
FUTURE PLANS AND USE OF [REDACTED]

FUTURE PLANS

For a detailed description of our future plans, please refer to the section headed “Business — Our Business Strategies” in this document.

USE OF [REDACTED]

Assuming an [REDACTED] of HK\$[REDACTED] per [REDACTED], being the mid-point of the [REDACTED] between HK\$[REDACTED] and HK\$[REDACTED] and assuming that the [REDACTED] is not exercised at all, we estimate that [REDACTED] of approximately HK\$[REDACTED] will be received from the [REDACTED], after deducting the [REDACTED] fees and commissions and estimated expenses payable by us in connection with the [REDACTED].

We intend to use the [REDACTED] from the [REDACTED] as follows in connection with the implementation of our future plans and the execution of our business strategies (further details of which are set forth in “Business — Business Strategies” in this document):

Developing and expanding our online marketing channels and resources for our marketing and promotion services

- we will apply approximately HK\$[REDACTED] million (or [REDACTED]% of the [REDACTED]) to support the development of our SDKs and the expansion of our advertisement placement services business, among which
 - HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) will be used to expand our research and development team and operations team;
 - HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) will be used to meet relevant property rental expenses; and
 - HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) will be used for the prepayments required to be made to media publishers in connection with our advertisement placement services;

Further developing and expanding our supplier base and types of virtual goods on offer

- we will [REDACTED] approximately HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) for the sourcing and delivery of an enlarged portfolio of virtual goods through our Rego Virtual Goods Platform, among which
 - HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) will be used to expand our research and development team, operations team and commerce team;
 - HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) will be used to meet relevant property rental expenses; and

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- HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) will be used for the prepayments required to be made to the relevant suppliers of virtual goods;

Acquiring companies in marketing and related industries

- we will set aside approximately HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) for the acquisition(s) of company(ies) engaged in marketing and/or related operations and to support its(their) subsequent operations; and

Developing and operating our SaaS enterprise marketing service platform as a means to expand our marketing channels

- we will designate approximately HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) for the advancement and expansion of our SaaS enterprise marketing service platform, among which
 - HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) will be used to expand our research and development team and operations team; and
 - HK\$[REDACTED] (or [REDACTED]% of the [REDACTED]) will be used to meet relevant property rental expenses;

General working capital

- we will allot approximately HK\$[REDACTED] (or approximately [REDACTED]% of the [REDACTED]) to our general working capital.

Set forth below is the expected time frame for the use of the [REDACTED] from the [REDACTED] in accordance with the above allocation:

<u>FY2022</u>	<u>FY2023</u>	<u>FY2024</u>	<u>Total</u>
<i>HK\$</i>	<i>HK\$</i>	<i>HK\$</i>	<i>HK\$</i>
<i>million</i>	<i>million</i>	<i>million</i>	<i>million</i>

Developing and expanding our online marketing channels and resources for our marketing and promotion services

- Expanding our research and development team and operations team [REDACTED] [REDACTED] [REDACTED] [REDACTED]
- Meeting relevant property rental expenses [REDACTED] [REDACTED] [REDACTED] [REDACTED]
- Prepayments to be made to media publishers [REDACTED] [REDACTED] [REDACTED] [REDACTED]

<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>
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	<u>FY2022</u>	<u>FY2023</u>	<u>FY2024</u>	<u>Total</u>
	<i>HK\$</i>	<i>HK\$</i>	<i>HK\$</i>	<i>HK\$</i>
	<i>million</i>	<i>million</i>	<i>million</i>	<i>million</i>
Further developing and expanding our supplier base and types of virtual goods on offer				
• Expanding our research and development team, operations team and commerce team	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
• Meeting relevant property rental expenses	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
• Prepayments to be made to virtual goods suppliers	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>
Acquiring companies in marketing and related industries	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Developing and operating our SaaS enterprise marketing service platform as a means to expand our marketing channels				
• Expanding our research and development team and operations team	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
• Meeting relevant property rental expenses	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>
General working capital	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Total [REDACTED] from the [REDACTED]	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>

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BASES AND ASSUMPTIONS

The business objectives and strategies set out by our Directors are based on the following general assumptions:

- there will be no significant economic change in respect of inflation, interest rate, tax rate and currency exchange rate in the geographic locations which we operate in which will adversely affect our business;
- we will have sufficient financial resources to meet the planned capital expenditure and business development requirements during the period to which the business objectives relate;
- there will be no material adverse changes in the existing laws and regulations, policies or industry or regulatory treatment relating to our Group, or in the political, social, economical, fiscal or market conditions in which our Group operates;
- the [REDACTED] will be completed in accordance with the terms as described in “Structure and Conditions of the [REDACTED]” in this document;
- there will be no disasters, natural, political, social or otherwise, which would materially disrupt the business or operations of our Group;
- we will not be adversely affected by the risk factors as set out in “Risk Factors” in this document; and
- we will continue our existing operations in substantially the same manner as they were carried out during the Track Record Period and we will also be able to carry out our development plans without material disruptions.

Assuming that the [REDACTED] is not exercised at all, the [REDACTED] from the [REDACTED] (after deducting the [REDACTED] and estimated expenses payable by us in connection with the [REDACTED]) will (1) increase to approximately HK\$[REDACTED] if the [REDACTED] is fixed at HK\$[REDACTED] per [REDACTED] (being the high end of the [REDACTED]); or (2) decrease to HK\$[REDACTED] if the [REDACTED] is fixed at HK\$[REDACTED] per [REDACTED] (being the low end of the [REDACTED]).

Assuming that the [REDACTED] is exercised in full, the [REDACTED] from the [REDACTED] (after deducting the [REDACTED] and estimated expenses payable by us in connection with the [REDACTED]) will amount to (1) approximately HK\$[REDACTED] if the [REDACTED] is fixed at HK\$[REDACTED] per [REDACTED] (being the high end of the [REDACTED]); (2) HK\$[REDACTED] if the [REDACTED] is fixed at HK\$[REDACTED] per [REDACTED] (being the mid-point of the [REDACTED]); and (3) HK\$ [REDACTED] if the [REDACTED] is fixed at HK\$[REDACTED] per [REDACTED] (being the low end of the [REDACTED]).

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In each of the above circumstances, we will apply the [REDACTED] for the various intended uses set forth above in the stated proportions and the amount of [REDACTED] to be applied for each intended use will be adjusted accordingly.

To the extent that the designated amount(s) of [REDACTED] from the [REDACTED] is(are) not immediately used for any of the above purposes and to the extent permitted by applicable laws and regulations, we will only deposit such [REDACTED] as short-term interest-bearing deposits with licensed banks and/or authorised financial institutions in Hong Kong and the PRC (as defined under the SFO, the Law of the People’s Republic of China on Commercial Banks (中華人民共和國商業銀行法) and other relevant laws in the PRC).

We will make an appropriate announcement if there is any change to the intended uses of [REDACTED] set forth above.