FUTURE PLANS AND USE OF [REDACTED]

FUTURE PLANS

See "Business—Strategies" in this document for a detailed description of our future plans.

USE OF [REDACTED]

Assuming an [REDACTED] of HK$[REDACTED] per Share, we estimate that we will receive net [REDACTED] of HK$[REDACTED] from the [REDACTED] after deducting the [REDACTED] commissions and other estimated [REDACTED] expenses paid and payable by us in connection with the [REDACTED] and assuming that the [REDACTED] is not exercised. In line with our strategies, we intend to use our [REDACTED] from the [REDACTED] for the purposes and in the amounts set forth below:

- Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to grow our user base and user engagement. Specifically, the detailed breakdown of the net [REDACTED] to be allocated is as follows:

  o Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to expand and diversify our user base.

    - We believe blue-collar recruitment is a market with massive opportunities, as blue-collar workers feature a larger population base, higher job-switching frequency, and higher growth potential for the penetration of online recruitment services. According to CIC, the online recruitment penetration rate for blue-collar workers in China is estimated to grow from 15.6% in 2021 to 35.5% in 2026. To expand our presence in blue-collar recruitment, we have launched Dianzhang Zhipin as a pilot program that primarily focuses on the recruitment of blue-collar workers and the provision of experimental features and services customized to blue-collar job seekers and recruiters. We expect to continue to invest in developing new features and services tailored to better suit the interests and needs of blue-collar users and optimize algorithm for blue-collar users. Furthermore, we plan to further expand our footprint in lower-tier cities and tap more industry verticals to reach and attract more prospective blue-collar users.

    - We expect to grow our gold-collar user base and user engagement by optimizing product design, expanding service offerings and improving the matching strategies. For instance, we plan to introduce headhunters and talent service providers to provide more career coaching and consulting service to gold-collar users to enhance their user experience, as gold-collar recruitment put more emphasis on matching the employer with suitable candidates that are better fits to the position in terms of skill

FUTURE PLANS AND USE OF [REDACTED]

set, background and team culture. Besides, we would like to reach a broader base of gold-collar workers in sectors such as finance and healthcare to use our services.

o   Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used for online and offline marketing and promotional activities, including outdoor advertising, TV advertising and video advertising, as well as cooperation with celebrities, to strengthen our brand awareness and loyalty, which we believe is of critical importance to our business growth, especially for blue collar job seekers and in lower tier cities.

o   Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to acquire users through targeted acquisition channels such as app stores, search engines and social networking platforms (e.g. short video platforms).

•   Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to expand our services. Specifically, the detailed breakdown of the net [REDACTED] to be allocated is as follows:

o   Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used for development of new recruitment services to increase the breadth and depth of our services to provide more closed-loop recruitment services that cover the entire recruitment service value chain, such as written exams, interviews, background check, etc.

o   Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used for research and development of new services to explore broad HR service value chain in addition to recruitment services, such as flexible employment, payroll and benefits outsourcing, and talent training and development. We believe through developing service offerings deeply embedded into the HR service value chain, we would better address enterprise users' demand and provide solid value to a broad spectrum of enterprise users.

o   Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used for strategic acquisition or investment in areas that could have a synergistic effect with our existing business and support our growth strategies. For example, we may track potential investment opportunities in such areas as HR tech and enterprise services, which could improve our ability to better serve our enterprise users with diverse and specific needs. As of the date of the Latest Practicable Date, we had not identified any potential acquisition or investment targets and had not set any definitive acquisition or investment timeframe.

FUTURE PLANS AND USE OF [REDACTED]

- Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to enhance our core technology capabilities around intelligent recommendation. We have developed a proprietary online recruitment system based on two-sided recommendation, or the TSR system, to address the difficulties in the online recruitment industry. Specifically, the detailed breakdown of the net [REDACTED] to be allocated is as follows:

  o Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to upgrade our platform infrastructure to continue to improve computing capability and overall technology design to support rapid product iteration and constant upgrade of our matching system.

  o Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to refine our recommendation algorithm by optimizing our machine learning and deep learning capabilities in processing, analyzing and identifying patterns in user data, and natural language processing capabilities. Leveraging the advanced technologies, we will be able to better understand user preferences and improve matching efficiency.

  o Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to enhance our data analytics technology and data insight. We expect to further enrich our dataset with multidimensional behavioral and static information of job seekers and enterprise users, and further strengthen our capabilities in analyzing hyperscale data and the interactive relationships among them to deliver accurate recommendation results to users in an efficient and effective manner.

- Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to enhance our data security and risk assessment capabilities. Specifically, the detailed breakdown of the net [REDACTED] to be allocated is as follows:

  o Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used for continuous development of our technology infrastructure, such as proprietary internet data center, to ensure data and platform security. We also plan to continue to invest in our proprietary private could infrastructure to meet the evolving regulatory requirements and better safeguard user data.

  o Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used to continue to build our data security team which is responsible for establishing and enforcing data protection protocols, as well as our online and offline verification team who are responsible for verifying user information, detecting risks and responding to threats.

FUTURE PLANS AND USE OF [REDACTED]

- Approximately [REDACTED] (approximately HK$[REDACTED]) of the net [REDACTED] is expected to be used for working capital and general corporate purposes. We will use the remaining [REDACTED] for working capital and general corporate purposes to support our business operation and growth.

To the extent that the net [REDACTED] of the [REDACTED] are not immediately required for the above purposes or if we are unable to put into effect any part of our plan as intended, we will hold such funds in deposits in licensed commercial banks and/or authorised financial institutions only. In such event, we will comply with the appropriate disclosure requirements under the Listing Rules.