online and offline marketing integration of public and private domains”, and further strengthening the overall competitiveness and production efficiency of the Company. It will be of great benefit to the sustainable growth of the Group in the long run.

我們將持續致力於互動式效果廣告技術和營銷雲產品的研發和迭代，通過上游公域端技術解決媒體鏈接投放問題，下游私域端技術解決流量沉澱問題，使得「新客戶」可以通過營銷雲產品，解決公域獲客能力提升和私域流量運營變現；「老客戶」不僅在互動廣告平台獲得高效率變現，還可以將公域用戶沉澱至私域，線下用戶連接到線上，這兩種技術業務互相融合、協同打通全場景全鏈路數字化智慧營銷渠道，最終達成「線上線下的公私域營銷一體化」進一步增強企業整體競爭優勢和效益產出。長期來看，這將對本集團的可持續增長大有裨益。

FINANCIAL REVIEW

REVENUE

The following table sets forth the breakdown of our revenue for the 2021 Interim and 2020 Interim:

		For the six months ended 30 June 截至6月30日止六個月			
		2021 2021年		2020 2020年	
		(RMB'000) (人民幣千元) (Unaudited) (未經審核)	(% of total revenue) (佔收益 總額百分比)	(RMB'000) (人民幣千元) (Unaudited) (未經審核)	(% of total revenue) (佔收益 總額百分比)
Interactive advertising	互動廣告	47,370	97.9%	32,551	93.7%
Non-interactive advertising	非互動廣告	992	2.1%	2,176	6.3%
Total	總計	48,362	100%	34,727	100%

For the 2021 Interim, the total revenue was approximately RMB48.4 million representing an increase of approximately 39.3% as compared with the 2020 Interim. The increase of the total revenue was mainly due to the recovery of the volume, pace and budget of the investment in advertising followed by the gradual resumption of work and production of our customers as the management of the domestic COVID-19 epidemic was under control comparing with the 2020 Interim.

財務回顧

收益

下表載列我們2021年中期及2020年中期的收益明細：

2021年中期的收益總額約為人民幣48.4百萬元，較2020年中期上升約39.3%。收益總額上升主要由於相較於2020年中期，國內COVID-19疫情的管理受控，客戶逐步復工復產，廣告投入數量、節奏及預算有所恢復。

COST OF REVENUE

The cost of revenue was RMB43.5 million for 2021 Interim, representing an increase of 35.5% as compared with the 2020 Interim. This was mainly attributable to an increase of the traffic acquisition cost that should be paid to media publishers, which was in line with the increase of the total revenue.

GROSS PROFIT AND GROSS PROFIT MARGIN

Our gross profit was RMB4.8 million for the 2021 Interim, representing a year-on-year increase of approximately 84.9%; our gross profit margin was 10.0% for 2021 Interim, as compared with 7.5% for the 2020 Interim.

The increase was mainly attributable to the recovery of the volume, pace and budget of the investment in advertising followed by the gradual resumption of work and production of our customers as the management of the domestic COVID-19 epidemic was under control comparing with the same period of 2020, which contribute to the increase of our revenue and the slight improvement of our profitability.

EXPENSES

Selling and Distribution Expenses

Our selling and distribution expenses primarily consist of staff salaries and benefits. The selling and distribution expenses were RMB5.9 million for 2021 Interim, representing an increase of 29.6% as compared with the corresponding period of 2020. This was mainly attributable to the increase of the market development expenses for the marketing cloud products.

收益成本

2021年中期的收益成本為人民幣43.5百萬元，較2020年中期增加35.5%，主要由於隨著收益總額的增加，應向媒體發佈者支付的流量獲取成本也相應增加。

毛利及毛利率

我們於2021年中期的毛利為人民幣4.8百萬元，同比增加約84.9%；2021年中期的毛利率為10.0%，而2020年中期則為7.5%。

該上升主要是由於相較於2020年同期，國內COVID-19疫情的管理受控，客戶逐步復工復產，廣告投入數量、節奏及預算有所恢復，因而我們收益有所增加，且盈利能力略有提升。

開支

銷售及分銷開支

我們的銷售及分銷開支主要包括員工薪金及福利。2021年中期的銷售及分銷開支為人民幣5.9百萬元，較2020年同期增加29.6%，主要原因是營銷雲產品的市場開拓費增加。

Administrative Expenses

Our administrative expenses primarily consist of (i) staff salaries and benefits; (ii) amortization and depreciation charges; (iii) legal and professional fees; (iv) agent cost; (v) R&D expenditure; and (vi) auditor's remuneration. The administrative expenses were RMB29.3 million for the 2021 Interim, representing an increase of 64.1% as compared with the 2020 Interim. This was mainly attributable to (1) the restricted shares we granted to eligible participants pursuant to the restricted share award scheme, which led to the increase in the Company's staff compensation costs for the 2021 Interim by approximately RMB5.5 million (for details on the restricted share award scheme, please refer to the announcement of the Company published on 7 May 2020); (2) the increase in the amortization of intangible assets and depreciation of fixed assets; (3) the increase in the third party consultancy fees and the human resources costs resulting from the exploration of the non-interactive advertising business and promotion of product upgrade.

Expected credit loss on financial asset

Our financial assets primarily consist of cash and cash equivalents, structured deposit, time deposits with original maturity over 3 months, trade receivables, contract assets, deposits and other receivables, investment in movies and comedies, etc. Following the principle of prudence and considering the relatively difficult operating environment under the ongoing impact of the COVID-19 pandemic, we provided for expected credit losses of RMB15.8 million on trade receivables, contract assets and other receivables in accordance with HKFRS 9 "Financial Instruments", representing an increase of 26.9% as compared with the 2020 Interim.

行政開支

我們的行政開支主要包括(i)員工薪金及福利；(ii)攤銷及折舊開支；(iii)法律及專業費用；(iv)代理成本；(v)研發開支；及(vi)核數師酬金。2021年中期的行政開支為人民幣29.3百萬元，較2020年中期增加64.1%，主要是由於(1)我們根據受限制股份獎勵計劃向合資格參與人授予受限制股份，致使2021年中期員工薪金增加約人民幣5.5百萬元(受限制股份獎勵計劃詳情請參照本公司於2020年5月7日發佈的公告)；(2)無形資產攤銷及固定資產折舊增加；(3)為拓展非互動類廣告業務及推進產品升級，第三方顧問費用及人力成本增加。

財務資產預期信貸虧損

我們的財務資產主要包括現金及現金等價物、結構性存款、原到期日超過3個月的定期存款、貿易應收款項、合約資產、按金及其他應收款項、電影及喜劇投資等。我們遵循審慎性原則，考慮到在COVID-19 疫情持續影響下經營環境困難，故根據香港財務報告準則第9號「金融工具」對貿易應收款項、合約資產及其他應收款項計提預期信貸虧損人民幣15.8百萬元，較2020年中期增加26.9%。

Income Tax Credit

Our income tax credit were RMB0.9 million for the 2021 Interim, representing an increase of 156.3%% as compared with the 2020 Interim. This was mainly attributable to (1) the increase in deferred tax arising out of the temporary difference of provision for impairment on trade receivables, contract assets and other receivables; and (2) the decrease in the enterprise income tax payable arising from the loss for this period. For the 2021 Interim, the nominal income tax rate for our major domestic operating entities was approximately 25%.

NON-HKFRS MEASURES

To supplement our consolidated financial information which is presented in accordance with HKFRS, we set forth below our adjusted net loss as an additional financial measure which is not presented in accordance with HKFRS. We believe this is meaningful, because the management has eliminated the potential impacts of certain items which were not considered indicative of our operating performance, and this would be useful for investors to compare our financial results directly with those of our peer companies.

所得稅抵免

我們於2021年中期的所得稅抵免為人民幣0.9百萬元，較2020年中期增加156.3%，主要是由於(1)貿易應收款項、合約資產及其他應收款項的減值撥備相關的暫時性差異導致的遞延稅項增加；及(2)本期企業所得稅應納稅額因虧損而有所減少所致。於2021年中期，我們的境內主要經營實體的名義所得稅率約為25%。

非香港財務報告準則的計量

為對我們根據香港財務報告準則呈列的綜合財務資料進行補充，我們於下文載列我們的經調整純虧損作為並非根據香港財務報告準則呈列的其他財務計量。我們相信，此舉具有意義，原因為管理層已經消除並無將之視為我們經營表現指標的若干項目的潛在影響，且其有助投資者將我們的財務業績直接與同業公司的業績進行比較。

Adjusted net loss eliminates the effect of certain non-cash or non-recurring items, namely Listing expenses incurred in connection with the Global Offering. The term “adjusted net loss” is not defined under HKFRS. The use of adjusted net loss has material limitations as an analytical tool, as adjusted net loss does not include all items that impact our net loss for the year. The following table reconciles our adjusted net loss for the periods indicated to the most directly comparable financial measure calculated and presented in accordance with HKFRS:

經調整純虧損扣除若干非現金或非經常性項目的影響，即與全球發售有關的上市開支。「經調整純虧損」一詞於香港財務報告準則項下未有定義。使用經調整純虧損作為分析工具存在重大限制，原因為經調整純虧損並不包括所有影響我們年內純虧損的項目。下表為我們於所示期間的經調整純虧損與根據香港財務報告準則計算及呈列的最直接可比的財務計量的對賬：

		For the six months ended 30 June	
		截至6月30日止六個月	
		2021	2020
		2021年	2020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)
Loss for the period	期內虧損	(47,306)	(28,797)
Adjustments for:	調整項目：		
Share-based compensation costs	以股份為基礎的酬金成本	5,539	414
Adjusted net loss	經調整純虧損	<u>(41,767)</u>	<u>(28,383)</u>

Adjusted net loss of the Group increased from approximately RMB28.4 million for the 2020 Interim to approximately RMB41.8 million for the 2021 Interim.

本集團的經調整純虧損由2020年中期約人民幣28.4百萬元增加至2021年中期約人民幣41.8百萬元。

In light of the foregoing limitations for other financial measures, when assessing our operating and financial performance, adjusted net loss cannot be considered in isolation or as a substitute for our loss for the period, operating loss or any other operating performance measure that is calculated in accordance with HKFRS. In addition, because such measure may not be calculated in the same manner by all companies, it may not be comparable to other similar titled measures used by other companies.

鑒於上述其他財務計量的限制，於評估我們的經營及財務表現時，不應單獨考慮經調整純虧損或以此代替根據香港財務報告準則計算的期內虧損、經營虧損或任何其他經營表現的計量。此外，由於未必所有公司均以相同方式計算此項計量，其不一定能與其他公司所用的其他類似名目的計量作比較。

FINANCIAL POSITIONS

As of 30 June 2021, our total equity was approximately RMB179.5 million, as compared with approximately RMB221.6 million as of 31 December 2020. The decrease was mainly attributable to the loss from operating activities..

As of 30 June 2021, our net current assets were approximately RMB112.7 million, as compared with approximately RMB146.2 million as of 31 December 2020. The decrease was mainly attributable to the decrease in cash at banks and on hand and trade receivables and contract assets.

LIQUIDITY AND FINANCIAL RESOURCES

		30 June 2021 2021年 6月30日 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 (RMB'000) (人民幣千元) (Audited) (經審核)	Change % 變動百分比
Cash at banks and on hand	銀行及手頭現金	59,338	122,336	(51.5)%
Structured deposit financial product	結構性存款金融產品	20,000	—	N/A 不適用
Total	總計	<u>79,338</u>	<u>122,336</u>	<u>(35.1)%</u>

As of 30 June 2021, our cash at banks and on and the structured deposit financial product totaled RMB79.3 million, as compared with RMB122.3 million as of 31 December 2020. The change was mainly attributable to the payment of funds related to operating activities.

GEARING RATIO

As at 30 June 2021, our gearing ratio, which is calculated as total debt divided by total assets, was 11.9%, as compared with 16.7% as at 31 December 2020, the decrease was mainly attributable to the decrease of the trade payables.

CAPITAL EXPENDITURE

Our capital expenditure includes expenditures on furniture, fixtures and office equipment, computers and motor vehicles. For the 2021 Interim and 2020 Interim, the Group had no capital expenditure.

財務狀況

截至2021年6月30日，我們的權益總額約為人民幣179.5百萬元，而截至2020年12月31日則約為人民幣221.6百萬元。該減少主要由於經營活動產生虧損所致。

截至2021年6月30日，我們的流動資產淨值約為人民幣112.7百萬元，而截至2020年12月31日則約為人民幣146.2百萬元。該減少主要由於銀行及手頭現金減少和貿易應收款項及合約資產減少所致。

流動資金及財務資源

	30 June 2021 2021年 6月30日 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 (RMB'000) (人民幣千元) (Audited) (經審核)	Change % 變動百分比
Cash at banks and on hand	59,338	122,336	(51.5)%
Structured deposit financial product	20,000	—	N/A 不適用
Total	<u>79,338</u>	<u>122,336</u>	<u>(35.1)%</u>

截至2021年6月30日，我們的銀行及手頭現金和結構性存款金融產品合計為人民幣79.3百萬元，而截至2020年12月31日則為人民幣122.3百萬元。該變動主要由於支付有關經營活動的資金所致。

資產負債比率

按債務總額除以資產總值計算，於2021年6月30日的資產負債比率為11.9%，而於2020年12月31日則為16.7%，該降低主要由於貿易應付款項減少所致。

資本開支

我們的資本開支包括家具、裝置及辦公室設備、電腦及汽車的開支。2021年中期及2020年中期，本集團沒有資本開支。

SIGNIFICANT INVESTMENTS HELD/FUTURE PLANS FOR SIGNIFICANT INVESTMENTS OR CAPITAL ASSETS, AND MATERIAL ACQUISITIONS AND DISPOSALS OF SUBSIDIARIES, ASSOCIATES AND JOINT VENTURES

For the six months ended 30 June 2021, we did not engage in the above matters.

CHARGE ON ASSETS

As of 30 June 2021, no property, plant and equipment was pledged.

CONTINGENT LIABILITIES AND GUARANTEES

As of 30 June 2021, we did not have record of significant contingent liabilities, guarantees or any claim litigation against us.

EMPLOYEES AND REMUNERATION POLICIES

As of 30 June 2021, our employee remuneration totaled approximately RMB19.7 million (including salary, bonus, share-based compensation, pension scheme contribution, other social security fund and other employee benefits) (30 June 2020: RMB13.3 million).

The remuneration of our employees is determined based on their performance, experience, competence and market comparables. Their remuneration package includes salaries, bonus related to our performance, allowances and state managed retirement benefit schemes for employees in the PRC. The Company also provides customized training to its staff to enhance their technical and product knowledge.

The Company has adopted a restricted share unit scheme on 14 August 2018 and a restricted share award scheme on 7 May 2020 to recognise and motivate the contributions by its employees and give incentives thereto in order to retain them, as well as to attract suitable personnel for further development of the Group. Please refer to the Prospectus, the announcement of the Company dated 7 May 2020 and the 2021 interim report of the Company for further details.

所持重大投資／重大投資或資本資產未來計劃，以及重大收購、出售附屬公司、聯營公司及合營公司

截至2021年6月30日止六個月，我們並無涉及上述事宜。

資產抵押

截至2021年6月30日，概無質押任何物業、廠房及設備。

或然負債及擔保

截至2021年6月30日，我們並無記錄重大或然負債、擔保或針對我們的任何索償訴訟。

僱員及薪酬政策

截至2021年6月30日，我們的僱員薪酬總額約為人民幣19.7百萬元(包含薪金、花紅、以股份為基礎的酬金、退休計劃供款、其他社會保障金及其他僱員福利)(2020年6月30日：人民幣13.3百萬元)。

我們的僱員薪酬按彼等的表現、經驗及能力，並參考市場內的可比較個案而釐定。彼等的薪酬待遇包括薪金、與我們表現有關的花紅、津貼以及中國僱員享有國家管理的退休福利計劃。本公司亦向其員工提供針對性培訓，以增進彼等的技術及產品知識。

本公司於2018年8月14日採納一項受限制股份單位計劃，並於2020年5月7日採納一項受限制股份獎勵計劃，以表彰及鼓勵僱員作出貢獻、藉提供激勵挽留僱員以及吸引合適人員推動本集團的進一步發展。更多詳情請參閱招股章程、本公司日期為2020年5月7日的公告及本公司2021年中期報告。

USE OF NET PROCEEDS FROM GLOBAL OFFERING

The net proceeds from the Global Offering were HK\$27 million and such net proceeds has applied in accordance with the proposed applications as disclosed in the Prospectus. As of 30 June 2021, the following table sets out the breakdown of the use of proceeds from Global Offering:

全球發售所得款項淨額用途

全球發售所得款項淨額為27百萬港元及有關所得款項淨額已根據招股章程所披露的擬定用途運用。截至2021年6月30日，下表載列全球發售所得款項用途明細：

Function 用途	Percentage 佔比	Net Proceeds 所得款項淨額 (HKD'000) (千港元)	As of 30 June 2021 截至2021年6月30日	
			Utilised amount 已動用金額 (HKD'000) (千港元)	Unutilised amount 未動用金額 (HKD'000) (千港元)
To strengthen algorithm and data mining capabilities of programmatic advertising system and to invest in other technologies in big data and artificial intelligence 方案廣告系統運算法則及數據挖掘能力及投資其他大數據及人工智能技術的增強	20%	5,400	5,400	—
To expand the base of advertisers and media publishers 擴展廣告主及媒體發佈者基礎	20%	5,400	2,853	2,547
To invest in traffic acquisition cost for the self-owned media publisher 自有媒體發佈者的流量獲取成本	20%	5,400	3,375	2,025
To pursue strategic cooperation, investments and acquisitions 戰略合作、投資及收購	10%	2,700	2,700	—
To enhance the functionality and architecture of the proprietary advertising platform 專有廣告平台功能及架構的改善	10%	2,700	2,109	591
To develop new products 新產品的開發	5%	1,350	1,234	116
To expand and train our teams 團隊的拓展及培訓	5%	1,350	712	638
For working capital and general corporate purposes 營運資金及一般企業用途	10%	2,700	2,700	—
Total 合計		27,000	21,083	5,917

As of 30 June 2021, the Company utilized about HK\$21.1 million. The Company expects to fully utilize the balance of net proceeds of approximately HK\$5.9 million in 2022 as stated in the Prospectus.

截至2021年6月30日，本公司已動用約21.1百萬港元。本公司預期在2022年，會全數動用招股章程所述的所得款項淨額餘款約5.9百萬港元。

FINANCIAL INFORMATION

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

FOR THE SIX MONTHS ENDED 30 JUNE

財務資料

中期簡明綜合損益及其他全面收益表

截至6月30日止六個月

		Notes 附註	2021 2021年 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	2020 2020年 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	Change % 變動百分比
Revenue	收益	4	48,362	34,727	39.3%
Cost of sales	銷售成本		(43,521)	(32,109)	35.5%
Gross profit	毛利		4,841	2,618	84.9%
Other income and other net gains	其他收入及其他收益淨額	5	1,395	2,771	(49.7)%
Change in fair value of:	以下各項的公允值變動：				
— financial assets at fair value	— 按公允值計入損益的				
through profit or loss	財務資產		(3,295)	349	(1,044.1)%
Selling and distribution expenses	銷售及分銷開支		(5,940)	(4,585)	29.6%
Administrative expenses	行政開支		(29,288)	(17,848)	64.1%
Expected credit loss on financial assets	財務資產預期信貸虧損		(15,780)	(12,436)	26.9%
Finance costs	融資成本	6	(95)	—	N/A 不適用
Loss before income tax	除所得稅前虧損	7	(48,162)	(29,131)	65.3%
Income tax credit	所得稅抵免	8	856	334	156.3%
Loss for the period	期內虧損		(47,306)	(28,797)	64.3%
Loss and total comprehensive income for the period attributable to:	以下人士應佔期內虧損及全面收益總額：				
Owners of the Company	本公司擁有人		(47,009)	(28,606)	64.3%
Non-controlling interests	非控股權益		(297)	(191)	55.5%
			(47,306)	(28,797)	64.3%
Loss per share attributable to the owners of the Company	本公司擁有人應佔每股虧損				
Basic and diluted	基本及攤薄	9	RMB(0.021) 人民幣(0.021)元	RMB(0.012) 人民幣(0.012)元	

**INTERIM CONDENSED CONSOLIDATED
STATEMENT OF FINANCIAL POSITION**

中期簡明綜合財務狀況表

		30 June 2021 2021年 6月30日 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 (RMB'000) (人民幣千元) (Audited) (經審核)	Change % 變動百分比
ASSETS AND LIABILITIES	資產及負債			
Non-current assets	非流動資產			
Property, plant and equipment	物業、廠房及設備	4,432	5,698	(22.2)%
Intangible assets	無形資產	39,328	45,866	(14.3)%
Financial assets at fair value through profit or loss	按公允值計入損益的財務資產	20,514	23,828	(13.9)%
Deferred tax assets	遞延稅項資產	3,352	2,412	39.0%
Non-current other receivables	非即期其他應收款項	362	—	N/A 不適用
		<u>67,988</u>	<u>77,804</u>	(12.6)%
Current assets	流動資產			
Trade receivables	貿易應收款項	4,328	5,832	(25.8)%
Contract assets	合約資產	21,193	34,363	(38.3)%
Deposits, prepayments and other receivables	按金、預付款項及其他應收款項	30,810	25,571	20.5%
Amounts due from shareholders	應收股東款項	186	188	(1.1)%
Financial assets at fair value through profit or loss	按公允值計入損益的財務資產	20,000	—	N/A 不適用
Time deposits with original maturity over 3 months	原到期日超過3個月的定期存款	—	32,622	(100)%
Cash and cash equivalents	現金及現金等價物	59,338	89,714	(33.9)%
		<u>135,855</u>	<u>188,290</u>	(27.8)%
Current liabilities	流動負債			
Trade payables	貿易應付款項	9,276	21,754	(57.4)%
Contract liabilities	合約負債	2,522	4,968	(49.2)%
Accruals and other payables	應計費用及其他應付款項	8,020	12,138	(33.9)%
Lease liabilities — current	租賃負債 — 流動	2,438	2,386	2.2%
Income tax payable	應付所得稅	850	850	—
		<u>23,106</u>	<u>42,096</u>	(45.1)%
Net current assets	流動資產淨值	<u>112,749</u>	<u>146,194</u>	(22.9)%
Non-current liabilities	非流動負債			
Lease liabilities — non-current	租賃負債 — 非流動	1,207	2,440	(50.5)%
Net assets	資產淨值	<u>179,530</u>	<u>221,558</u>	(19.0)%
EQUITY	權益			
Capital and reserves	資本及儲備			
Capital	資本	1,967	1,967	—
Reserves	儲備	177,563	219,383	(19.1)%
Equity attributable to owners of the Company	本公司擁有人應佔權益	<u>179,530</u>	<u>221,350</u>	(18.9)%
Non-controlling interests	非控股權益	—	208	(100)%
Total equity	權益總額	<u>179,530</u>	<u>221,558</u>	(19.0)%

1. GENERAL INFORMATION

The Company was incorporated in the Cayman Islands on 26 March 2018 as an exempted company with limited liability under the Companies laws Chapter 22 of the Cayman Islands. The Company was listed on The Stock Exchange of Hong Kong Limited on 14 March 2019. The address of the Company's registered office is located at the office of Walkers Corporate Limited, Cayman Corporate Centre, 190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands. The Company's principal place of business is located in the People's Republic of China ("PRC").

The principal activity of the Company is investment holding and the principal activities of its subsidiaries (together with the Company collectively refer to as the "Group") are provision of online advertising services and online sales services.

2. BASIS OF PREPARATION

These condensed consolidated interim financial statements have been prepared in accordance with Hong Kong Accounting Standard 34 "Interim Financial Reporting" ("HKAS 34"), issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the applicable disclosure provisions of Main Board Listing Rules Governing the Listing of Securities The Stock Exchange of Hong Kong Limited. These condensed consolidated interim financial statements were authorised for issue on 27 August 2021.

These condensed consolidated interim financial statements have been prepared with the same accounting policies adopted in the 2020 annual financial statements, except for those that relate to new standards or interpretations effective for the first time for periods beginning on or after 1 January 2021. Details of any changes in accounting policies are set out in note 3. The adoption of the new and revised Hong Kong Financial reporting Standards ("HKFRSs") have no material effect on these condensed consolidated interim financial statements. The Group has not early adopted any new and revised HKFRSs that has been issued but not yet effective in the current accounting period.

1. 一般資料

本公司於2018年3月26日根據開曼群島公司法第22章於開曼群島註冊成立為獲豁免有限公司。本公司於2019年3月14日於香港聯合交易所有限公司上市。本公司的註冊辦事處為Walkers Corporate Limited的辦公室，地址為Cayman Corporate Centre, 190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands。本公司的主要營業地點位於中華人民共和國（「中國」）。

本公司的主要業務為投資控股，而其附屬公司（連同本公司統稱為「本集團」）的主要業務為提供線上廣告服務及線上銷售服務。

2. 編製基準

該等簡明綜合中期財務報表已根據香港會計師公會（「香港會計師公會」）頒佈的香港會計準則第34號「中期財務報告」（「香港會計準則第34號」）及香港聯合交易所有限公司主板證券上市規則的適用披露條文編製。該等簡明綜合中期財務報表於2021年8月27日獲授權刊發。

該等簡明綜合中期財務報表已按照與2020年年度財務報表所採納的相同會計政策編製，惟不包括與於2021年1月1日或之後開始的期間內首次生效的新訂準則或詮釋有關的會計政策。任何會計政策變動的詳情載於附註3。採納新訂及經修訂香港財務報告準則（「香港財務報告準則」）對該等簡明綜合中期財務報表並無重大影響。本集團概無提前採納本會計期間已頒佈但尚未生效的任何新訂及經修訂香港財務報告準則。

The preparation of these condensed consolidated interim financial statements in compliance with HKAS 34 requires the use of certain judgements, estimates and assumptions that affect the application of policies and the reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates.

These condensed consolidated interim financial statements are presented in Renminbi (“RMB”), unless otherwise stated and is the same as the functional currency of the Company and the Group. These condensed consolidated interim financial statements contain condensed consolidated financial statements and selected explanatory notes. The notes include an explanation of events and transactions that are significant to an understanding of the changes in financial position and performance of the Group since the 2020 annual financial statements. These condensed consolidated interim financial statements and notes do not include all of the information required for a complete set of financial statements prepared in accordance with HKFRSs and should be read in conjunction with the 2020 consolidated financial statements.

These condensed consolidated interim financial statements are unaudited, but has been reviewed by BDO Limited in accordance with Hong Kong Standard on Review Engagements 2410, “Review of Interim Financial Information Performed by the Independent Auditor of the Entity”, issued by the HKICPA.

編製符合香港會計準則第34號的該等簡明綜合中期財務報表須作出會影響政策應用以及年初至今資產及負債、收益及開支呈報金額的若干判斷、估計及假設。實際結果可能與該等估計有所不同。

除另有指明外，該等簡明綜合中期財務報表乃以人民幣（「人民幣」）呈列，與本公司及本集團的功能貨幣相同。該等簡明綜合中期財務報表載有簡明綜合財務報表及選定說明附註。該等附註包括對理解本集團自2020年年度財務報表刊發以來財務狀況及業績變動而言屬重大的事件及交易說明。該等簡明綜合中期財務報表及附註並不包括根據香港財務報告準則編製整套財務報表所需的所有資料，並應與2020年綜合財務報表一併閱讀。

該等簡明綜合中期財務報表為未經審核，惟已經由香港立信德豪會計師事務所有限公司按照香港會計師公會頒佈的香港審閱委聘準則第2410號「實體之獨立核數師審閱中期財務資料」進行審閱。

3. CHANGES IN ACCOUNTING POLICIES

The Group has applied the same accounting policies in these interim consolidated financial statements as in its 2020 annual consolidated financial statements, except that it has adopted the following amendment to HKFRSs:

- Amendments to HKFRS 9, HKAS 39, HKFRS 7, HKFRS 4 and HKFRS 16, Interest rate benchmark reform — phase 2

The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period. Impacts of the adoption of the amended HKFRSs are discussed below:

Amendments to HKFRS 9, HKAS 39, HKFRS 7, HKFRS 4 and HKFRS 16, Interest rate benchmark reform — phase 2

The amendments provide targeted reliefs from (i) accounting for changes in the basis for determining contractual cash flows of financial assets, financial liabilities and lease liabilities as modifications, and (ii) discontinuing hedge accounting when an interest rate benchmark is replaced by an alternative benchmark rate as a result of the reform of interbank offered rates (“IBOR reform”). The amendments do not have an impact on these interim consolidated financial statements as the Group does not have contracts that are indexed to benchmark interest rates which are subject to the IBOR reform.

4. REVENUE AND SEGMENT INFORMATION

Management has determined the operating segments based on the reports reviewed by chief operating decision maker. The chief operating decision maker, who is responsible for allocating resources and assessing performance of the operating segment, has been identified as the executive directors of the Company.

The Group is principally engaged in the provision of online advertising services and online sales services in the PRC. Management reviews the operating results of the business as two operating segments to make decisions about resources to be allocated. Therefore, the chief operating decision maker of the Company regards that there are two segments which are used to make strategic decisions.

3. 會計政策變動

本集團已該等中期綜合財務報表應用其2020年年度綜合財務報表的相同會計政策，惟採納以下香港財務報告準則的修訂除外：

- 香港財務報告準則第9號、香港會計準則第39號、香港財務報告準則第7號、香港財務報告準則第4號及香港財務報告準則第16號的修訂：利率基準改革 — 第2階段

本集團概無應用本會計期間尚未生效的任何新訂準則或詮釋。採納經修訂香港財務報告準則的影響討論如下：

香港財務報告準則第9號、香港會計準則第39號、香港財務報告準則第7號、香港財務報告準則第4號及香港財務報告準則第16號的修訂：利率基準改革—第2階段

該等修訂提供(i)財務資產、財務負債及租賃負債的合約現金流的釐定基準變更作為修訂的會計處理方法，及(ii)由於銀行同業拆息改革(「銀行同業拆息改革」)導致基準利率被替代基準利率取代的非持續性對沖會計處理方法的針對性補救措施。由於本集團並無合約以受到銀行同業拆息改革影響的基準利率為指數，因此該等修訂對該等中期綜合財務報表並無影響。

4. 收益及分部資料

管理層已基於主要經營決策者審閱的報告釐定經營分部。主要經營決策者負責分配資源及評估經營分部的表現，並已被認定為本公司執行董事。

本集團主要於中國從事提供線上廣告服務及線上銷售服務。管理層審閱業務經營業績時將其視為兩個經營分部而作出資源分配的決定。因此，本公司的主要經營決策者認為有兩個分部用於作出戰略決定。

The major operating entity of the Group is domiciled in the PRC. Accordingly, all of the Group's revenue were derived in the PRC for the six months ended 30 June 2021 and 2020.

As at 30 June 2021 and 31 December 2020, all of the non-current assets of the Group were located in the PRC.

The Group's customer base is diversified and includes four customers with whom transactions have exceeded 10% of the Group's revenue for the six months ended 30 June 2021 (six months ended 30 June 2020: three).

All the Group's revenue is derived from contracts with customers. Revenue mainly comprises of proceeds from online advertising services. An analysis of the Group's revenue by category for the six months ended 30 June 2021 and 2020 was as follows:

(a) Disaggregated revenue information

Reportable segment revenue from contract with customers	來自與客戶訂立的合約之可報告分部收益
Online advertising services	線上廣告服務
Online sales services	線上銷售服務
Timing of revenue recognition	收益確認時間
At a point in time	於某一時間點確認

(b) Assets recognized from incremental costs to obtain a contract

For the six months ended 30 June 2021 and 2020, there were no significant incremental costs to obtain a contract.

本集團的主要經營實體位於中國。因此，截至2021年及2020年6月30日止六個月，本集團的所有收益均來自中國。

於2021年6月30日及2020年12月31日，本集團的所有非流動資產均位於中國。

本集團擁有多元化的客戶群，截至2021年6月30日止六個月四名(截至2020年6月30日止六個月：三名)客戶的交易額超過本集團收益的10%。

本集團所有收益均來自與客戶訂立的合約。收益主要包括來自線上廣告服務的所得款項。本集團截至2021年及2020年6月30日止六個月按類別劃分的收益分析如下：

(a) 收益資料細分

Six months ended 30 June	
截至6月30日止六個月	
2021	2020
2021年	2020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)
48,362	34,727
—	—
<u>48,362</u>	<u>34,727</u>
48,362	34,727

(b) 自獲取合約增量成本確認的資產

截至2021年及2020年6月30日止六個月，並無重大獲取合約增量成本。

(c) Significant changes in contract liabilities

Contract liabilities of the Group mainly arise from the advance payments made by customers while the underlying services are yet to be provided.

The following table shows how much of the revenue recognized in the current reporting period carried-forward contract liabilities:

(c) 合約負債重大變動

本集團的合約負債主要來自客戶的預付款項，而相關服務尚未提供。

下表顯示本報告期內確認的收益結轉為合約負債的金額：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Balance at 1 January	於1月1日的結餘	4,968	4,943
Decrease in contract liabilities as a result of recognizing revenue during the period/year that was included in the contract liabilities at the beginning of the period/year	因期／年內確認計入期／年初合約負債的收益而導致的合約負債減少	(4,340)	(2,743)
Increase in contract liabilities as a result of billing in advance of online advertising activities	因預先就線上廣告活動發出賬單而導致的合約負債增加	1,894	2,768
Balance at 30 June/31 December	於6月30日／ 12月31日的結餘	<u>2,522</u>	<u>4,968</u>

5. OTHER INCOME AND OTHER NET GAINS

5. 其他收入及其他收益淨額

		Six months ended 30 June 截至6月30日止六個月	
		2021 2021年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2020 2020年 RMB'000 人民幣千元 (Unaudited) (未經審核)
Exchange (loss)/gain, net	匯兌(虧損)／收益淨額	(422)	307
Interest income	利息收入	950	2,086
Gain on disposal of a subsidiary	出售一間附屬公司的收益	875	—
Others	其他	(8)	378
		<u>1,395</u>	<u>2,771</u>

6. FINANCE COSTS

6. 融資成本

		Six months ended 30 June 截至6月30日止六個月	
		2021 2021年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2020 2020年 RMB'000 人民幣千元 (Unaudited) (未經審核)
Interest on lease liabilities	租賃負債的利息	95	—

7. LOSS BEFORE INCOME TAX

7. 除所得稅虧損

Loss before income tax is arrived at after charging the following:

除所得稅虧損利於扣除以下各項得出：

		Six months ended 30 June 截至6月30日止六個月	
		2021 2021年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2020 2020年 RMB'000 人民幣千元 (Unaudited) (未經審核)
Amortization of intangible asset (Note)	無形資產攤銷(附註)	11,822	12,117
Depreciation of property, plant and equipment	物業、廠房及設備折舊	1,263	344
Provision for impairment of trade receivables	貿易應收款項減值撥備	468	2,879
Provision for impairment of contract assets	合約資產減值撥備	12,133	9,557
Provision for impairment of other receivables	其他應收款項減值撥備	3,179	—
Research and development expenditure	研發開支	618	578
Short term lease expenses	短期租賃開支	183	545
Staff cost (including directors' emoluments)	員工成本(包括董事酬金)		
— Salaries, wages and other benefits	— 薪金、工資及其他利益	18,164	12,710
— Retirement scheme contribution	— 退休計劃供款	1,505	546
		<u>19,669</u>	<u>13,256</u>

Note:

Amortization of intangible assets was included in “cost of sales” and “administrative expenses” on the face of the condensed consolidated statements of profit or loss and other comprehensive income.

附註：

無形資產攤銷於簡明綜合損益及其他全面收益表內計入「銷售成本」及「行政開支」。

8. INCOME TAX CREDIT

Current tax	即期稅項
Tax for the current period	本期間稅項
Deferred tax	遞延稅項
Credited to profit or loss for the period	計入期內損益

Pursuant to the rules and regulations of the Cayman Islands, the Group is not subject to any income tax in the Cayman Islands.

Pursuant to the rules and regulations of the BVI, the Group is not subject to any income tax in the BVI.

No provision for Hong Kong Profits Tax has been made as the Group had no assessable profits arising in Hong Kong during the six months ended 30 June 2021 and 2020.

Income tax provision of the Group in respect of operations in the PRC has been calculated at the applicable tax rate on the estimated assessable profits for the period, based on the existing legislation, interpretations and practices in respect thereof. The general corporate income tax rate in PRC is 25%. Two subsidiaries of the Group in PRC was approved as High and New Technology Enterprise, and is subjected to a preferential income tax rate of 15% in certain years.

5 years tax free period has been granted by local tax authority to certain subsidiaries in PRC since 2017.

9. LOSS PER SHARE

(a) Basic

The calculation of basic loss per share for the six months ended 30 June 2021 is based on the loss attributable to the ordinary equity shareholders of the Company of RMB47,009,000 and the weighted average of 2,268,467,000 ordinary shares in issue during the interim period.

8. 所得稅抵免

Six months ended 30 June	
截至6月30日止六個月	
2021	2020
2021年	2020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)
84	197
(940)	(531)
(856)	(334)

根據開曼群島的規則及法規，本集團毋須繳納開曼群島的任何所得稅。

根據英屬處女群島的規則及法規，本集團毋須繳納英屬處女群島的任何所得稅。

由於本集團於截至2021年及2020年6月30日止六個月在香港並無任何應課稅溢利，故並無就香港利得稅計提撥備。

本集團就中國業務計提的所得稅撥備乃按現行法例、有關詮釋及實務就期內估計應課稅溢利按適用稅率計算。中國的一般企業所得稅率為25%。本集團的兩間中國附屬公司獲認可為高新技術企業，於若干年度可按優惠稅率15%繳納所得稅。

自2017年起，若干在中國的附屬公司獲地方稅務機關批准五年免稅期。

9. 每股虧損

(a) 基本

截至2021年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣47,009,000元及已發行2,268,467,000股普通股的加權平均數計算。

The calculation of basic earnings per share for the six months ended 30 June 2020 is based on the loss attributable to the ordinary equity shareholders of the Company of RMB28,606,000 and the weighted average of 2,299,618,000 ordinary shares in issue during the interim period.

Loss per share (basic):

Loss attributable to the owners of the Company (RMB'000)	本公司擁有人應佔虧損 (人民幣千元)	47,009	28,606
Weighted average number of ordinary shares in issue (thousand shares)	已發行普通股的加權平均數 (千股)	2,268,467	2,299,618
Loss per share attributable to the owners of the Company (RMB per share)	本公司擁有人應佔每股虧損 (每股人民幣元)	0.021	0.012

Weighted average number of ordinary shares (basic):

Issued ordinary shares at 1 January	於1月1日的已發行普通股	2,291,196	1,706,140
Effect of (vesting)/purchase of shares held by the employee share trusts*	(歸屬)/購買僱員股份信託所持股份的影響*	(22,729)	593,478
Weighted average number of ordinary shares (basic) as at 30 June	於6月30日的普通股的加權平均數(基本)	2,268,467	2,299,618

* The shares held by the employee share trusts are regarded as treasury shares.

(b) Diluted

Diluted loss per share are same as the basic loss per share as there is no dilutive potential ordinary shares in existence during the six months ended 30 June 2021 and 2020.

截至2020年6月30日止六個月的每股基本盈利乃根據中期期間的本公司普通權益股東應佔虧損人民幣28,606,000元及已發行2,299,618,000股普通股的加權平均數計算。

每股虧損(基本):

Six months ended 30 June 截至6月30日止六個月		2021 2021年 (Unaudited) (未經審核)	2020 2020年 (Unaudited) (未經審核)
Loss attributable to the owners of the Company (RMB'000)	本公司擁有人應佔虧損 (人民幣千元)	47,009	28,606
Weighted average number of ordinary shares in issue (thousand shares)	已發行普通股的加權平均數 (千股)	2,268,467	2,299,618
Loss per share attributable to the owners of the Company (RMB per share)	本公司擁有人應佔每股虧損 (每股人民幣元)	0.021	0.012

普通股的加權平均數(基本):

Six months ended 30 June 截至6月30日止六個月		2021 2021年 Thousand shares 千股 (Unaudited) (未經審核)	2020 2020年 Thousand shares 千股 (Unaudited) (未經審核)
Issued ordinary shares at 1 January	於1月1日的已發行普通股	2,291,196	1,706,140
Effect of (vesting)/purchase of shares held by the employee share trusts*	(歸屬)/購買僱員股份信託所持股份的影響*	(22,729)	593,478
Weighted average number of ordinary shares (basic) as at 30 June	於6月30日的普通股的加權平均數(基本)	2,268,467	2,299,618

* 僱員股份信託所持股份被視作庫存股份。

(b) 攤薄

由於截至2021年及2020年6月30日止六個月內並無具潛在攤薄效應的普通股，故每股攤薄虧損與每股基本虧損一致。

10. DIVIDENDS

The Board has resolved not to recommend or declare the payment of an interim dividend for the six months ended 30 June 2021 (six months ended 30 June 2020: Nil).

11. TRADE RECEIVABLES

Trade receivables
Less: Loss allowance for trade
receivables

貿易應收款項
減：貿易應收款項的虧損
撥備

30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
12,828	14,608
(8,500)	(8,776)
<u>4,328</u>	<u>5,832</u>

The ageing analysis of trade receivables, net of impairment losses at the end of each reporting period based on invoice date is as follows:

0 – 30 days	0至30日
31 – 60 days	31至60日
61 – 90 days	61至90日
91 – 180 days	91至180日
181 – 365 days	181至365日
Over 365 days	365日以上

各報告期末的貿易應收款項扣除減值虧損後根據發票日期的賬齡分析如下：

30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
—	3,636
—	116
—	—
—	830
3,816	43
512	1,207
<u>4,328</u>	<u>5,832</u>

During the six months ended 30 June 2021, the Group allows credit periods ranging from 1 to 30 days (31 December 2020: 1 to 30 days) to its customers. Before accepting any new customer, the Group assesses the potential customer's credit quality and defines credit limits by customer. Credit limits attributed to customers and credit term granted to customers are reviewed regularly.

The Group applies the simplified approach to provide for expected credit loss ("ECL") prescribed by HKFRS 9, which permits the use of the lifetime expected loss provision for all trade receivables. To measure the ECL, trade receivables have been grouped based on shared credit risk characteristics and the ageing. Movement in lifetime ECL that has been recognized for trade receivables in accordance with the simplified approach prescribed by HKFRS 9 as follow:

截至2021年6月30日止六個月，本集團向其客戶授出介乎1至30日(2020年12月31日：1至30日)的信貸期。本集團在接受任何新客戶前，會評估潛在客戶的信貸質素，並按客戶設定信貸限額。本集團亦會定期審視為客戶設定的信貸限額及向客戶授出的信貸期。

本集團應用簡化的方法就香港財務報告準則第9號規定的預期信貸虧損(「預期信貸虧損」)計提撥備，該準則允許對所有貿易應收款項採用整個期限內的預期虧損撥備。為計量預期信貸虧損，貿易應收款項已根據共同信貸風險特徵及賬齡分類。根據香港財務報告準則第9號所列的簡化方法，就貿易應收款項確認的整個期限內的預期信貸虧損變動如下：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
As at 1 January	於1月1日	8,776	1,536
Provision for impairment loss on trade receivables	貿易應收款項減值虧損撥備	468	7,240
Amounts written-off as uncollectible	撇銷為無法收回的款項	(629)	—
Disposal of a subsidiary	出售一間附屬公司	(115)	—
As at 30 June/31 December	於6月30日／12月31日	<u>8,500</u>	<u>8,776</u>

12. CONTRACT ASSETS

The contract assets primarily relate to the Group's rights to consideration for services provided but not billed at the reporting date on revenue related to the provisions of online advertising services and online sales services. The contract assets are transferred to receivables when the rights become unconditional. This usually occurs when the Group provides the invoice to the customer.

12. 合約資產

合約資產主要有關本集團就於報告日期已提供但尚未就提供線上廣告服務及線上銷售服務有關的收益開具賬單的服務收取代價的權利。合約資產於有關權利成為無條件時轉撥至應收款項。上述情況通常於本集團向客戶出具發票時發生。

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Contract assets	合約資產	59,155	69,767
Less: Loss allowance for contract assets	減：合約資產虧損撥備	(37,962)	(35,404)
		<u>21,193</u>	<u>34,363</u>

Movement in lifetime ECL that has been recognised for contract assets in accordance with the simplified approach set out in HKFRS 9 as follow:

根據香港財務報告準則第9號所列的簡化方法，就合約資產確認的整個期限內預期信貸虧損變動如下：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
As at 1 January	於1月1日	35,404	15,865
Provision for impairment loss on contract assets	合約資產減值虧損撥備	12,133	19,539
Amounts written-off as uncollectible	撇銷為無法收回的款項	(9,473)	—
Disposal of a subsidiary	出售一間附屬公司	(102)	—
As at 30 June/31 December	於6月30日／12月31日	<u>37,962</u>	<u>35,404</u>

13. TRADE PAYABLES

13. 貿易應付款項

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Trade payables	貿易應付款項	9,276	21,754

The credit terms of trade payables vary according to the terms agreed with different suppliers, normally range from 1 day to 60 days. Based on the receipt of services and goods, which normally coincided with the invoice dates, the ageing analysis of the Group's trade payables as at the end of each of the reporting period is as follows:

貿易應付款項的信貸期視乎與不同供應商協定的條款而有所不同，一般介乎1日至60日。根據接收服務及貨物日期（一般與發票日期相同），本集團於各報告期末的貿易應付款項賬齡分析如下：

		30 June 2021 2021年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2020 2020年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
0 – 30 days	0至30日	4,480	7,378
31 – 90 days	31至90日	2,304	10,736
91 – 180 days	91至180日	295	241
181 – 365 days	181至365日	193	786
Over 365 days	365日以上	2,004	2,613
		9,276	21,754

The trade payables are short-term and hence the carrying values of the Group's trade payables are considered to be a reasonable approximation of fair value.

鑒於貿易應付款項為短期款項，故本集團貿易應付款項的賬面值被視為公允值的合理約數。

14. CAPITAL

14. 股本

		30 June 2021 2021年6月30日		31 December 2020 2020年12月31日	
		Nominal value 面值		Nominal value 面值	
		No. of shares 股份數目	RMB'000 人民幣千元	No. of shares 股份數目	RMB'000 人民幣千元
		(Unaudited) (未經審核)	(Unaudited) (未經審核)	(Audited) (經審核)	(Audited) (經審核)
Issued and fully paid:	已發行及繳足：				
At 1 January and 30 June/ 31 December	於1月1日及6月30日 /12月31日	2,300,000,000	1,967	2,300,000,000	1,967

15. EVENTS AFTER THE END OF REPORTING PERIOD AND EFFECT OF COVID-19

As of the approval date on these financial statements, the Group had no significant events after reporting period which need to be disclosed.

The directors of the Company are continuing to assess the implications of COVID-19 pandemic to the business in which the Group operates. Depending on the duration of the COVID-19 pandemic and continued negative impact on economic activity, the Group might experience further negative results, and liquidity restraints and incur additional impairments on its assets in 2021. However, the exact impact in the remainder of 2021 and thereafter cannot be predicted.

15. 報告期結束後事項及 COVID-19 的影響

於該等財務表批准日期，本集團於報告期後並無須予披露的重大事項。

本公司董事繼續評估 COVID-19 疫情對本集團所在行業的影響。取決於 COVID-19 疫情的持續時間及對經濟活動的持續負面影響，本集團或會經歷進一步的負面業績及流通量限制並於 2021 年產生額外資產減值。然而，本公司未能預測於 2021 年餘下時間及其後的實際影響。

OTHER INFORMATION

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

Neither the Company nor its subsidiaries had purchased, sold or redeemed any of the Company's listed securities during the 2021 Interim.

COMPLIANCE WITH CG CODE

The Company's corporate governance practices are based on the principles and code provisions as set out in the CG Code contained in Appendix 14 to the Listing Rules. During the 2021 Interim, our Company has complied with all applicable code provisions as set out in the CG Code save for the deviation from code provision A.2.1, which stipulates that the roles of chairman and chief executive officer should be separate and should not be performed by the same individual.

Mr. Yang is our founder, chairman of the Board and co-CEO. With extensive experience in the online advertisement industry, Mr. Yang is responsible for the overall management, decision-making and strategy planning of our Group and is instrumental to our Group's growth and business expansion since establishment. Since Mr. Yang is the key person for our Group's development and he will not undermine our Group's interests in any way under any circumstances, our Board considers that vesting the roles of chairman and chief executive officer in the same person, Mr. Yang, would not create any potential harm to the interest of our Group and it is, on the contrary, beneficial to the management of our Group. On 12 September 2019, Mr. Huang Kewang was appointed as a co-CEO who began to perform the functions of CEO together with Mr. Yang. In addition, the operation of the Senior Management and our Board, which are comprised of experienced individuals, effectively checks and balances the power and authority of Mr. Yang, as both the chairman and co-CEO of our Group. Our Board currently comprises four executive Directors (including Mr. Yang), one non-executive Director and three independent non-executive Directors and therefore has a fairly strong independence element in its composition.

其他資料

購回、出售或贖回上市證券

本公司或其附屬公司於2021年中期內概無購回、出售或贖回本公司任何上市證券。

遵守企業管治守則

本公司的企業管治常規乃基於上市規則附錄14企業管治守則所載的原則及守則條文。於2021年中期內，本公司已遵守企業管治守則所載的一切適用守則條文，惟訂明主席與行政總裁的角色應有區分，並不應由同一人兼任的守則條文第A.2.1條除外。

楊先生為創辦人、董事會主席兼聯席行政總裁。楊先生在線上廣告行業擁有豐富經驗，負責本集團整體管理、決策及戰略規劃，且自本集團成立以來對本集團成長及業務擴張貢獻良多。由於楊先生為本集團發展的關鍵人物及彼於任何情況下不會以任何方式損害本集團的利益，董事會認為，主席及行政總裁的角色由同一人(即楊先生)擔任不會對本集團的利益構成任何潛在損害，反之對本集團的管理有利。於2019年9月12日，黃克旺先生被任命為聯席行政總裁，開始與楊先生共同履行行政總裁的職責。此外，由經驗豐富的人才組成的高級管理層及董事會營運可有效監察及平衡本集團主席兼聯席行政總裁楊先生的權力及職權。董事會目前由四名執行董事(包括楊先生)、一名非執行董事及三名獨立非執行董事組成，因此其構成的獨立程度相當大。

The Board will continue to review and monitor the corporate governance practices of the Company for the purpose of complying with the Corporate Governance Code and maintaining a high standard of corporate governance of the Company.

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

Our Company has adopted the Model Code as set out in Appendix 10 to the Listing Rules as its own code of conduct regarding directors' securities transactions.

Having made specific enquiry of all Directors, all of them have confirmed that they have complied with the Model Code and our Company's own code of conduct regarding directors' securities transactions throughout the 2021 Interim.

REVIEW OF THE INTERIM FINANCIAL INFORMATION

The unaudited condensed consolidated interim financial information for 2021 Interim was reviewed by the Audit Committee in conjunction with BDO Limited, the external auditor of the Company, in accordance with Hong Kong Standard on Review Engagements 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity". The Audit Committee was satisfied that the Company's unaudited financial information was prepared in accordance with applicable accounting standards.

PUBLICATION OF THE INTERIM RESULTS ANNOUNCEMENT AND 2021 INTERIM REPORT

This interim results announcement was published on the websites of our Company (www.doumob.com) and the Stock Exchange (www.hkexnews.hk). The interim report of the Group for the 2021 Interim, which contains all the information required under the Listing Rules, will be dispatched to Shareholders and available on the above websites in September 2021.

董事會將持續檢討及監察本公司的企業管治常規，以確保本公司符合企業管治守則，並維持高水平的企業管治。

董事進行證券交易的標準守則

本公司已採納上市規則附錄10所載標準守則作為其本身有關董事進行證券交易的行為守則。

經向全體董事作出具體查詢後，彼等全部確認於2021年中期內已遵守標準守則及本公司本身有關董事進行證券交易的行為守則。

審閱中期財務資料

於2021年中期的未經審核簡明綜合中期財務資料已由審核委員會及本公司的外聘核數師香港立信德豪會計師事務所有限公司根據香港審閱委聘準則第2410號「實體之獨立核數師審閱中期財務資料」進行審閱。審核委員會已信納本公司未經審核財務資料乃根據適用的會計準則編製。

刊發中期業績公告及2021年中期報告

本中期業績公告已於本公司網站(www.doumob.com)及聯交所網站(www.hkexnews.hk)刊載。本集團於2021年中期的中期報告(載有上市規則所規定全部資料)將於2021年9月寄發予股東，並於上述網站刊載。

DEFINITIONS

釋義

In this interim results announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

於本中期業績公告內，除非文義另有所指，否則下列詞彙具有以下有關涵義：

“2020 Interim” 「2020年中期」	指	for the six months ended 30 June 2020 截至2020年6月30日止六個月
“2021 Interim” 「2021年中期」	指	for the six months ended 30 June 2021 截至2021年6月30日止六個月
“advertiser” 「廣告主」	指	any persons, companies, organizations which advertise their brands, products and/or services through placing advertisements 透過投放廣告宣傳品牌、產品及／或服務的任何人士、公司及機構
“App” 「App」	指	a program designed to run on a mobile device 為在移動裝置上運行而設計的程式
“Audit Committee” 「審核委員會」	指	the audit committee of the Board 董事會審核委員會
“Board” 「董事會」	指	the board of Directors of the Company 本公司董事會
“CEO” 「行政總裁」	指	the chief executive officer of the Company 本公司行政總裁
“Chairman” 「主席」	指	the chairman of the Board 董事會主席
“China” or “PRC” 「中國」	指	the People’s Republic of China, unless otherwise stated, excludes the Hong Kong Special Administrative Region, the Macau Special Administrative Region and Taiwan of China herein 中華人民共和國，除另有說明外，本文不包括中國香港特別行政區、澳門特別行政區及台灣
“Company” or “our Company” 「本公司」	指	Doumob (豆盟科技有限公司), a company incorporated under the laws of the Cayman Islands with limited liability on 26 March 2018 豆盟科技有限公司，一間於2018年3月26日根據開曼群島法例註冊成立的有限公司

“Contractual Arrangements” 「合約安排」	指	certain contractual arrangements entered into on 22 August 2018 by us 由我們於2018年8月22日訂立的若干合約安排
“CG Code” 「企業管治守則」	指	the Corporate Governance Code as set out in Appendix 14 of the Listing Rules 上市規則附錄14所載企業管治守則
“Director(s)” 「董事」	指	the director(s) of the Company 本公司董事
“Global Offering” 「全球發售」	指	the public offering of 98,900,000 Shares for subscription by the public in Hong Kong and the international offering (as defined respectively in the Prospectus) of 98,900,000 Shares for subscription by the institutional, professional, corporate and other investors 於香港公开发售98,900,000股股份以供公眾人士認購及於國際發售(定義分別見招股章程)98,900,000股股份以供機構、專業、公司及其他投資者認購
“Group”, “we” or “us” 「本集團」或「我們」	指	the Company and all of its subsidiaries and companies whose financial results have been consolidated and accounted as the subsidiaries of our Company by virtue of the Contractual Arrangements, or, where the context so requires, in respect of the period before our Company became the holding company of our current subsidiaries, the business operated by such subsidiaries or their predecessors (as the case may be) 本公司及其所有附屬公司以及財務業績透過合約安排綜合併入及入賬列作本公司附屬公司的公司，或如文義所指，就本公司成為其現有附屬公司的控股公司前期間而言，該等附屬公司或其前身(視乎情況而定)所經營的業務
“HK\$” 「港元」	指	Hong Kong dollars, the lawful currency of Hong Kong 香港法定貨幣港元
“Hong Kong” 「香港」	指	the Hong Kong Special Administrative Region of the PRC 中國香港特別行政區
“HKAS” 「香港會計準則」	指	the Hong Kong Accounting Standards 香港會計準則
“HKFRS” 「香港財務報告準則」	指	the Hong Kong Financial Reporting Standards 香港財務報告準則

“Listing Rules” 「上市規則」	指	the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time) 聯交所證券上市規則(經不時修訂)
“Listing” 「上市」	指	listing of the Shares on the Main Board of the Stock Exchange 股份於聯交所主板上市
“Model Code” 「標準守則」	指	the Model Code of Securities Transactions by Directors of the Listed Issuers as set out in Appendix 10 to the Listing Rules 上市規則附錄10所載的上市發行人董事進行證券交易的標準守則
“Mr. Yang” 「楊先生」	指	Mr. Yang Bin, the founder, chairman of the Board and chief executive officer of the Company 楊斌先生，本公司的創辦人、董事會主席兼行政總裁
“Prospectus” 「招股章程」	指	the prospectus issued by the Company dated 28 February 2019 本公司刊發日期為2019年2月28日的招股章程
“R&D” 「研發」	指	research and development 研究及開發
“RMB” 「人民幣」	指	Renminbi, the lawful currency of the PRC 中國法定貨幣人民幣
“Senior Management” 「高級管理層」	指	the senior management of the Company 本公司高級管理層
“Share(s)” 「股份」	指	ordinary share(s) of HK\$0.001 each in the issued share capital of the Company 本公司已發行股本中每股面值0.001港元的普通股
“Shareholder(s)” 「股東」	指	holder(s) of Shares 股份持有人
“Stock Exchange” 「聯交所」	指	The Stock Exchange of Hong Kong Limited 香港聯合交易所有限公司
“%” 「%」	指	per cent 百分比

By order of the Board

Doumob

Yang Bin

Chairman and Executive Director

Beijing, the PRC

27 August 2021

As at the date of this announcement, the executive Directors are Mr. Yang Bin, Mr. Huang Kewang, Mr. Meng Dawei and Ms. Fan Zijing; the non-executive Director is Mr. Liu Ailun; and the independent non-executive Directors are Mr. Chan Yiu Kwong, Mr. Liu Binghai and Mr. Wang Yingzhe.

承董事會命

豆盟科技有限公司

主席兼執行董事

楊斌

中國北京

2021年8月27日

於本公告日期，執行董事為楊斌先生、黃克旺先生、孟大巍先生及樊子靜女士；非執行董事為劉艾倫先生；及獨立非執行董事為陳耀光先生、劉炳海先生及王英哲先生。