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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的有限公司)

(Stock Code 股份代號: 1917)

**ANNUAL RESULTS ANNOUNCEMENT
FOR THE YEAR ENDED
31 DECEMBER 2021**

**截至2021年12月31日止年度的
全年業績公告**

The board of Directors (the “**Board**”) of Doumob (the “**Company**”) announces the audited consolidated annual results of the Group for the year ended 31 December 2021 (“**Annual Results**”) together with the comparative information for the year ended 31 December 2020. The Annual Results have been prepared in accordance with the HKFRS and audited by BDO Limited, the auditor of the Company. In addition, the Annual Results have also been reviewed by the Audit Committee.

豆盟科技有限公司（「**本公司**」）董事會（「**董事會**」）宣佈本集團截至2021年12月31日止年度的經審核綜合全年業績（「**全年業績**」），連同截至2020年12月31日止年度的比較資料。全年業績乃根據香港財務報告準則編製，並已經由本公司核數師香港立信德豪會計師事務所有限公司審核。此外，全年業績亦已經由審核委員會審閱。

FINAL RESULTS

For the year ended 31 December 2021, the Group’s loss and other comprehensive income attributable to owners of the Company was RMB108.9 million as compared to the loss and other comprehensive income attributable to owners of the Company was RMB73.8 million for the corresponding period of last year. The basic loss per share for the year ended 31 December 2021 was RMB0.048 (2020: basic loss per share was RMB0.032).

末期業績

截至2021年12月31日止年度，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108.9百萬元，上年同期本公司擁有人應佔虧損及其他全面收益人民幣則為73.8百萬元。截至2021年12月31日止年度的每股基本虧損為人民幣0.048元（2020年：每股基本虧損為人民幣0.032元）。

FINAL DIVIDEND

The Board does not recommend the payment of final dividend for the year ended 31 December 2021.

末期股息

董事會並不建議派付截至2021年12月31日止年度的末期股息。

OVERVIEW

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. Based on our new insight into the needs of our customers, during the Reporting Period, we confirmed our new mission: making every connection more effective, which clearly specified the strategic direction of the Group. Guided by the new mission, each business segment is moving forward in a structured manner to help customers achieve their goal of reaching better users more efficiently.

With the Group's SaaS business, we help customers achieve low-cost marketing customer acquisition and realize customers' value throughout the full life cycle by providing customers with customized marketing solutions to reach users based on WeCom; during the Reporting Period, our revenue from the SaaS business was RMB3.8 million (2020: RMB30,000). In the future, we will continue to expand the application scenarios of our SaaS services and gradually improve our SaaS service system.

The Group's proprietary interactive advertising platform directly connects advertisers with media publishers. We provide targeted and diversified advertising services to advertisers through our platform based on H5 video interactive advertising technology to help our clients reach effective users efficiently. During the Reporting Period, on the one hand, we continued to enhance our professional technical service capabilities, and persist in building and optimizing our programmatic advertising platform, helping our customers to realize digital selling and purchasing in cross-device and diversified advertising scenarios through the transaction and management of

概覽

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商。基於我們對客戶需求的全新洞察，於報告期內，我們確認了新的使命：讓每一次連接更有效。新使命清晰的明確了本集團的戰略方向。在新使命的引導下，各業務板塊為幫助客戶實現更高效觸達更優質用戶的目標有條不紊的向前推進。

本集團的SaaS業務通過為客戶提供定制化營銷方案，基於企業微信觸達用戶，幫助客戶實現低成本的營銷獲客和於全生命周期實現客戶價值；另在報告期內，我們的SaaS業務收入為人民幣3.8百萬元（2020年：人民幣30,000元）。未來我們將持續拓展SaaS服務的應用場景，逐步完善SaaS服務體系。

本集團專有的互動式效果廣告平台，直接連接廣告主及媒體發布者。通過平台向廣告主提供針對性且多元化的廣告服務，基於H5視頻互動廣告技術幫助客戶高效觸達有效用戶。於報告期內，我們一方面持續提升專業技術服務能力，堅持致力於建設和優化程序化廣告平台，通過對廣告進行交易和管理，幫助客戶實現跨終端和多樣化廣告場景下的數字化售賣和採購，高效且較低成本的提升廣告主的品牌價值、獲客能力及產品變

advertisements, so as to enhance advertisers' brand value, customer acquisition ability and product realization effect in an efficient and low cost manner. On the other hand, we follow at all times the changes in the market environment and the upgrading of customers' needs, continuously expanding large media resources such as Kuaishou and Baidu, and fully utilizing our technical advantages to achieve traffic stratification and differentiated pricing among the massive advertising requests, so as to achieve more direct and efficient access to massive advertisers and a large number of advertising alliances and enhance the competitiveness of the platform.

During the Reporting Period, particularly the second half of the year, although the change of COVID-19 and market environment has brought many difficulties to the development of our business, we still insisted on innovating and developing the interactive advertising business while actively exploring more opportunities to empower the field of online advertising and marketing services. In order to continue to help companies connect with users more efficiently, we further expanded our service latitude and provided customers with customized, personalized, multi-channel and full-link online marketing solutions, so as to meet the needs of brand owners in respect of new media marketing and e-commerce agent operation, and better help customers improve marketing efficiency. Total revenue in 2021 remained stable compared to that in 2020, in particular, the SaaS business recorded a revenue of RMB3.8 million for the year, accounting for 4.2% of the total revenue for 2021 (2020: 0.1%); meanwhile, online marketing services is starting to gain continuous revenue.

現效果；另一方面，時刻關注市場環境的變化及客戶需求的升級，不斷拓展快手、百度等大型媒體資源，充分利用自身的技術優勢在海量廣告請求中實現流量分層及差異化定價，以實現更直接更高效的觸達海量廣告主及大量廣告聯盟，增強平台的競爭力。

在報告期內，尤其是下半年，雖然疫情及市場環境的變化，給業務的發展帶來了重重困難，但是我們仍在堅持創新發展互動廣告業務的同時，積極探索線上廣告營銷服務領域更多的賦能機會。為了能夠持續幫助企業更高效連接用戶，我們進一步拓寬服務緯度，為客戶提供定制化、個性化、多渠道及全鏈路的線上營銷解決方案，滿足品牌方在新媒體營銷及電商代運營方面的需求，更好地幫助客戶提升市場營銷效率。2021年的收益總額與2020年持平，其中SAAS業務本年實現收益3.8百萬元，佔2021年收益總額4.2%（2020年：0.1%）；同時，線上營銷服務開始持續獲得收益。

With content creation as our core driving force, we provide online marketing services for brand merchants, including but not limited to short video operation, advertising placement, livestreaming e-commerce, and expert operation, offering the whole chain of operation services including planning, formulation, implementation and effect tracking. Our multi-channel marketing solutions for brand merchants cover new media platforms such as WeChat Channels, Tiktok, Kuaishou and Xiaohongshu, as well as e-commerce platforms such as JD.com and Meituan Youxuan.

Our short video operation service is based on building advertisers' corporate accounts, IP content and account matrices to achieve product sales increment, corporate image enhancement and follower growth. In the livestreaming e-commerce module, by connecting with Tiktok, Kuaishou and other new media platforms and with the support of content e-commerce data, we provide advertisers with operation services such as livestreaming agent operation, advertising streaming and event marketing, helping advertisers to efficiently achieve rapid cold-start and long-term transactions; at the same time, our services also include digital analysis of fan e-commerce portraits, intelligent screening of industry experts, and multi-touch marketing and fan asset management to improve clients' high-efficiency customer acquisition capabilities and trigger secondary and multiple marketing, efficiently improving advertisers' short-term customer acquisition and product realization capabilities, and achieving long-term brand building.

The ongoing COVID-19 pandemic has intensified the competitive landscape in the market environment and accelerated the transformation of the new industry as well as the new consumption upgrade. In the face of such difficult external environments, we are focusing on tapping into the deeper online marketing needs of advertisers and brands and horizontally expanding our service capabilities by combining our strengths to enable our customers to obtain a more advanced and better service experience and marketing effect. We will continue to strengthen our strategic stability in order to further enhance our overall competitive advantages and efficiency output, and are committed to the long-term sustainable development of the Company.

我們以內容創作為核心驅動，為品牌商家提供的線上營銷服務可覆蓋包括但不限於短視頻運營、廣告投放、直播電商、達人運營等，提供運營方案的策劃、制定、落地執行及效果追蹤等全鏈路的運營服務。我們為品牌商家設計的多渠道營銷解決方案，涵蓋的範圍囊括微信視頻號、抖音、快手、小紅書等新媒體平台，以及京東、美團優選等電商平台。

我們的短視頻運營服務基於對廣告主的企業賬號、IP內容以及賬號矩陣的打造，實現商品銷售增量、企業形象提升以及粉絲增量。在直播電商模塊，我們通過對接抖音快手等新媒體平台，基於內容電商數據支持，為廣告主提供直播代運營、廣告投流及活動營銷等運營服務，幫助廣告主高效實現快速冷啓動及長線交易；同時我們提供的服務還包括數字化分析粉絲電商畫像，智能篩選行業達人，通過多觸點營銷及粉絲資產管理在提高客戶高效率獲客能力的同時，觸發二次及多次營銷，高效率提升廣告主短期獲客及產品變現能力，並實現長期品牌的建設。

COVID-19疫情的持續，加劇了市場環境的競爭形態，加速了新業態的蝶變以及新消費升級。面對這樣艱難的外部環境，我們著力挖掘廣告主和品牌方更深層次的線上營銷需求，並結合自身優勢橫向拓展服務能力，使客戶獲得更高級更優質的服務體驗和營銷效果。我們將通過持續加強戰略穩定性，以進一步增強公司整體的競爭優勢和效益產出，致力於公司長期可持續的發展。

Outlook for 2022

Taking into account the impact that uncertain factors such as the COVID-19 pandemic, the economic environment and market changes may have on business development, we will continue to adhere to our mission “making every connection more effective”, with providing better services to our customers as our core objective. While broadening source of income and cutting expenditure, as well as reducing costs and increasing efficiency, we will continue to upgrade our advertising platform services, explore the market demand for online marketing solutions and further improve our diversified marketing solutions. We will also continue to innovate SaaS products to meet the personalized needs of our customers on a large scale.

1. Continue to focus on improving the technical strength of advertising, advertising effect and media realization efficiency.

In 2022, we will be committed to building a matrixed mobile advertising trading platform. As an early entrant in China’s innovative interactive advertising market, we have accumulated rich experience in such aspects as market exploration and technology development. We will generate more diverse cooperation models and advertising scenarios by improving our ‘programmatic’ technology. At the same time, we will iterate product functions to provide advertisers with more efficient effect conversion through more accurate user analysis; on the other hand, we will continue to try to expand into new traffic areas by integrating ‘internal traffic’ and ‘external traffic’ to achieve production and model analysis in a short period of time, and further develop a closed loop from user acquisition to conversion generation, in order to allow for more possibilities of performance-based advertising services. We believe that with the continuous upgrading of programmatic technology, we can maintain our advantages in the diversified traffic market and achieve new breakthroughs in the field of performance-based advertising.

2022年展望

綜合考慮疫情、經濟環境及市場變化等不確定因素可能會對業務發展帶來的影響，我們將繼續堅守「讓每一次連接更有效」的使命，為客戶提供更優質的服務為核心目標，開源節流、降本增效的同時，持續推進廣告平台服務的升級；持續探索線上營銷解決方案的市場需求和進一步完善多樣化的營銷解決方案；持續創新SaaS產品，以規模化滿足客戶個性化定制的需求。

1. 持續專注提升廣告技術實力、廣告效果、媒體變現效率。

2022年，我們將致力於打造矩陣化移動廣告交易平台，作為中國創新的互動式效果廣告市場的早期進入者，我們在市場探索和技術研發等方面累計了豐富的經驗，我們將通過提高「程序化」技術，產生更多樣的合作模式及廣告場景。同時，迭代產品功能，通過更精準的用戶分析，為廣告主提供更高效的效果轉化；另一方面，我們將持續嘗試拓展新的流量領域，通過整合「自有流量」及「外部流量」，實現短時間內生產及模型的分析，並進一步形成從用戶獲取到轉化產生的閉環，以實現效果類廣告服務的更多可能性。我們相信，伴隨程序化技術的不斷升級，我們可以在多元化的流量市場保持優勢，在效果廣告領域實現新的突破。

2. Committed to exploring a new pattern in the development of the online marketing market.

We intend to actively explore the development of the new media marketing market on the basis of ensuring the steady progress of our existing business: by gradually inducting partner suppliers and starting from individual cases/partial needs, we will continue to expand the depth and breadth of cooperation with KA brand customers; with merchandise sales as the target, we will develop marketing plans in phases and gradually strengthen the brand influence over new brand customers. As businesses complement each other, we strive to achieve the rapid development of online marketing services.

3. Committed to innovating the technology of SaaS services.

In 2022, we will continue to deepen the private domain service innovation in the field of Wecom ecology, build model cases in vertical industry, help enterprises with their cost reduction and efficiency enhancement, and accumulate experience for the realization of our ambitions goal of integrating public and private domains in the future.

2. 致力於探索線上營銷市場發展的新格局。

我們擬在保障原有業務穩步推進的基礎上，積極探索新媒體營銷市場的發展：通過逐步入庫合作供應商，從個案／局部需求入手，不斷擴大與KA品牌客戶的合作深度與廣度；以商品銷售為目標導向，分階段制定營銷方案，逐步加強對新晉品牌客戶的品牌影響力。通過長短業務互補，以實現線上營銷服務的高速發展。

3. 致力於SaaS服務的技術創新。

2022年，我們將持續深耕企業微信生態領域的私域服務創新，在垂直行業打造樣板案例，幫助企業降本增效，為未來實現公域私域一體化的大目標積累經驗。

YEAR ENDED 31 DECEMBER 2021 COMPARED TO THE YEAR ENDED 31 DECEMBER 2020

截至2021年12月31日止年度與截至2020年12月31日止年度比較

The following table sets forth the comparative statements of profit or loss for the year ended 31 December 2021 and the year ended 31 December 2020.

下表載列截至2021年12月31日止年度與截至2020年12月31日止年度比較的損益表。

		2021 2021年 <i>(RMB'000)</i> <i>(人民幣千元)</i>	2020 2020年 <i>(RMB'000)</i> <i>(人民幣千元)</i>	Year-on-year <i>change %</i> 同比 變動百分比
Revenue	收益	91,005	90,254	0.8%
Cost of services	銷售成本	<u>(78,672)</u>	<u>(81,518)</u>	(3.5)%
Gross profit	毛利	12,333	8,736	41.2%
Other income and other net gains/(losses)	其他收入及其他 收益/(虧損)淨額	1,362	1,190	14.5%
– Financial assets at fair value through profit or loss	– 按公允值計入損益 的財務資產	(7,323)	1,487	(592.5)%
Selling and distribution expenses	銷售及分銷開支	(12,567)	(11,869)	5.9%
Administrative expenses	行政開支	(101,230)	(75,810)	33.5%
Finance costs	融資成本	(131)	(53)	147.2%
Loss before income tax	除所得稅前虧損	(107,556)	(76,319)	40.9%
Income tax (expense)/credit	所得稅(開支)/抵免	(1,682)	1,541	(209.1)%
Loss for the year	年內虧損	<u>(109,238)</u>	<u>(74,778)</u>	46.1%
Loss and total comprehensive income for the year attributable to:	以下人士應佔年內虧損及全面收益額：			
Owner of the Company	本公司擁有人	(108,941)	(73,753)	47.7%
Non-controlling interests	非控股權益	(297)	(1,025)	(71.0)%
		<u>(109,238)</u>	<u>(74,778)</u>	46.1%

REVENUE

The following table sets forth the breakdown of our revenue for the year ended 31 December 2021 and 2020:

收益

下表載列我們截至2021年及2020年12月31日止年度的收益明細：

		For the year ended 31 December 截至12月31日止年度			
		2021 2021年	(% of total revenue) (佔收益 總額百分比)	2020 2020年	(% of total revenue) (佔收益 總額百分比)
		(RMB'000) (人民幣千元)		(RMB'000) (人民幣千元)	
Interactive advertising	互動廣告	83,959	92.3%	83,105	92.1%
Non-interactive advertising	非互動廣告	6,962	7.6%	5,943	6.6%
Online sales service	線上銷售服務	—	—	1,206	1.3%
Others	其他	84	0.1%	—	—
Total	總計	91,005	100.0%	90,254	100.0%

For the year ended 31 December 2021, total revenue was approximately RMB91.0 million, representing an increase of approximately 0.8% as compared with 2020. This was mainly attributable to, on the one hand, the fact that business volume of interactive advertising recovered in the first half of 2021 thanks to the containment of the COVID-19 pandemic in Mainland. Despite the fact that the number, pace and budget of advertising investment by advertiser clients decreased in the second half of the year due to the changing market environment, the business recorded stable overall revenue in 2021 compared to 2020. Meanwhile, the SaaS business was thriving and recorded a significant increase in revenue compared to the corresponding period last year. At the same time, online marketing services had delivered successful cases and started to gain continuous revenue.

截至2021年12月31日止年度，收益總額約為人民幣91.0百萬元，較2020年增加約0.8%，主要由於：一方面，21年上半年受益於國內COVID-19疫情管理受控，互動廣告業務量有所恢復，雖於下半年受市場環境變化影響，廣告主客戶的廣告投入數量、節奏及預算等下降，但該業務2021年整體收益較2020年基本持平；另一方面，SaaS業務發展勢態良好，收益較去年同期實現較大增長；同時，線上營銷服務已有成功案例，並開始持續獲得收益。

COST OF SALES

Our cost of sales was approximately RMB78.7 million in 2021, representing a decrease of approximately 3.5% as compared with 2020. This was mainly attributable to the higher gross profit margin of SaaS business.

GROSS PROFIT AND GROSS PROFIT MARGIN

Our gross profit was RMB12.3 million for 2021, representing a year-on-year increase of approximately 41.2%. Our gross profit margin was 13.6% for 2021, as compared with 9.7% for 2020.

This increase was mainly attributable to (1) we have strengthened the procurement of downstream quality media channel traffic and increased the investment in programmatic advertising amid challenging operating conditions, leading to an improved profitability; (2) the gross profit of our SaaS business is higher with an increased percentage in revenue.

EXPENSES

Selling and Distribution Expenses

Our selling and distribution expenses primarily consist of the sales personnel's salaries and benefits. The selling and distribution expenses were RMB12.6 million for 2021, representing an increase of 5.9% as compared with 2020. This was mainly attributable to the fact that more market development costs have been invested to develop online marketing business and SaaS business during the year.

銷售成本

我們於2021年的銷售成本約為人民幣78.7百萬元，較2020年減少約3.5%，主要由於SaaS業務毛利率較高，同等收益水平下成本較少所致。

毛利及毛利率

我們於2021年的毛利為人民幣12.3百萬元，同比增加約41.2%。毛利率於2021年為13.6%，而2020年為9.7%。

該增加主要是由於(1)我們面臨艱難的經營環境，加強對下游優質媒體渠道流量的採購，並增加對程序化廣告的投入，盈利能力有所提升；(2)我們的SAAS業務毛利較高且在收入中占比有所提升。

開支

銷售及分銷開支

我們的銷售及分銷開支主要包括銷售人員薪金及福利。銷售及分銷開支於2021年為人民幣12.6百萬元，較2020年增加5.9%，主要原因是本年為發展線上營銷業務和SaaS業務投入較多市場拓展成本。

Administrative Expenses

Our administrative expenses primarily consist of (i) staff salaries and benefits; (ii) expected credit losses on financial assets; (iii) amortization and depreciation charges; (iv) legal and professional fee; (v) agent cost; (vi) short term lease expenses; (vii) R&D expenditure; and (viii) Auditors' remuneration. The administrative expenses were RMB101.2 million for 2021, representing an increase of 33.5% as compared with 2020. This was mainly attributable to (1) the fact that we adopted a prudent approach in the difficult operating environment in light of the ongoing impact of the COVID-19 pandemic and provided for an expected credit losses for trade receivables, contract assets and other receivables in accordance with HKFRS 9 Financial Instruments and wrote off partial unrecoverable financial assets, resulting in the increase of impairment loss related to financial assets of approximately RMB 7.1 million; (2) an increase in employee salaries of approximately RMB7.3 million during 2021 as a result of the granting of restricted shares to eligible participants under our restricted share award scheme (please refer to the Company's announcement dated 7 May 2020 for details); and (3) the increase in third-party consultancy fees and manpower costs and the commitment of higher restructuring cost of old and new team to constantly upgrade the advertising platform.

Profit or loss on change in fair value of financial assets

In 2021, the fair value loss recorded on our financial assets at fair value through profit or loss amounted to approximately RMB7.3 million (2020: gain on change in fair value of approximately RMB1.5 million), which was mainly attributable to the change in fair value resulting from the delayed progress of interactive drama investments due to the impact of the pandemic.

Income Tax (Expense)/Credit

Our income tax expense/credit consist of current income tax and deferred income tax. The income tax expense recorded was RMB1.7 million for 2021 (2020: income tax credit of RMB1.5 million), which was primarily attributable to the derecognition of deferred income tax assets associated with losses from the previous year due to the reversal of expected credit loss related to financial asset. For the year ended 31 December 2021, the nominal income tax rate for our major domestic operating entities was approximately 25%.

行政開支

我們的行政開支主要包括(i)員工薪金及福利；(ii)財務資產預期信貸虧損；(iii)攤銷及折舊開支；(iv)法律及專業費用；(v)代理成本；(vi)短期租賃開支；(vii)研發開支；及(viii)核數師酬金。行政開支於2021年為人民幣101.2百萬元，較2020年增加33.5%，主要是由於(1)考慮到在COVID-19疫情持續影響下經營環境困難，我們遵循審慎性原則，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，並撤銷部分無法收回的財務資產，致使本年財務資產相關的減值損失增加約人民幣7.1百萬元；(2)我們根據受限制股份獎勵計劃向符合資格參與人授予受限制股份，致使2021年員工薪金增加約人民幣7.3百萬元（詳情請參照本公司於2020年5月7日發布的公告）；及(3)為持續推進廣告平台的升級及新業務拓展期，第三方顧問費用及人力成本增加，且承擔了較高的新舊團隊重組成本。

財務資產之公允值變動損益

於2021年，我們按公允值計入損益之財務資產錄得公允值損失約為人民幣7.3百萬元（2020年：公允價值變動收益約人民幣1.5百萬元），該損失主要來自於互動劇投資受疫情影響相關進度有所延遲而導致的公允值變動。

所得稅（開支）／抵免

我們的所得稅開支／抵免包括即期所得稅及遞延所得稅。2021年錄得所得稅開支人民幣1.7百萬元（2020年：所得稅抵免人民幣1.5百萬元），該變化主要是由於財務資產相關預期信用損失的回撥所致。截至2021年12月31日止年度，我們的境內主要經營實體的名義所得稅率約為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.

Adjusted net loss eliminates the effect of certain non-cash or non-recurring items, namely listing-related expenses and share-based compensation expenses. 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:

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。

經調整純虧損扣除若干非現金或非經常性項目的影響，即上市相關開支及以股份為基礎的酬金開支。「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 year 31 December 截至12月31日止年度	
		2021 2021年 (RMB'000) (人民幣千元)	2020 2020年 (RMB'000) (人民幣千元)
Loss for the year	年內虧損	(109,238)	(74,778)
<i>Add:</i>	<i>加：</i>		
Share-based compensation costs	以股份為基礎的酬金成本	<u>7,333</u>	<u>1,063</u>
Adjusted net loss	經調整純虧損	<u>(101,905)</u>	<u>(73,715)</u>

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 year, 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.

FINANCIAL POSITIONS

As of 31 December 2021, our total equity was approximately RMB118.8 million, as compared with approximately RMB221.6 million as of 31 December 2020. The total equity represented a decrease of approximately 46.4% as compared with 2020. The decrease was mainly attributable to the loss from operating activities.

As of 31 December 2021, our net current assets were approximately RMB72.9 million, as compared with approximately RMB146.2 million as of 31 December 2020. The net current assets represented a decrease of approximately 50.1% as compared with 2020. The decrease was mainly attributable to the decrease in cash at banks and on hand and the decrease in contract assets.

LIQUIDITY AND FINANCIAL RESOURCES

As of 31 December 2021, our cash at banks and on hand totaled RMB59.0 million, as compared with RMB122.3 million as of 31 December 2020. The change was mainly attributable to payment of fund related to operating activities.

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年內虧損、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。

財務狀況

截至2021年12月31日，我們的權益總額約為人民幣118.8百萬元，而截至2020年12月31日則約為人民幣221.6百萬元。權益總額較2020年減少約46.4%。該減少主要由於經營活動產生虧損所致。

截至2021年12月31日，我們的流動資產淨值約為人民幣72.9百萬元，而截至2020年12月31日則約為人民幣146.2百萬元。流動資產淨值較2020年減少約50.1%。該減少主要由於銀行及手頭現金減少和合約資產減少所致。

流動資金及財務資源

		31 December 2021 2021年 12月31日 (RMB'000) (人民幣千元)	31 December 2020 2020年 12月31日 (RMB'000) (人民幣千元)	<i>Change %</i> <i>變動百分比</i>
Cash at banks and on hand	銀行及手頭現金	59,002	122,336	(51.8)%
Total	總計	59,002	122,336	(51.8)%

截至2021年12月31日，我們的銀行及手頭現金合計為人民幣59.0百萬元，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。

GEARING RATIO

As of 31 December 2021, our gearing ratio, which is calculated as total liabilities divided by total assets, was 20.8%, as compared with 16.7% as of 31 December 2020.

CAPITAL EXPENDITURE

Our capital expenditure includes expenditures on furniture, fixtures and office equipment, computers and motor vehicles. For the year ended 31 December 2021, the Company has no significant capital expenditure (2020: nil).

SIGNIFICANT INVESTMENTS, ACQUISITIONS AND DISPOSALS

The Company did not have any significant investment, acquisition and disposal for the year ended 31 December 2021.

CHARGE ON ASSETS

As of 31 December 2021, no property, plant and equipment were pledged.

CONTINGENT LIABILITIES AND GUARANTEES

As of 31 December 2021, we did not have any unrecorded significant contingent liabilities, guarantees or material litigation against us.

EMPLOYEES AND REMUNERATION POLICIES

As of 31 December 2021, our employee remuneration totaled to approximately RMB33.7 million (including Directors' emoluments, staff salary, bonus, share-based compensation, pension scheme contribution, other social security fund and other employee benefits) (31 December 2020: RMB25.2 million).

資產負債比率

按債務總額除以資產總值計算，截至2021年12月31日的資產負債比率為20.8%，而截至2020年12月31日則為16.7%。

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。截至2021年12月31日止年度，本公司並無重大資本開支(2020年：無)。

重大投資、收購及出售

截至2021年12月31日止年度，本公司並無任何重大投資、收購及出售。

資產抵押

截至2021年12月31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12月31日，我們並無任何未記錄的重大或然負債、擔保或針對我們的重大索償訴訟。

僱員及薪酬政策

截至2021年12月31日，我們的僱員薪酬總額約為人民幣33.7百萬元(包括董事酬金、員工薪金、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12月31日：人民幣25.2百萬元)。

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 2020 annual report of the Company for further details.

USE OF NET PROCEEDS FROM LISTING

The net proceeds from the Global Offering in 2019 were approximately HK\$27 million, as calculated by deducting all expenditures paid by us in connection with the Global Offering, including those capitalized and expensed, from the gross proceeds raised. During the year, there was no change in the intended use of net proceeds as previously disclosed in the Prospectus. As at 31 December 2021, the Company has utilised HK\$23.7 million of the net proceeds from the Global Offering. For the amounts not yet utilised, the Company will apply the remaining net proceeds in the manner set out in the Prospectus. As at the date of this announcement, pursuant to the Prospectus, the remaining proceeds shall be fully utilized in 2022. As at 31 December 2021, the following table sets out the breakdown of the use of proceeds from global offering:

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2020年年報。

上市所得款項淨額用途

於2019年，全球發售所得款項淨額約為27百萬港元（募集資金總額扣除我們就全球發售已付的全部開支，包括資本化及費用化部分）。年內，先前於招股章程所披露所得款項淨額的擬定用途並無變動。於2021年12月31日，本公司已動用全球發售所得款項淨額23.7百萬港元。就尚未動用的金額而言，本公司將按招股章程所載方式應用餘下所得款項淨額。於本公告日期，根據招股章程，餘下所得款項將於2022年悉數動用。於2021年12月31日，下表載列全球發售所得款項用途的明細：

		As of 31 December 2021 截至2021年12月31日			
		Percentage %	Net Proceeds 所得款項 淨額 HKD'000 千港元	Utilised amount 已動用金額 HKD'000 千港元	Unutilised amount 未動用金額 HKD'000 千港元
		佔比			
To strengthen algorithm and data mining capabilities of programmatic advertising system and to invest in other technologies in big data and artificial intelligence	增強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	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	4,992	408
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投入	20%	5,400	3,375	2,025
To pursue strategic cooperation, investments and acquisition	尋求戰略合作、投資及收購	10%	2,700	2,700	—
To enhance the functionality and architecture of the proprietary advertising platform	改善專有廣告平台功能及架構	10%	2,700	2,357	343
To develop new products	開發新產品	5%	1,350	1,350	—
To expand and train our teams	擴展及培訓團隊	5%	1,350	818	532
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	100%	27,000	23,692	3,308

Note: The difference between the actual net proceeds from the Global Offering and the previous estimation mainly represents underwriting incentive fees, overtime payment to intermediaries and other miscellaneous fees which were determined after listing.

附註： 全球發售實際所得款項淨額與之前預計差異主要為包銷獎勵費、中介機構加班加急費以及其他雜項費用，而有關金額乃於上市後釐定。

EVENTS AFTER REPORTING PERIOD

The Group has no significant events requiring disclosure after the Reporting Period and up to the date of this announcement.

報告期後事項

繼報告期後及至本公告日期，本集團並無任何需要披露的重大事項。

FINANCIAL INFORMATION

CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE YEAR ENDED 31 DECEMBER 2021

財務資料

綜合損益及其他全面收益表

截至2021年12月31日止年度

		Notes 附註	2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Revenue	收益	4	91,005	90,254
Cost of sales	銷售成本		(78,672)	(81,518)
Gross profit	毛利		12,333	8,736
Other income and other net gains/(losses)	其他收入及其他收益/ (虧損)淨額		1,362	1,190
Change in fair value of: – financial assets at fair value through profit or loss	以下各項的公允值變動： – 按公允值計入損益的 財務資產		(7,323)	1,487
Selling and distribution expenses	銷售及分銷開支		(12,567)	(11,869)
Administrative expenses	行政開支		(101,230)	(75,810)
Finance costs	融資成本		(131)	(53)
Loss before income tax	除所得稅前虧損	5	(107,556)	(76,319)
Income tax (expense)/credit	所得稅(費用)/抵免	6	(1,682)	1,541
Loss and total comprehensive income for the year	年內虧損及全面 收益總額		(109,238)	(74,778)
Loss and total comprehensive income for the year attributable to:	以下人士應佔年內虧損 及全面收益總額：			
Owners of the Company	本公司擁有人		(108,941)	(73,753)
Non-controlling interests	非控股權益		(297)	(1,025)
			(109,238)	(74,778)
Loss per share for the loss attributable to the owners of the Company:	本公司擁有人應佔虧損 的每股虧損：			
Basic	基本	8(a)	RMB(0.048) 人民幣(0.048)元	RMB(0.032) 人民幣(0.032)元
Diluted	攤薄	8(b)	RMB(0.048) 人民幣(0.048)元	RMB(0.032) 人民幣(0.032)元

**CONSOLIDATED STATEMENT OF
FINANCIAL POSITION**

AS AT 31 DECEMBER 2021

綜合財務狀況表

於2021年12月31日

			2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
	Notes 附註			
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	264	5,698
Intangible assets		無形資產	27,912	45,866
Financial assets at fair value through profit or loss		按公允值計入損益的 財務資產	16,464	23,828
Non-current other receivables		非流動其他應收款項	361	–
Deferred tax assets		遞延稅項資產	815	2,412
			<u>45,816</u>	<u>77,804</u>
Current assets		流動資產		
Trade receivables	9	貿易應收款項	10,596	5,832
Contract assets	10	合約資產	5,185	34,363
Deposits, prepayments and other receivables		按金、預付款項及其他 應收款項	29,155	25,571
Amounts due from shareholders		應收股東款項	183	188
Time deposits with original maturity over 3 months		原到期日超過3個月的定 期存款	–	32,622
Cash and cash equivalents		現金及現金等價物	59,002	89,714
			<u>104,121</u>	<u>188,290</u>
Current liabilities		流動負債		
Trade payables	11	貿易應付款項	10,734	21,754
Contract liabilities	4	合約負債	1,441	4,968
Accruals and other payables		應計費用及其他應付款項	18,093	12,138
Lease liabilities – current		租賃負債 – 流動	–	2,386
Income tax payable		應付所得稅	908	850
			<u>31,176</u>	<u>42,096</u>
Net current assets		流動資產淨值	<u>72,945</u>	146,194
Non-current liabilities		非流動負債		
Lease liabilities – non-current		租賃負債 – 非流動	–	2,440
			<u>–</u>	<u>2,440</u>
Net assets		資產淨值	<u>118,761</u>	<u>221,558</u>

		<i>Notes</i>	2021 2021年 RMB'000 人民幣千元	2020 2020年 <i>RMB'000</i> 人民幣千元
EQUITY	權益	<i>附註</i>		
Capital and reserves	資本及儲備			
Capital	資本	12	1,967	1,967
Reserves	儲備		<u>116,794</u>	<u>219,383</u>
Equity attributable to owners of the Company	本公司擁有人應佔權益		118,761	221,350
Non-controlling interests	非控股權益		<u>—</u>	<u>208</u>
Total equity	權益總額		<u>118,761</u>	<u>221,558</u>

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 addresses of Company's registered office is located at the office of Walkers Corporate Limited, 190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands. The Company's principal place of business is located at 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. ADOPTION OF NEW AND REVISED STANDARDS

2.1 Adoption of new and revised standards – effective on 1 June 2020

The Hong Kong Institute of Certified Public Accountants has issued a number of new or amended Hong Kong Financial Reporting Standards (the "HKFRSs") and Hong Kong Accounting Standards (the "HKASs") that are first effective for the current accounting period of the Group:

Amendments to HKAS 39, HKFRS 4, HKFRS 7, HKFRS 9 and HKFRS 16	Interest Rate Benchmark Reform- Phase 2
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Amendments to HKFRS 16	Covid-19-Related Rent Concessions
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The new or amended HKFRSs and HKASs that are effective from 1 June 2020 did not have any significant impact on the Group's accounting policies.

1. 一般資料

本公司於2018年3月26日根據開曼群島法例第22章公司法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190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands。本公司的主要營業地點位於中國。

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

2. 應用新訂及經修訂香港財務報告準則

2.1 採納新訂及經修訂準則 – 自2020年6月1日起生效

香港會計師公會已頒佈多項於本集團當前會計期間首次生效之新訂或經修訂香港財務報告準則（「香港財務報告準則」）及香港會計準則（「香港會計準則」）：

香港會計準則第39號、香港財務報告準則第4號、香港財務報告準則第7號、香港財務報告準則第9號及香港財務報告準則第16號的修訂	利率指標改革—第2階段
香港財務報告準則第16號的修訂	Covid-19相關租金寬免

自2020年6月1日起生效的新訂或經修訂香港財務報告準則及香港會計準則並無對本集團的會計政策造成任何重大影響。

2.2 New standards, interpretations and amendments not yet effective

The following new standards, interpretations and amendments, which are not yet effective for the current accounting period of the Group and have not been adopted early in these financial statements, will or may have an effect on the Group's future financial statements:

Amendment to HKFRS 16	<i>Covid-19-related rent concessions beyond 30 June 2021¹</i>
Amendments to HKAS 37	<i>Onerous Contracts – Cost of Fulfilling a Contract²</i>
Amendments to HKAS 16	<i>Proceeds before Intended Use²</i>
Annual Improvements to HKFRSs 2018-2020 cycle	<i>Amendments to HKFRS 1 First-time Adoption of Hong Kong Financial Reporting Standards, HKFRS 9 Financial Instruments, HKFRS 16 Leases and HKAS 41 Agriculture²</i>
Amendments to HKFRS 3	<i>Reference to the Conceptual Framework²</i>
HKFRS 17 and Amendments to HKFRS 17	<i>Insurance Contracts³</i>
Amendments to HKAS 1	<i>Classification of Liabilities as Current or Non-current³</i>
Amendments to HKAS 1 and HKFRS Practice Statement	<i>Disclosure of Accounting Policies³</i>
Amendments to HKAS 8	<i>Definition of Accounting Estimates³</i>
Amendments to HKAS 12	<i>Deferred Tax related to Assets and Liabilities arising from a Single Transaction³</i>
HK Interpretation 5 (2021)	<i>Presentation of Financial Statements – Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause³</i>
Amendments to HKFRS 10 and HKAS 28	<i>Sale or Contribution of Assets between an Investor and its Associate or Joint Venture⁴</i>

2.2 尚未生效的新訂準則、詮釋及修訂

本集團並未於該等財務報表中提早採納的以下於本集團當前會計期間尚未生效的新訂準則、詮釋及修訂將會或可能對本集團未來財務報表有影響：

香港財務報告準則第16號的修訂	2021年6月30日後的Covid-19相關租金寬免 ¹
香港會計準則第37號的修訂	虧損性合約–履行合約的成本 ²
香港會計準則第16號的修訂	用作擬定用途前的所得款項 ²
香港財務報告準則2018年至2020年週期的年度改進	修訂香港財務報告準則第1號首次採納香港財務報告準則、香港財務報告準則第9號金融工具、香港財務報告準則第16號租賃及香港會計準則第41號農業 ²
香港會計準則第3號的修訂	框架概念的提述 ²
香港財務報告準則第17號及香港財務報告準則第17號的修訂	保險合約 ³
香港會計準則第1號的修訂	分類負債為流動或非流動 ³
香港會計準則第1號及香港財務報告準則實務報告的修訂	會計政策披露 ³
香港會計準則第8號的修訂	會計估計的釋義 ³
香港會計準則第12號的修訂	與單一交易產生的資產及負債相關的遞延稅項 ³
香港詮釋第5號(2021年)	財務報表之呈列–借款人對包含按要價還條款之定期貸款之分類 ³
香港財務報告準則第10號及香港會計準則第28號的修訂	投資者與其聯營公司或合營企業之間的資產出售或注資 ⁴

- 1 Effective for annual periods beginning on or after 1 April 2021 with earlier application permitted.
- 2 Effective for annual periods beginning on or after 1 January 2022.
- 3 Effective for annual periods beginning on or after 1 January 2023.
- 4 The amendments shall be applied prospectively to the sale or contribution of assets occurring in annual periods beginning on or after a date to be determined.

The Group is not yet in a position to state whether these new pronouncements will result in substantial changes to the Group's accounting policies and financial statements.

- 1 於2021年4月1日或之後開始的年度期間生效，但可提早採納。
- 2 於2022年1月1日或之後開始的年度期間生效。
- 3 於2023年1月1日或之後開始的年度期間生效。
- 4 修訂須前瞻性地應用於自待定期日或之後開始年度期間發生的資產出售或貢獻。

本集團尚未能陳述此等新公佈是否將引致本集團會計政策及財務報表出現重大變動。

3. BASIS OF PREPARATION

3.1 Statement of compliance

The consolidated financial statements have been prepared in accordance with all applicable HKFRSs, Hong Kong Accounting Standards (“HKASs”) and Interpretations (hereinafter collectively referred to as the “HKFRS”) issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”) and the disclosure requirements of the Hong Kong Companies Ordinance. In addition, the consolidated financial statements include applicable disclosure required by the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

3.2 Basis of measurement

The consolidated financial statements have been prepared on the historical cost basis except for film and drama investments and unlisted equity investments, which are stated at their fair values and all values are rounded to the nearest thousand (RMB’000) except when otherwise indicated.

It should be noted that accounting estimates and assumptions are used in the preparation of the consolidated financial statements. Although these estimates are based on management’s best knowledge and judgement of current events and other factors, actual results may ultimately differ from those estimates. The areas involving higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the consolidated financial statements.

3. 編製基準

3.1 合規聲明

綜合財務報表乃根據香港會計師公會（「香港會計師公會」）頒佈的所有適用香港財務報告準則、香港會計準則（「香港會計準則」）及詮釋（下文統稱為「香港財務報告準則」）以及香港公司條例的披露規定編製。此外，綜合財務報表亦已包括香港聯合交易所有限公司證券上市規則所規定的適用披露。

3.2 計量基準

綜合財務報表乃按照歷史成本基準編製，惟電影及戲劇投資以及非上市股權投資，除另有註明者外，該等項目均按其公允值列賬，而所有數值均湊整至最接近千位數（人民幣千元）。

務請注意，編製綜合財務報表時已採用會計估計及假設。儘管該等估計乃基於管理層所知現有事件及其他因素以及相關判斷而作出，惟實際結果最終可能與該等估計有所不同。涉及較高程度的判斷或複雜程度的範疇，或對綜合財務報表具有重大影響的假設及估計的範疇。

During the year ended 31 December 2021, the Group incurred loss of RMB109,238,000 and the net cash used in operating activities amounted to RMB56,664,000, these conditions may cast significant doubt about the Group's ability to continue as a going concern. Nevertheless, these consolidated financial statements were prepared based on the assumption that the Group is able to operate as a going concern and the directors of the Company are of the view that the Group will have sufficient working capital to finance its operations and fulfil its financial obligations as and when they fall due based on a cash flow Forecast covering a period from the end of the reporting period to 30 June 2023 (“**Cash Flow Forecast**”). The Forecast was prepared with the considerations of a series measures that aim at improving profitability including such as relocation of office for lower rental, implementation of other cost control measures for cost efficiency and exploring new business for better profit margin.

3.3 Functional and presentation currency

The functional currency of the Company is Renminbi (“**RMB**”), which is same as the presentation currency of the consolidated financial statements.

於截至2021年12月31日止年度內，本集團錄得虧損人民幣109,238,000元及經營活動所用現金淨額人民幣56,664,000元，這些情況可能會使人嚴重懷疑本集團能否繼續作為持續經營企業。然而，該等綜合財務報表乃基於本集團能夠持續經營的假設而編製，而基於報告期末至2023年6月30日期間的現金流量預測（「**現金流量預測**」），本公司董事認為本集團將擁有充足營運資金為營運撥資及滿足到期財務責任。編製預測時已考慮一連串旨在提高盈利能力的措施，包括為降低租金而搬遷辦公室、針對成本效益實施其他成本控制措施及探索利潤率較佳的新業務。

3.3 功能及呈列貨幣

本公司的功能貨幣為人民幣（「**人民幣**」），與綜合財務報表的呈列貨幣相同。

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 has been identified as the executive directors of the Company, is responsible for allocating resources and assessing performance of the operating segment.

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.

The major operating entities of the Group are domiciled in the PRC. Accordingly, all of the Group's revenue were derived in the PRC.

All of the non-current assets were located in the PRC.

All the Group's revenue is derived from contracts with customers. Revenue mainly comprises of proceeds from online advertising services and online sales services. An analysis of the Group's revenue by category for the years ended 31 December 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
Other sales services	其他銷售服務
Reportable segment loss	可報告分部虧損
Online advertising services	線上廣告服務
Online sales services	線上銷售服務
Other sales services	其他銷售服務

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(並已被認定為本公司的執行董事)負責分配資源及評估經營分部的表現。

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策略決定。

本集團的主要經營實體位於中國。因此,本集團的所有收益均來自中國。

所有非流動資產均位於中國。

本集團的所有收益均與客戶訂立的合約。收益主要包括來自線上廣告服務及線上銷售服務的所得款項。本集團截至2021年及2020年12月31日止年度按類別劃分的收益分析如下:

(a) 收益資料細分

	2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Reportable segment revenue from contract with customers		
Online advertising services	90,921	89,048
Online sales services	—	1,206
Other sales services	84	—
	<u>91,005</u>	<u>90,254</u>
Reportable segment loss		
Online advertising services	(10,662)	(12,262)
Online sales services	—	939
Other sales services	84	—
	<u>(10,578)</u>	<u>(11,323)</u>

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Reconciliation of reportable segment profit or loss	可報告分部損益的對賬		
Reportable segment (loss)/profit	可報告分部 (虧損) / 溢利	(10,578)	(11,323)
Other income and other net gains	其他收入及其他收益淨額	(5,961)	2,677
Central administration costs	中央行政成本	(90,886)	(67,620)
Finance costs	融資成本	(131)	(53)
Consolidated (loss)/profit before income tax	除所得稅前綜合 (虧損) / 溢利	(107,556)	(76,319)
Timing of revenue recognition	收益確認時間		
At a point in time	於某個時間點	87,208	90,224
Over time	於一段時間內	3,797	30
		91,005	90,254

The Group's customer base is diversified and includes three customers with whom transactions in the online advertising services segment and the online sales services segment have exceeded 10% of the Group's revenues for the year ended 31 December 2021 (2020: two). Revenues from these customers are set out below.

本集團擁有多元化的客戶群，而於截至2021年12月31日止年度，線上廣告服務分部及線上銷售服務分部有三名客戶(2020年：兩名)的交易額超過本集團收益的10%。來自該等客戶的收益載列如下。

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Customer A	客戶A	23,090	N/A不適用*
Customer B	客戶B	22,178	N/A不適用*
Customer C	客戶C	11,872	14,533
Customer D		N/A不適用*	31,309
		57,140	45,842

* represents that the amount of revenue from that customer is less than 10% of the total revenue of that year.

* 指來自該名客戶的收益低於該年度收益總額的10%。

(a) *Assets recognised from incremental costs to obtain a contract*

During the years ended 31 December 2021 and 2020, there was no significant incremental costs to obtain a contract.

(b) *Details of contract liabilities*

The Group has recognised the following revenue-related contract liabilities:

Contract liabilities (*Note*)

合約負債 (*附註*)

Note: The contract liabilities represented the aggregate amount of the transaction price allocated to the performance obligations that are unsatisfied as of the end of the reporting period. The Group expects the transaction price allocated to the unsatisfied performance obligations will be recognised as revenue in one year.

(i) *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. Such liabilities increase as a result of the growth of the Group's business.

(a) **就獲取合約所產生增量成本確認的資產**

截至2021年及2020年12月31日止年度，概無為獲取合約而產生重大增量成本。

(b) **合約負債詳情**

本集團已確認以下與收益有關的合約負債：

2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
1,441	4,968

*附註：*合約負債指分配至報告期末未完成履約責任的交易價格總額。本集團預期分配至未完成履約責任的交易價格將於一年內確認為收益。

(i) **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。該等負債隨著本集團業務增長而增加。

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

下表顯示本報告期內確認的收益結轉為合約負債的金額：

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Balance at 1 January	於1月1日的結餘	4,968	4,943
Decrease in contract liabilities as a result of recognising revenue during the year that was included in the contract liabilities at the beginning of the year	因年內確認計入年初合約負債的收益而導致的合約負債減少	(4,213)	(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	686	2,768
Balance at 31 December	於12月31日的結餘	<u>1,441</u>	<u>4,968</u>

5. (LOSS)/PROFIT BEFORE INCOME TAX EXPENSE

5. 除所得稅開支前(虧損)/溢利

(Loss)/profit before income tax expense is arrived at after charging the following:

除所得稅開支前(虧損)/溢利於扣除以下各項後得出：

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Auditors' remuneration	核數師酬金	1,680	2,050
Amortisation of intangible assets (Note i)	無形資產攤銷(附註i)	22,911	24,448
Research and development expenditure	研發開支	4,092	2,233
Depreciation of property, plant and equipment	物業、廠房及設備折舊	1,882	963
Impairment loss on trade receivables (Note 9)	貿易應收款項減值虧損(附註9)	3,644	7,240
Impairment loss on contract assets (Note 10)	合約資產減值虧損(附註10)	22,843	19,539
Impairment loss on other receivables	其他應收款項減值虧損	1,330	2,501
Written off on financial assets	財務資產撇銷	11,350	-
Impairment loss on amounts due from non-controlling interests	應收非控股權益款項減值虧損	-	980
Short term lease expense	短期租賃開支	473	948
Staff costs (including Directors' emoluments):	員工成本(包括董事酬金):		
- Salaries, wages and other benefits	- 薪金、工資及其他福利	30,722	23,931
- Retirement scheme contribution	- 退休計劃供款	2,965	1,229
		<u>33,687</u>	<u>25,160</u>

Note:

- (i) Amortisation of intangible assets was included in “cost of sales” and “administrative expenses” on the face of the consolidated statements of profit or loss and other comprehensive income.

6. INCOME TAX

Current tax

Tax for the current year

即期稅項

本年度稅項

Deferred tax

Charged/(credited) to loss for the year

遞延稅項

扣除／(計入)年內虧損

	2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Current tax	85	29
Deferred tax	1,597	(1,570)
	<u>1,682</u>	<u>(1,541)</u>

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 years ended 31 December 2021 and 2020.

Under the PRC Corporate Income Tax Law (the “CIT Law”), which became effective on 1 January 2008, the Group’s PRC entities are subject to income tax at a rate of 25%, unless otherwise specified.

Income tax provision of the Group in respect of operations in Mainland China has been calculated at the applicable tax rate on the estimated assessable profits for the year, 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 the PRC were approved as High and New Technology Enterprise, and are subjected to a preferential income tax rate of 15% in 2021 (2020: Two).

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

附註：

- (i) 無形資產攤銷於綜合損益及其他全面收益表內計入「銷售成本」及「行政開支」。

6. 所得稅

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12月31日止年度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。

根據於2008年1月1日生效的中國企業所得稅法（「企業所得稅法」），除另有訂明外，本集團的中國實體須按稅率25%繳納所得稅。

本集團就中國內地業務計提的所得稅撥備乃按照現行法例、有關詮釋及實務就年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2021年可按優惠稅率15%繳納所得稅（2020年：兩間）。

自2017年起，若干中國附屬公司獲地方稅務機關批出5年免稅期。

7. DIVIDENDS

The Directors do not recommend or declare the payment of dividend for the year ended 31 December 2021 (2020: Nil).

8. LOSS PER SHARE

(a) Basic

The calculation of basic loss per share for 2021 is based on the loss attributable to the owners of the Company of RMB108,941,000 and the weighted average of 2,279,880,000 ordinary shares in issue during the year ended 31 December 2021, excluding the unvested restricted shares of the Company under share award scheme which comprise:

- (i) 13,293,401 ordinary shares repurchased under share award scheme throughout the year ended 31 December 2021; and
- (ii) 40,618,691 ordinary shares vested during the year for share award scheme.

The calculation of basic loss per share for 2020 is based on the loss attributable to the owners of the Company of RMB73,753,000 and the weighted average of 2,291,196,000 ordinary shares in issue during the year ended 31 December 2020, excluding the unvested restricted shares of the Company under share award scheme which comprise:

- (i) 42,949,678 ordinary shares repurchased under share award scheme throughout the year ended 31 December 2020; and
- (ii) 3,529,916 ordinary shares vested during the year for share award scheme.

7. 股息

董事不建議派付或宣派截至2021年12月31日止年度的股息(2020年：無)。

8. 每股虧損

(a) 基本

2021年每股基本虧損乃根據本公司擁有人應佔虧損人民幣108,941,000元除以截至2021年12月31日止年度2,279,880,000股已發行普通股的加權平均數計算，不包括根據股份獎勵計劃項下本公司的未歸屬受限制股份，當中包括：

- (i) 截至2021年12月31日止整個年度根據股份獎勵計劃購回的13,293,401股普通股；及
- (ii) 因股份獎勵計劃而於年內歸屬的40,618,691股普通股。

2020年每股基本虧損乃根據本公司擁有人應佔溢利人民幣73,753,000元除以截至2020年12月31日止年度2,291,196,000股已發行普通股的加權平均數計算，不包括根據股份獎勵計劃項下本公司的未歸屬受限制股份，當中包括：

- (i) 截至2020年12月31日止整個年度根據股份獎勵計劃購回的42,949,678股普通股；及
- (ii) 因股份獎勵計劃而於年內歸屬的3,529,916股普通股。

		2021 2021年	2020 2020年
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)	(108,941)	(73,753)
Weighted average number of ordinary shares in issue (thousand shares)	已發行普通股的 加權平均數(千股)	2,279,880	2,291,196
Basic loss per share attributable to the owners of the Company (RMB per share)	本公司擁有人應佔 每股基本虧損 (每股人民幣)	<u>(0.048)</u>	<u>(0.032)</u>

(b) Diluted

Diluted loss per share is calculated by adjusting the weighted average number of ordinary shares outstanding to assume conversion of all dilutive potential ordinary shares. For the year ended 31 December 2021, the Company had potential ordinary shares of unvested restricted shares of the Company. The potential ordinary shares were not included in the calculation of diluted loss per share, as their inclusion would be anti-dilutive. Accordingly, diluted loss per share for the year ended 31 December 2021 is the same as basic loss per share of the respective year.

Diluted earnings per share for the year ended 31 December 2020 is the same as the basic earnings per share as there is no dilutive potential ordinary shares in existence during the respective year.

9. TRADE RECEIVABLES

Trade receivables	貿易應收款項
Less: Loss allowance for trade receivables	減：貿易應收款項虧損撥備

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

(b) 攤薄

每股攤薄虧損乃透過調整發行在外普通股的加權平均數計算，以假設轉換所有潛在攤薄普通股。截至2021年12月31日止年度，本公司擁有其未歸屬受限制股份的潛在普通股。由於計入每股攤薄虧損具反攤薄效應，故於計算每股攤薄虧損時並無計入潛在普通股。因此，截至2021年12月31日止年度的每股攤薄虧損與相關年度的每股基本虧損相同。

由於截至2020年12月31日止年度並無具潛在攤薄效應的普通股，故每股攤薄盈利與每股基本盈利相同。

9. 貿易應收款項

	2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
	22,859	14,608
	<u>(12,263)</u>	<u>(8,776)</u>
	<u>10,596</u>	<u>5,832</u>

貿易應收款項（經扣除減值虧損）於各報告期末基於發票日期的賬齡分析如下：

	2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
	8,777	3,636
	21	116
	181	–
	864	830
	694	43
	<u>59</u>	<u>1,207</u>
	<u>10,596</u>	<u>5,832</u>

During the year ended 31 December 2021, the Group allows credit periods ranging from 1 to 30 days (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 does not hold any collateral or other credit enhancements over its trade receivable balances. Trade receivables are non-interest-bearing.

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

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
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	3,644	7,240
Amounts written off as uncollectable	因無法收回而撇銷的金額	(157)	—
As at 31 December	於12月31日	<u>12,263</u>	<u>8,776</u>

An impairment analysis is performed at each reporting date using a provision matrix to measure expected credit losses. The provision rates are based on days past due for groupings of various customer segments with similar loss patterns (i.e., by customer type or rating). The calculation reflects the probability-weighted outcome, the time value of money and reasonable and supportable information that is available at the reporting date about past events, current conditions and forecasts of future economic conditions.

Set out below is the information about the credit risk exposure on the Group's trade receivables using a provision matrix:

As at 31 December 2021

		Current 即期	Past due 已逾期				Total 總計
			Less than 3 months 少於3個月	3 to 6 months 3至6個月	6 to 12 Months 6至12個月	Over 1 year 1年以上	
Expected credit loss rate	預期信貸虧損率	2.62%	4.55%	7.14%	7.59%	99.51%	53.65%
Gross carrying amount (RMB'000)	賬面總值 (人民幣千元)	9,013	208	925	751	11,962	22,859
Expected credit losses (RMB'000)	預期信貸虧損 (人民幣千元)	236	1	66	57	11,903	12,263

截至2021年12月31日止年度，本集團向其客戶授出介乎1至30日（2020年：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，並按客戶訂立信貸限額。本集團亦會定期審視為客戶訂立的信貸限額及向客戶授出的信貸期。本集團並無就其貿易應收款項結餘持有任何抵押品或其他增信措施。貿易應收款項為不計息。

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預期信貸虧損變動如下：

本集團於各報告日期採用撥備矩陣進行減值分析，以計量預期信貸虧損。撥備率乃以具有類似虧損模式多個客戶分部組別（即客戶類型或評級）的逾期天數為基準。有關計算反映概率加權結果、貨幣時值及於報告日期可得有關過往事件、現時狀況及未來經濟狀況預測的合理有據資料。

以下載列採用撥備矩陣呈列有關本集團貿易應收款項所面對信貸風險的資料：

於2021年12月31日

As at 31 December 2020

於2020年12月31日

		Current 即期	Past due 已逾期				Total 總計
			Less than 3 months 少於3個月	3 to 6 months 3至6個月	6 to 12 Months 6至12個月	Over 1 year 1年以上	
Expected credit loss rate	預期信貸虧損率	2.98%	2.98%	7.64%	8.80%	94.09%	60.08%
Gross carrying amount (RMB'000)	賬面總值 (人民幣千元)	3,748	120	945	736	9,059	14,608
Expected credit losses (RMB'000)	預期信貸虧損 (人民幣千元)	112	4	72	65	8,523	8,776

10. 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.

10. 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。

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Contract assets	合約資產	58,821	69,767
Less: Loss allowance for contract assets	減：合約資產虧損撥備	(53,636)	(35,404)
		<u>5,185</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:

本集團根據香港財務報告準則第9號所載簡化方法就合約資產確認的全期預期信貸虧損變動如下：

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
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	22,843	19,539
Amount written-off as uncollectible	撇銷為無法收回的款項	(4,611)	—
As at 31 December	於12月31日	<u>(53,636)</u>	<u>35,404</u>

An impairment analysis is performed at each reporting date using a provision matrix to measure expected credit losses. The provision rates for the measurement of the expected credit losses of the contract assets are based on those of the trade receivables as the contract assets and the trade receivables are from the same customer bases. The provision rates of contract assets are based on days past due of trade receivables for groupings of various customer segments with similar loss patterns (i.e. by customer type or rating). The calculation reflects the probability-weighted outcome, the time value of money and reasonable and supportable information that is available at the reporting date about past events, current conditions and forecasts of future economic conditions.

Set out below is the information about the credit risk exposure on the Group's contract assets using a provision matrix:

		2021 2021年	2020 2020年
Expected credit loss rate	預期信貸虧損率	91.19%	50.75%
Gross carrying amount (RMB'000)	賬面總值(人民幣千元)	58,821	69,767
Expected credit losses (RMB'000)	預期信貸虧損(人民幣千元)	<u>53,636</u>	<u>35,404</u>

11. TRADE PAYABLES

Trade payables

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:

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
0 – 30 days	0至30日	2,036	7,378
31 – 90 days	31至90日	5,659	10,736
91 – 180 days	91至180日	1,559	241
181 – 365 days	181至365日	496	786
Over 365 days	365日以上	984	2,613
		<u>10,734</u>	<u>21,754</u>

本集團會於各報告日期採用撥備矩陣進行減值分析，以計量預期信貸虧損。計量合約資產的預期信貸虧損所用撥備率以該等貿易應收款項為基準，乃因合約資產及貿易應收款項均源自相同客戶基礎。就虧損模式(即客戶類型或評級)相若的多組不同客戶類別而言，合約資產的撥備率乃以貿易應收款項的逾期日數為基準。有關計算反映概率加權結果、貨幣時值以及於報告日期可得有關過往事件、現時狀況及未來經濟狀況預測的合理有據資料。

以下載列採用撥備矩陣呈列有關本集團合約資產所面對信貸風險的資料：

11. 貿易應付款項

		2021 2021年 RMB'000 人民幣千元	2020 2020年 RMB'000 人民幣千元
Trade payables	貿易應付款項	<u>10,734</u>	<u>21,754</u>

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)，本集團貿易應付款項於各報告期末的賬齡分析如下：

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.

鑑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。

12. CAPITAL

12. 資本

	Notes 附註	31 December 2021 2021年12月31日		31 December 2020 2020年12月31日	
		No. of shares 股份數目	Nominal value 面值 RMB'000 人民幣千元	No. of shares 股份數目	Nominal value 面值 RMB'000 人民幣千元
Authorised:	法定：				
Initial share capital upon incorporation	於註冊成立時的 初始股本 (i)	3,800,000	331	3,800,000	331
Subdivision of share capital	股本分拆 (ii)	34,200,000	-	34,200,000	-
Increase in authorised share capital	法定股本增加 (iii)	962,000,000	8,280	962,000,000	8,280
Subdivision of share capital	股本分拆 (iv)	9,000,000,000	-	9,000,000,000	-
		10,000,000,000	8,611	10,000,000,000	8,611
				2021	2020
				2021年	2020年
				RMB'000	RMB'000
				人民幣千元	人民幣千元

Issued and fully paid:
2,300,000,000 (2020: 2,300,000,000)
ordinary shares of RMB0.001 each

已發行及繳足：
2,300,000,000股 (2020年：
2,300,000,000股) 每股面
值人民幣0.001元的
普通股

1,967 **1,967**

Note:

附註：

- (i) The Company was incorporated in the Cayman Islands as an exempted company with limited liability on 26 March 2018. Its initial authorised share capital was HK\$380,000 divided into 3,800,000 shares with a par value of HK\$0.1 per share.
- (ii) On 3 May 2018, the Company resolved that each issued and unissued share of the Company of HK\$0.1 par value be sub-divided into 10 shares, each with a par value of HK\$0.01. After such share split, the Company has authorised share capital of HK\$380,000 divided into 38,000,000 shares, each with a par value of HK\$0.01.

- (i) 本公司於2018年3月26日在開曼群島註冊成立為獲豁免有限公司，初始法定股本為380,000港元，分為3,800,000股每股面值0.1港元的股份。
- (ii) 於2018年5月3日，本公司議決將本公司每股面值0.1港元的已發行及未發行股份分拆為10股每股面值0.01港元的股份。股份分拆後，本公司的法定股本為380,000港元，分為38,000,000股每股面值0.01港元的股份。

- (iii) On 20 February 2019, the Company resolved that the authorised share capital of the Company be increased from HK\$380,000 divided into 38,000,000 shares of HK\$0.01 each to HK\$10,000,000 divided into 1,000,000,000 shares of nominal value of HK\$0.01 each.
 - (iv) On 24 February 2019, the Company resolved that each issued and unissued share of the Company of HK\$0.01 par value be sub-divided into 10 shares, each with a par value of HK\$0.001. Accordingly, the authorised share capital of the Company became HK\$10,000,000 divided into 10,000,000,000 shares and the issued share capital of the Company became HK\$223,682,310 divided into 223,682 shares.
- (iii) 於2019年2月20日，本公司議決將本公司的法定股本由380,000港元（分為38,000,000股每股面值0.01港元的股份）增加至10,000,000港元（分為1,000,000,000股每股面值0.01港元的股份）。
 - (iv) 於2019年2月24日，本公司議決將本公司每股面值0.01港元的已發行及未發行股份分拆為10股每股面值0.001港元的股份。因此，本公司的法定股本為10,000,000港元（分為10,000,000,000股股份），而本公司的已發行股本為223,682,310港元（分為223,682股股份）。

OTHER INFORMATION AND CORPORATE GOVERNANCE HIGHLIGHTS

ANNUAL GENERAL MEETING

The 2022 annual general meeting (the “AGM”) of the Company is scheduled to be held on Thursday, 26 May 2022. A notice convening the AGM will be published and dispatched to the Shareholders in accordance with the requirements of the articles of association of the Company and the Listing Rules in April 2022.

CLOSURE OF REGISTER OF MEMBERS

The register of members of the Company will be closed from Monday, 23 May 2022 to Thursday, 26 May 2022, both days inclusive, during which period no transfer of Shares will be effected, in order to determine the identity of the Shareholders who are entitled to attend and vote at the AGM to be held on Thursday, 26 May 2022. All transfers of Shares accompanied by the relevant Share certificates and transfer forms must be lodged with the Company’s branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong no later than 4:30 p.m. on Friday, 20 May 2022.

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 Reporting Period.

COMPLIANCE WITH CG CODE

The Group is committed to implementing high standards of corporate governance to safeguard the interests of the shareholders of the Company and enhance the corporate value as well as the responsibility commitments. The Company has adopted the CG Code as its own code of corporate governance.

其他資料及企業管治摘要

股東週年大會

本公司的2022年股東週年大會（「股東週年大會」）謹定於2022年5月26日（星期四）舉行。召開股東週年大會的通告將根據本公司的組織章程細則及上市規則的規定於2022年4月刊發及寄發予股東。

暫停辦理股份過戶登記手續

為釐定有權出席將於2022年5月26日（星期四）舉行的股東週年大會並於會上投票的股東身分，本公司將於2022年5月23日（星期一）至2022年5月26日（星期四）（包括首尾兩日）暫停辦理股份過戶登記手續，期間將不會辦理任何股份過戶登記。所有股份過戶文件連同有關股票及過戶表格須於2022年5月20日（星期五）下午4時30分前送交本公司的香港股份過戶登記分處香港中央證券登記有限公司，地址為香港灣仔皇后大道東183號合和中心17樓1712-1716號舖。

購買、出售或贖回上市證券

本公司或其附屬公司於報告期內概無購買、出售或贖回本公司任何上市證券。

遵守企業管治守則

本集團致力於實現高水準企業管治，以保障本公司股東權益及提高企業價值與責任承擔。本公司已採納企業管治守則作為其自身的企業管治守則。

Code provision C.2.1 stipulates that the roles of chairman and CEO should be separated and should not be performed by the same individual. The role of chairman and CEO are both performed by Mr. Yang Bin. Since Mr. Yang Bin is the key person for the Group's establishment and development, the Board considers that vesting the roles of chairman and CEO in the same person, i.e., Mr. Yang Bin, would not create any potential harm to the interest of the Group and it is, on the contrary, beneficial to the management of the Group.

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 Bin, as both the Chairman and CEO. Our Board currently comprises three executive Directors (including Mr. Yang Bin), one non-executive Director and three independent non-executive Directors and therefore has a fairly strong independence element in its composition.

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

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

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

Having made specific enquiry of all Directors of the Company, they have all confirmed that they have complied with the Model Code and the code of conduct of the Company regarding securities transactions by Directors throughout the year ended 31 December 2021.

守則條文第C.2.1條訂明，主席與行政總裁的角色應有區分，並不應由同一人兼任。主席及行政總裁均由楊斌先生擔任。由於楊斌先生為本集團的成立及發展的關鍵人物，董事會認為，由同一人（即楊斌先生）兼任主席及行政總裁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。

此外，由經驗豐富的個人組成的高級管理層及董事會營運可有效監察及平衡主席兼行政總裁楊斌先生的權力及職權。董事會目前由三名執行董事（包括楊斌先生）、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。

董事會將持續檢討及監督本公司的企業管治常規，以遵守企業管治守則並維持本公司高水準的企業管治。

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所載的標準守則，作為其本身有關董事進行證券交易的行為守則。

經向本公司全體董事作出具體查詢後，全體董事已確認彼等於截至2021年12月31日止年度已遵守標準守則及本公司有關董事進行證券交易的行為守則。

AUDIT COMMITTEE

The Company has established the Audit Committee with written terms of reference in compliance with the CG Code. As at the date of this announcement, the Audit Committee consists of three independent non-executive Directors, namely Mr. Chan Yiu Kwong, Mr. Zhang Xuehuo and Mr. Wang Yingzhe. Mr. Chan Yiu Kwong is the chairman of the Audit Committee.

The Audit Committee has considered and reviewed the Group's annual results for the year ended 31 December 2021, the accounting principles and practices adopted by the Company and the Group and discussed matters in relation to internal control and financial reporting with the management. The Audit Committee considers that the annual financial results for the year ended 31 December 2021 are in compliance with the relevant accounting standards, rules and regulations and appropriate disclosures have been duly made.

SCOPE OF WORK OF THE COMPANY'S AUDITORS

The figures in respect of the Group's consolidated statement of financial position, consolidated statement of profit or loss and other comprehensive income and the related notes thereto for the year ended 31 December 2021 as set out in this annual results announcement have been agreed by the Company's auditors to the amounts set out in the Group's draft consolidated financial statements for the year. The work performed by the Company's auditors in this respect did not constitute an assurance engagement in accordance with Hong Kong Standards on Auditing, Hong Kong Standards on Review Engagements or Hong Kong Standards on Assurance Engagements issued by the Hong Kong Institute of Certified Public Accountants and consequently no assurance has been expressed by the Company's auditors on this annual results announcement.

審核委員會

本公司已遵照企業管治守則成立審核委員會，並訂有書面職權範圍。於本公告日期，審核委員會由三名獨立非執行董事組成，即陳耀光先生、張學伙先生及王英哲先生。陳耀光先生為審核委員會主席。

審核委員會已考慮及審閱本集團截至2021年12月31日止年度的全年業績以及本公司及本集團採納的會計原則和慣例，並已與管理層討論有關內部控制和財務報告事宜。審核委員會認為截至2021年12月31日止年度的年度財務業績符合相關的會計標準、規則及規例，並已進行適當披露。

本公司核數師的工作範疇

本公司核數師已同意，本全年業績公告所載本集團截至2021年12月31日止年度的綜合財務狀況表、綜合損益及其他全面收益表以及相關附註內數字與本集團年內綜合財務報表草擬稿所載的金額相符。本公司核數師就此進行的工作並不構成香港會計師公會頒佈的香港審計準則、香港審閱委聘準則或香港核證委聘準則作出的核證委聘，故本公司核數師並無就本年度業績公告作出核證。

PUBLICATION OF THE ANNUAL RESULTS ANNOUNCEMENT AND 2021 ANNUAL REPORT

This annual results announcement was published on the website of Hong Kong Exchanges and Clearing Limited (www.hkexnews.hk) and on the website of the Company (www.doumob.com). The annual report of the Group for the year ended 31 December 2021, which contains all the information required under the Listing Rules, will be despatched to Shareholders and available on the above websites in April 2022.

DEFINITIONS

“advertiser” 「廣告主」	指	any persons, companies, organizations which advertise their brands, products and/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、機構
“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，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

刊發全年業績公告及2021年年報

本全年業績公告已於香港交易及結算所有限公司網站 (www.hkexnews.hk) 及本公司網站 (www.doumob.com) 刊載。本集團截至2021年12月31日止年度的年報 (載有上市規則所規定全部資料) 將於2022年4月寄發予股東，並於上述網站刊載。

釋義

“Corporate Governance 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
“COVID-19” 「COVID-19」	指	coronavirus disease 2019, a coronavirus known to cause contagious respiratory illness 2019冠狀病毒病，會引起傳染性呼吸道疾病的一種新型冠狀病毒
“Director(s)” 「董事」	指	the director(s) of the Company 本公司董事
“Doumob Technology” 「豆盟科技」	指	Doumob (Beijing) Technology Co., Ltd. (豆盟(北京)科技股份有限公司) (formerly known as Zhangshang Yunjing), a company incorporated under the laws of the PRC with limited liability on 25 July 2013 and by virtue of the Contractual Arrangements, accounted for as our subsidiary 豆盟(北京)科技股份有限公司，前稱掌上雲景，一間於2013年7月25日根據中國法律註冊成立的有限公司及因合約安排列作附屬公司
“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 於香港公開發售98,900,000股股份以供香港公眾認購及於國際發售(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\$” and “HK cents” 「港元」及「港仙」	指	Hong Kong dollars and cents, respectively, the lawful currency of Hong Kong 香港法定貨幣港元及港仙
“Hong Kong” 「香港」	指	the Hong Kong Special Administrative Region of the PRC 中國香港特別行政區

“H5”		a markup language used for structuring and presenting content on the internet, with detailed processing models to encourage more interoperable implementations, which can be used to develop interactive advertising markup language used for structuring and presenting content on the World Wide Web, which is the fifth and current major version of the HTML standard
「H5」	指	用於在互聯網構建及呈現內容的標記語言，具有詳細的處理模型，鼓勵執行更多共同操作，其可用於開發用於在萬維網構建及呈現內容的互動廣告標記語言，為HTML標準的第五個及當前的主要版本
“HKFRS” 「香港財務報告準則」	指	the Hong Kong Financial Reporting Standards 香港財務報告準則
“IP” 「IP」	指	Intellectual property 知識產權
“KA” 「KA」	指	Key account 關鍵客戶
“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
“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
“Reporting Period” 「報告期」	指	the year ended 31 December 2021 截至2021年12月31日止年度
“RMB” 「人民幣」	指	Renminbi, the lawful currency of the PRC 中國法定貨幣人民幣
“SaaS” 「SaaS」	指	software as a service, a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted 軟件即服務，一種軟件許可及交付模式，在該模式中訂購後方可獲許使用軟件，而軟件受集中式託管
“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
“US\$” 「美元」	指	United States dollars, the lawful currency of the United States 美國法定貨幣美元
“Zhangshang Yunjing” 「掌上雲景」	指	Beijing Zhangshang Yunjing Technology Company Limited (北京掌上雲景科技有限公司), a company incorporated under the laws of the PRC with limited liability on 25 July 2013 and the predecessor of Doumob Technology 北京掌上雲景科技有限公司，一間於2013年7月25日根據中國法律註冊成立的有限公司，為豆盟科技的前身
“%” 「%」	指	per cent 百分比
“5G” 「5G」	指	the fifth generation technology standard for broadband cellular networks, which cellular phone companies began deploying worldwide in 2019, and is the planned successor to the 4G networks which provide connectivity to most current cellphones 移動電話公司於2019年開始在全球範圍內部署的第五代寬頻蜂窩網絡技術標準，計劃替代供當前大多數手機接入的4G網絡

By order of the Board
Doumob
Yang Bin
Chairman

承董事會命
豆盟科技有限公司
主席
楊斌

Beijing, the PRC
31 March, 2022

中國北京
2022年3月31日

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

於本公告日期，執行董事為楊斌先生、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、張學伙先生及王英哲先生。