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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)**

**INTERIM RESULTS  
FOR THE SIX MONTHS ENDED  
30 JUNE 2024**

**截至2024年6月30日止六個月的  
中期業績**

The Board announces the unaudited consolidated interim results of the Group for the six months ended 30 June 2024 together with the comparative figures for the corresponding period in 2023.

董事會公佈本集團截至2024年6月30日止六個月的未經審核綜合中期業績，連同2023年同期的比較資料。

**INTERIM RESULTS**

For the 2024 Interim, the Group's loss and other comprehensive income attributable to owners of the Company was RMB4.1 million as compared to that of the Company was RMB0.9 million for the 2023 Interim. The basic loss per share for the six months ended 30 June 2024 was RMB0.0018 (2023 Interim: RMB0.0004).

**中期業績**

2024年中期，本集團的本公司擁有人應佔虧損及其他全面收益為人民幣4.1百萬元，2023年中期則為人民幣0.9百萬元。截至2024年6月30日止六個月的每股基本虧損為人民幣0.0018元（2023年中期：人民幣0.0004元）。

**INTERIM DIVIDEND**

The Board has resolved not to declare any interim dividend for the 2024 Interim.

**中期股息**

董事會決議不宣派任何2024年中期的中期股息。

## MANAGEMENT DISCUSSION AND ANALYSIS

### OVERVIEW

As an innovative online marketing service provider in China, our mission is to “make every connection more effective”. During the Reporting Period, based on the rich experience and comprehensive technology we have accumulated in the field of live-broadcasting, we provided brand clients with operation services and technical support of one-stop online marketing solutions such as brand marketing and planning, short video production and placement, and live-broadcasting operation and market sales, and develop and incubate new categories of products and brands by combining supply chain resources and online marketing channels.

### BUSINESS REVIEW

In the first half of 2024, the economy of China experienced steady growth. In particular, various industries showed diversified development trends. A series of policies launched by the local governments to promote consumption and drive economic growth also helped to boost the consumer market. Meanwhile, in terms of consumer behaviour, the growth rate of residents’ disposable income has slowed down, consumers have become more rational and cautious in their purchasing decisions. Income uncertainty has led to a more conservative approach to consumption, with a greater tendency to purchase necessities and a reduction in non-essential spending.

During the Reporting Period, on the one hand, the overall downturn in residents’ consumption sentiment has posed challenges to the growth of the Group’s live-broadcasting business; on the other hand, taking into account the uncertainty in the international market, the Group launched the strategic retrenchment of the overseas advertising business, which helped to centralize resources and reduce risks, resulting in an improvement in the gross profit margin despite the short-term decline in revenue. For the six months ended 30 June 2024, the Group’s total revenue amounted to RMB20.2 million, representing a decrease of 43.4% as compared to the corresponding period last year. During the Reporting Period, the Group’s gross profit margin was 39.6% as compared to 35.7% for the corresponding period last year.

## 管理層討論與分析

### 概覽

作為中國創新的線上營銷服務商，我們的使命是「讓每一次連接更有效」。於報告期內，我們基於在直播領域積累的豐富經驗和全面的技術，為品牌客戶提供品牌營銷策劃、短視頻製作與投放、以及直播運營市場銷售等一站式線上營銷解決方案的運營服務與技術支持，並結合供應鏈資源和線上營銷渠道，開發和孵化新品類產品和品牌。

### 業務回顧

2024年上半年，中國經濟實現穩步增長。其中，各行各業呈現出多樣化的發展趨勢。各地政府推出的一系列促進消費、推動經濟增長的政策也為提振消費市場提供了助力。與此同時，在消費行為層面，居民可支配收入增速放緩，消費者在購買決策上更理性、謹慎。收入的不確定性使得居民在消費上更趨保守，更傾向於購買必需品，而減少非必要消費。

於報告期內，一方面居民消費意願的整體低迷令本集團直播業務的增長受到挑戰；另一方面，考慮到國際市場的不確定性，本集團對開展的海外廣告業務實施戰略性收縮，這一策略有助於集中資源和降低風險，雖然短期內導致了收益的下降，但毛利率有所提升。截至2024年6月30日止六個月，本集團的收益總額為人民幣20.2百萬元，相較於去年同期下降43.4%；於報告期內，本集團的毛利率為39.6%，而去年同期為35.7%。

Under the numerous uncertainties in the external environment, we continued to strengthen the horizontal expansion of our supply chain management. During the Reporting Period, we actively sought to cooperate with outstanding manufacturers in the industry, devoted to launching hot-selling products, and at the same time, strictly controlled the quality of raw materials for our products. We insisted on the “focus on the customer, focus on the long-term” methodology, and endeavoured to provide consumers with more favourable and high-quality products. We are confident that the continuous enhancement of our supply chain capability will be one of the driving forces for the sustainable development of the Group’s business in the future.

Facing the current changeable economic environment and intensifying industry competition, during the Reporting Period, we have attached great importance to the development and training of human resources. We adapted to the changing market demands, and increased consumer engagement and brand loyalty through continuous optimisation of team capabilities, enhancement in the content quality, and improvement in user experience. Although the Company’s revenue has come under pressure in the short term, we believe that the long-term competitiveness of our team will be gradually strengthened, thereby stabilising and expanding the market share.

## **FUTURE PROSPECTS**

The Group will adhere to the objective of “bringing wonderful products and services to millions of homes”, continue to adopt a multi-platform strategy to expand to a broader user base in a diversified manner and establish long-term relationships with consumers to enhance users stickiness and engagement. Through continuously improving supply chain management capabilities, we will provide users with richer and more cost-effective high-quality products and increase market influence and share. In the face of market competition and changes in the external environment, the Group will actively adjust its strategies and continue to innovate, in order to achieve better results and market performance in the future.

在外部環境存在諸多不確定性的情況下，我們持續加強供應鏈管理的橫向拓展，於報告期內，我們積極嘗試與行業內優秀的廠商開展合作，在致力於推出爆款單品的同時，對產品原材料的質量進行嚴格把控。我們堅持「關注客戶，關注長期」的方法論，努力為消費者提供更加優惠且優質的產品。我們深信，持續增強的供應鏈能力將成為未來實現本集團業務可持續發展的強動力之一。

面對當前多變的經濟環境和日益加劇的行業競爭，於報告期內，我們重視人力資源的開發與培訓，通過持續優化團隊能力，不斷增強內容質量、改進用戶體驗，以適應不斷變化的市場需求，提升消費者參與度以及品牌忠誠度。雖然本公司短期內收益受到壓力，但我們相信團隊的長期競爭力會逐漸增強，從而穩住並擴大市場份額。

## **未來展望**

本集團將堅持「讓美好的產品和服務走進千萬家」的目標，繼續採用多平台策略，多樣化地向更廣泛的用戶群體擴展，並與消費者建立長期關係，提升用戶黏性和活躍度。通過不斷提升的供應鏈管理能力，為用戶提供多樣化且更具性價比的高質量產品，提升市場影響力和佔有率。面對市場競爭和外部環境的變化，本集團積極調整戰略並持續創新，以期待在未來獲得更好的業績和市場表現。

In the future, we will:

- (1) continue to strengthen our relationship with existing suppliers while actively expanding our supply chain resources and expanding the product portfolio of self-owned products, satisfying the market demands based on the analysis of consumer preferences. Through satisfying the market demand extensively, we will strengthen the competitive advantages of the Group;
- (2) attract and retain outstanding talent with continuous optimisation of incentive policies, in order to enhance the professional capabilities and enthusiasm of the team, thereby driving the Company's innovation and development;
- (3) explore the application of new technologies in live-broadcasting, to provide a more immersive and interesting viewer experience, helping the live-broadcasting team improve the operational efficiency, exposure effectiveness and live stream attractiveness, generate greater revenue for brand customers; and
- (4) explore new fields actively to achieve business diversification and enhance resource utilisation efficiency; at the same time, promote sustainable development goals to achieve a win-win situation for economic benefits and social responsibility.

未來我們將：

- (1) 在持續加強與現有供應商關係的同時，積極拓展供應鏈資源，結合對消費者偏好的分析，擴展自有品牌的產品目錄，以更廣泛的滿足市場需求，增強本集團的競爭優勢；
- (2) 通過不斷優化激勵政策，吸引並留住優秀人才，持續提升團隊的專業能力以及積極性，進而推動本公司的創新和發展；
- (3) 探索新技術在直播中的應用，提供更沉浸更有趣的觀眾體驗，幫助直播團隊提升運營效率、曝光效果，以及直播吸引力，更大程度地為品牌客戶創造收益；及
- (4) 積極探索新領域，以實現業務多樣化，提升資源利用效率；同時，推動可持續發展目標，實現經濟效益與社會責任的雙贏。

## FINANCIAL REVIEW

### REVENUE

The following table sets forth the breakdown of our revenue for the 2024 Interim and 2023 Interim:

## 財務回顧

### 收益

下表載列我們2024年中期及2023年中期的收益明細：

		For the six months ended 30 June 截至6月30日止六個月			
		2024 2024年		2023 2023年	
		(RMB'000) (人民幣千元) (Unaudited) (未經審核)	(% of total revenue) (佔收益 總額百分比)	(RMB'000) (人民幣千元) (Unaudited) (未經審核)	(% of total revenue) (佔收益 總額百分比)
Interactive advertising	互動廣告	18,380	90.8%	29,002	81.0%
Non-interactive advertising	非互動廣告	1,104	5.5%	6,751	18.9%
Others	其他	757	3.7%	27	0.1%
<b>Total</b>	<b>總計</b>	<b>20,241</b>	<b>100%</b>	<b>35,780</b>	<b>100%</b>

For the 2024 Interim, the total revenue was approximately RMB20.2 million, representing a year-on-year decrease of approximately 43.4% (2023 Interim: approximately RMB35.8 million). The decrease in the total revenue was mainly due to, on the one hand, the increased uncertainty in the global economy, overall low consumer spending willingness and intensified industry competition, which challenged the growth of the live-broadcasting business; on the other hand, the Company implemented a strategic contraction of its overseas advertising business, resulting in a decline in the Group's overall total revenue for the first half of 2024.

## **COST OF SALES**

The cost of sales was approximately RMB12.2 million for the 2024 Interim, representing a year-on-year decrease of 46.8% (2023 Interim: approximately RMB23.0 million). This was mainly attributable to the decline in total revenue, which lead to the corresponding decrease in purchases from downstream suppliers.

## **GROSS PROFIT AND GROSS PROFIT MARGIN**

For the 2024 Interim, our gross profit was approximately RMB8.0 million, representing a year-on-year decrease of 37.3% (2023 Interim: approximately RMB12.8 million), while the gross profit margin improved. For the 2024 Interim, the gross profit margin was 39.6% (while it was 35.7% for the 2023 Interim). This was mainly due to on the one hand, the overall decline in the group's total revenue; on the other hand, the Company contracted the low gross profit margin of the overseas advertising business, which improved the gross profit margin for the Reporting Period.

## **EXPENSES**

### ***Selling and Distribution Expenses***

Our selling and distribution expenses primarily consist of staff salaries and benefits. The selling and distribution expenses were approximately RMB4.9 million for 2024 Interim, basically flat with the corresponding period in 2023.

2024年中期的收益總額約為人民幣20.2百萬元，同比減少約43.4%（2023年中期：約人民幣35.8百萬元）。收益總額減少主要由於一方面，全球經濟的不確定性增加，消費者的消費意願整體低迷，行業競爭加劇，導致直播業務增長受到挑戰。另一方面本公司對開展的海外廣告業務實施戰略性收縮，導致本集團2024年上半年的總體收益總額有所下降。

## **銷售成本**

2024年中期的銷售成本約為人民幣12.2百萬元，同比減少46.8%（2023年中期：約人民幣23.0百萬元），主要由於隨著收益總額的下降，向下游供應商的採購也相應減少所致。

## **毛利及毛利率**

我們於2024年中期的毛利約為人民幣8.0百萬元，同比減少約37.3%（2023年中期：約人民幣12.8百萬元），而毛利率有所提高。2024年中期的毛利率為39.6%（2023年中期則為35.7%）。主要是由於一方面本集團整體收益總額有所下降導致毛利下降，另一方面報告期內本公司收縮毛利率不高的海外廣告業務，導致毛利率有所提高。

## **開支**

### **銷售及分銷開支**

我們的銷售及分銷開支主要包括員工薪金及福利。2024年中期的銷售及分銷開支約為人民幣4.9百萬元，與2023年同期基本一致。

## **Administrative Expenses**

Our administrative expenses primarily consist of (i) staff salaries and benefits; (ii) amortization and depreciation charges; (iii) legal and professional fee; (iv) agent cost; and (v) short-term lease expenses. The administrative expenses were approximately RMB7.2 million for the 2024 Interim, representing a year-on-year decrease of 34.0% (2023 Interim: approximately RMB10.9 million). This was mainly attributable to (1) the decrease in amortization of intangible assets; (2) the optimization of Company personnel leading to a reduction in labor costs; and (3) the decrease in costs from third-party agents.

## **Income Tax Expenses**

No income tax expenses for the 2024 Interim because of the enterprise loss. The general corporate income tax rate in the 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 2024 interim (2023 interim: two subsidiaries were subjected to a preferential income tax rate of 15%).

## **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 share-based compensation costs. 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 period. 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:

## **行政開支**

我們的行政開支主要包括(i)員工薪金及福利；(ii)攤銷及折舊開支；(iii)法律及專業費用；(iv)代理成本；及(v)短期租賃開支。2024年中期的行政開支約為人民幣7.2百萬元，同比減少34.0%（2023年中期：約人民幣10.9百萬元），主要由於(1)無形資產攤銷減少；(2)本公司人員優化使人工成本減少；及(3)第三方代理成本減少所致。

## **所得稅開支**

由於企業虧損，2024年中期並無所得稅開支。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被批准為高新技術企業，於2024年中期內可按優惠稅率15%繳納所得稅（2023年中期：兩間附屬公司享受優惠稅率15%）。

## **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非被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，即以股份為基礎的酬金成本。「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期內純虧損的項目。下表為我們於期內的經調整純虧損與根據香港財務報告準則計算及呈列的最直接可比的財務計量的對賬：

**For the six months  
ended 30 June  
截至6月30日止六個月**

		2024 2024年 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	2023 2023年 (RMB'000) (人民幣千元) (Unaudited) (未經審核)
<b>Loss for the period</b>	<b>期內虧損</b>	<b>(4,122)</b>	<b>(854)</b>
Adjustments for:	調整項目：		
Share-based compensation costs	以股份為基礎的酬金成本	—	486
<b>Adjusted net loss</b>	<b>經調整純虧損</b>	<b><u>(4,122)</u></b>	<b><u>(368)</u></b>

Adjusted net loss of the Group increased from approximately RMB0.4 million for the 2023 Interim to approximately RMB4.1 million for the 2024 Interim.

本集團的經調整純虧損由2023年中期約人民幣0.4百萬元增加至2024年中期約人民幣4.1百萬元。

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

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

## FINANCIAL POSITIONS

As of 30 June 2024, our total equity was approximately RMB53.4 million, as compared with approximately RMB57.6 million as of 31 December 2023. The decrease was mainly due to the losses incurred from operating activities.

## 財務狀況

截至2024年6月30日，我們的權益總額約為人民幣53.4百萬元，而截至2023年12月31日則約為人民幣57.6百萬元。該減少主要由於經營活動產生的虧損所致。

As of 30 June 2024, our net current assets were approximately RMB48.2 million, as compared with approximately RMB48.0 million as of 31 December 2023. Overall changes are minimal, and the operating conditions are relatively stable.

截至2024年6月30日，我們的流動資產淨值約為人民幣48.2百萬元，而截至2023年12月31日則約為人民幣48.0百萬元。整體變動不大，經營狀況相對穩定。



## LIQUIDITY AND FINANCIAL RESOURCES

As of 30 June 2024, our cash at banks and on hand was approximately RMB30.6 million, as compared with RMB38.2 million as of 31 December 2023. The change was mainly attributable to the payment of funds related to operating activities.

## MATERIAL EVENTS AFTER THE REPORTING PERIOD

There have been no material events of the Group from 30 June 2024 until the date of this interim results announcement.

## GEARING RATIO

As of 30 June 2024, our gearing ratio, which is calculated as total debt divided by total assets, was 12.9%, as compared with 15.9% as of 31 December 2023, the decrease was mainly attributable to the decrease in contract liabilities and other payables.

## CAPITAL EXPENDITURE

Our capital expenditure includes expenditures on furniture, fixtures and office equipment, computers and motor vehicles. For the 2024 Interim and 2023 Interim, the Group had no significant capital expenditure.

## 流動資金及財務資源

截至2024年6月30日，我們的銀行及手頭現金約為人民幣30.6百萬元，而截至2023年12月31日則為人民幣38.2百萬元。該變動主要由於支付有關經營活動的資金所致。

## 報告期後重大事項

自2024年6月30日起直至本中期業績公告日期，本集團並無重大事項。

## 資產負債比率

按債務總額除以資產總值計算，截至2024年6月30日的資產負債比率為12.9%，而截至2023年12月31日則為15.9%，該下降主要由於合約負債及其他應付款減少所致。

## 資本開支

我們的資本開支包括家具、裝置及辦公室設備、電腦及汽車的開支。2024年中期及2023年中期，本集團並無重大資本開支。

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

For the six months ended 30 June 2024, we did not have any significant investment, acquisition and disposal and none of each individual investment held by the Group constituted 5% or above of the total assets of the Group as of 30 June 2024.

**CHARGE ON ASSETS**

As of 30 June 2024, no property, plant and equipment was pledged.

**CONTINGENT LIABILITIES AND GUARANTEES**

As of 30 June 2024, we did not have record of significant contingent liabilities, guarantees or any significant claim or litigation against us.

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

截至2024年6月30日止六個月，我們並無任何重大投資、收購及出售事項，以及本集團持有的各項獨立投資概無構成本集團截至2024年6月30日的總資產的5%或以上。

**資產抵押**

截至2024年6月30日，概無質押任何物業、廠房及設備。

**或然負債及擔保**

截至2024年6月30日，我們並無記錄重大或然負債、擔保或針對我們的任何重大索償或訴訟。

## EMPLOYEES AND REMUNERATION POLICIES

For the six months ended 30 June 2024, our total employee remuneration were approximately RMB8.1 million (including salary, bonus, share-based compensation, pension scheme contribution, other social security fund and other employee benefits) (For the six months ended 30 June 2023: approximately RMB8.9 million).

The remuneration of our employees is determined based on their performance, experience and capability with reference to comparable cases in the market. Their remuneration package includes salaries, bonus related to the Company's performance, allowances and state-managed retirement benefit schemes for employees in the PRC. The Company also provides customised 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 announcements of the Company dated 7 May 2020, 5 June 2020 and 17 May 2023, and the 2024 interim report of the Company for further details.

## 僱員及薪酬政策

截至2024年6月30日止六個月，我們的僱員薪酬總額約為人民幣8.1百萬元（包含薪金、花紅、以股份為基礎的酬金、退休計劃供款、其他社會保障金及其他僱員福利）（截至2023年6月30日止六個月：約人民幣8.9百萬元）。

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

本公司於2018年8月14日採納一個受限制股份單位計劃，並於2020年5月7日採納一個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、2020年6月5日及2023年5月17日的公告以及本公司2024年中期報告。

## FINANCIAL INFORMATION

### INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE SIX MONTHS ENDED 30 JUNE

## 財務資料

### 中期簡明綜合損益及其他全面收益表

截至6月30日止六個月

			2024	2023
		Notes	2024年	2023年
		附註	(RMB'000)	(RMB'000)
			(人民幣千元)	(人民幣千元)
			(Unaudited)	(Unaudited)
			(未經審核)	(未經審核)
<b>Revenue</b>	<b>收益</b>	4	<b>20,241</b>	<b>35,780</b>
Cost of sales	銷售成本		<u>(12,233)</u>	<u>(23,001)</u>
<b>Gross profit</b>	<b>毛利</b>		<b>8,008</b>	<b>12,779</b>
Other income and other net gains	其他收入及其他收益淨額	5	<b>922</b>	<b>2,145</b>
Change in fair value of:	以下各項的公允值變動：			
— financial assets at fair value through profit or loss	— 按公允值計入損益的財務資產		—	—
Loss of disposal of financial asset at fair value through profit or loss	處理按公允值計入損益的財務資產虧損		<b>(974)</b>	—
Selling and distribution expenses	銷售及分銷開支		<b>(4,908)</b>	<b>(4,922)</b>
Administrative expenses	行政開支		<b>(7,170)</b>	<b>(10,856)</b>
Expected credit loss on financial assets	財務資產預期信貸虧損		—	—
Finance costs	融資成本		—	—
<b>Loss before income tax</b>	<b>除所得稅前虧損</b>	6	<b>(4,122)</b>	<b>(854)</b>
Income tax expense	所得稅開支	7	—	—
<b>Loss for the period</b>	<b>期內虧損</b>		<u><b>(4,122)</b></u>	<u><b>(854)</b></u>
<b>Loss and total comprehensive income for the period attributable to:</b>	<b>以下人士應佔期內虧損及全面收益總額：</b>			
Owners of the Company	本公司擁有人		<b>(4,122)</b>	<b>(854)</b>
Non-controlling interests	非控股權益		—	—
			<u><b>(4,122)</b></u>	<u><b>(854)</b></u>
<b>Loss per share attributable to the owners of the Company</b>	<b>本公司擁有人應佔每股虧損</b>			
Basic and diluted	基本及攤薄	8	<u><b>RMB(0.0018)</b></u> <u><b>人民幣(0.0018)元</b></u>	<u><b>RMB(0.0004)</b></u> <u><b>人民幣(0.0004)元</b></u>

**INTERIM CONDENSED CONSOLIDATED  
STATEMENT OF FINANCIAL POSITION**

**中期簡明綜合財務狀況表**

			As at 30 June 2024 於2024年 6月30日 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	As at 31 December 2023 於2023年 12月31日 (RMB'000) (人民幣千元) (Audited) (經審核)
<b>ASSETS AND LIABILITIES</b>	<b>資產及負債</b>			
<b>Non-current assets</b>	<b>非流動資產</b>			
Property, plant and equipment	物業、廠房及設備		154	190
Intangible assets	無形資產		522	1,176
Financial assets at fair value through profit or loss	按公允值計入損益的財務資產		4,492	8,208
			<u>5,168</u>	<u>9,574</u>
<b>Current assets</b>	<b>流動資產</b>			
Trade receivables	貿易應收款項	10	8,735	1,843
Contract assets	合約資產		—	—
Deposits, prepayments and other receivables	按金、預付款項及其他應收款項		16,609	18,684
Amounts due from Shareholders	應收股東款項		209	204
Cash and cash equivalents	現金及現金等價物		30,558	38,172
			<u>56,111</u>	<u>58,903</u>
<b>Current liabilities</b>	<b>流動負債</b>			
Trade payables	貿易應付款項	11	2,314	501
Contract liabilities	合約負債	4(c)	169	2,591
Accruals and other payables	應計費用及其他應付款項		4,542	6,963
Income tax payable	應付所得稅		850	850
			<u>7,875</u>	<u>10,905</u>
<b>Net current assets</b>	<b>流動資產淨值</b>		<u>48,236</u>	<u>47,988</u>
<b>Net assets</b>	<b>資產淨值</b>		<u>53,404</u>	<u>57,572</u>
<b>EQUITY</b>	<b>權益</b>			
<b>Capital and reserves</b>	<b>資本及儲備</b>			
Capital	資本	12	1,967	1,967
Reserves	儲備		51,437	55,605
<b>Total equity</b>	<b>權益總額</b>		<u>53,404</u>	<u>57,572</u>

# NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

## 1. GENERAL INFORMATION

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

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

## 2. BASIS OF PREPARATION

These condensed consolidated interim financial statements have been prepared in accordance with Hong Kong Accounting Standard 34 "Interim Financial Reporting" ("HKAS 34"), issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the applicable disclosure provisions of the Rules Governing the Listing of Securities on the Main Board of The Stock Exchange of Hong Kong Limited. These condensed consolidated interim financial statements were authorised for issue on 28 August 2024.

These condensed consolidated interim financial statements have been prepared with the same accounting policies adopted in the 2023 annual financial statements, except for those that relate to new standards or interpretations effective for the first time for periods beginning on or after 1 January 2024. Details of any changes in accounting policies are set out in note 3. The adoption of the new and revised Hong Kong Financial reporting Standards ("HKFRSs") have no material effect on these condensed consolidated interim financial statements. The Group has not early adopted any new and revised HKFRSs that has been issued but not yet effective in the current accounting period.

# 簡明綜合中期財務報表附註

## 1. 一般資料

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

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

## 2. 編製基準

該等簡明綜合中期財務報表已根據香港會計師公會（「香港會計師公會」）頒佈的香港會計準則第34號「中期財務報告」（「香港會計準則第34號」）及香港聯合交易所有限公司主板證券上市規則的適用披露條文編製。該等簡明綜合中期財務報表於2024年8月28日獲授權刊發。

該等簡明綜合中期財務報表已按照與2023年年度財務報表所採納的相同會計政策編製，惟不包括與於2024年1月1日或之後開始的期間內首次生效的新訂準則或詮釋有關的會計政策。任何會計政策變動的詳情載於附註3。採納新訂及經修訂香港財務報告準則（「香港財務報告準則」）對該等簡明綜合中期財務報表並無重大影響。本集團概無提前採納本會計期間已頒佈但尚未生效的任何新訂及經修訂香港財務報告準則。

### 3. CHANGES IN ACCOUNTING POLICIES

The HKICPA has issued the following amendments to HKFRSs that are first effective for the current accounting period of the Group:

Amendments to HKAS 1	Classification of Liabilities as Current or Non-current
Amendments to HKAS 1	Non-current Liabilities with Covenants
HK Interpretation 5 (2020)	Presentation of Financial Statements—Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause
Amendments to HKFRS 16	Lease Liability in a Sale and Leaseback
Amendments to HKAS 7 and HKFRS 7	Supplier Finance Arrangements

None of these developments have had a material effect on how the Group's results and financial position for the current or prior periods have been prepared or presented in this interim results announcement. The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

### 4. REVENUE AND SEGMENT INFORMATION

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

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

### 3. 會計政策變動

香港會計師公會已頒佈下列香港財務報告準則的修訂，該等修訂於本集團當前會計期間首次採用：

香港會計準則第1號的修訂	分類負債為流動或非流動
香港會計準則第1號的修訂	附帶契諾的非流動負債
香港詮釋第5號 (2020年)	財務報表之呈列—借款人對包含按要償還條款之定期貸款之分類
香港財務報告準則第16號的修訂	售後租回交易中的租賃負債
香港會計準則第7號及香港財務報告準則第7號的修訂	供應商財務安排

該等修訂並無對於如何編製或於本中期業績公告呈列本集團當前或過往期間的業績及財務狀況造成重大影響。本集團並無採用於本會計期間尚未生效的任何新訂準則或詮釋。

### 4. 收益及分部資料

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

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

The major operating entity of the Group is domiciled in the PRC. Accordingly, all of the Group's revenue were derived in the PRC for the six months ended 30 June 2024 and 2023.

As at 30 June 2024 and 31 December 2023, all of the non-current assets of the Group were located in the PRC.

The Group's customer base is diversified. There are two customer with whom transactions have exceeded 10% of the Group's revenue for the six months ended 30 June 2024 (six months ended 30 June 2023: one).

All the Group's revenue is derived from contracts with customers. Revenue mainly comprises of proceeds from online advertising services. An analysis of the Group's revenue by category for the six months ended 30 June 2024 and 2023 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	19,484	35,753
Other sales services	其他銷售服務	757	27
		<u>20,241</u>	<u>35,780</u>
Timing of revenue recognition	收益確認時間		
At a point in time	於某一時間點確認	<u>20,241</u>	<u>35,780</u>

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

For the six months ended 30 June 2024 and 2023, there were no significant incremental costs to obtain a contract.

本集團的主要經營實體位於中國。因此，截至2024年及2023年6月30日止六個月，本集團的所有收益均來自中國。

於2024年6月30日及2023年12月31日，本集團的所有非流動資產均位於中國。

本集團擁有多元化的客戶群。截至2024年6月30日止六個月二名（截至2023年6月30日止六個月：一名）客戶的交易額超過本集團收益的10%。

本集團所有收益均來自與客戶訂立的合約。收益主要包括來自線上廣告服務的所得款項。本集團截至2024年及2023年6月30日止六個月按類別劃分的收益分析如下：

**(a) 收益資料細分**

		Six months ended 30 June 截至6月30日止六個月	
		2024 2024年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2023 2023年 RMB'000 人民幣千元 (Unaudited) (未經審核)
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	19,484	35,753
Other sales services	其他銷售服務	757	27
		<u>20,241</u>	<u>35,780</u>
Timing of revenue recognition	收益確認時間		
At a point in time	於某一時間點確認	<u>20,241</u>	<u>35,780</u>

**(b) 自獲取合約增量成本確認的資產**

截至2024年及2023年6月30日止六個月，並無重大獲取合約增量成本。



(c) Significant changes in contract liabilities

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

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

(c) 合約負債重大變動

本集團的合約負債主要來自客戶的預付款項，而相關服務尚未提供。

下表顯示本報告期內確認的收益結轉為合約負債的金額：

		<b>30 June 2024 2024年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)</b>	<b>31 December 2023 2023年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)</b>
Balance at 1 January	於1月1日的結餘	2,591	319
Decrease in contract liabilities as a result of recognizing revenue during the period/year that was included in the contract liabilities at the beginning of the period/year	因期／年內確認計入期／年初合約負債的收益而導致的合約負債減少	(2,591)	(319)
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	169	2,591
Balance at 30 June/31 December	於6月30日／ 12月31日的結餘	<u>169</u>	<u>2,591</u>

5. OTHER INCOME AND OTHER NET GAINS

5. 其他收入及其他收益淨額

		<b>Six months ended 30 June 截至6月30日止六個月</b>	
		<b>2024 2024年 RMB'000 人民幣千元 (Unaudited) (未經審核)</b>	<b>2023 2023年 RMB'000 人民幣千元 (Unaudited) (未經審核)</b>
Exchange gain, net	匯兌收益淨額	651	1,486
Interest income	利息收入	317	430
Others	其他	(46)	229
		<u>922</u>	<u>2,145</u>

## 6. LOSS BEFORE INCOME TAX

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

Amortization of intangible asset <i>(Note)</i>	無形資產攤銷 <i>(附註)</i>
Depreciation of property, plant and equipment	物業、廠房及設備折舊
Provision for impairment of trade receivables	貿易應收款項減值撥備
Provision for impairment of contract assets	合約資產減值撥備
Provision for impairment of other receivables	其他應收款項減值撥備
R&D expenditure	研發開支
Short term lease expenses	短期租賃開支
Staff cost (including directors' emoluments)	員工成本 (包括董事酬金)
— Salaries, wages and other benefits	— 薪金、工資及其他利益
— Retirement scheme contribution	— 退休計劃供款

*Note:*

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

## 6. 除所得稅前虧損

除所得稅前虧損於扣除以下各項後得出：

Six months ended 30 June	
截至6月30日止六個月	
2024	2023
2024年	2023年
RMB'000	RMB'000
人民幣千元	人民幣千元
(Unaudited)	(Unaudited)
(未經審核)	(未經審核)
654	2,423
41	36
—	—
—	—
—	—
—	—
216	397
7,314	8,076
815	812
<b>8,130</b>	<b>8,888</b>

*附註：*

無形資產攤銷於簡明綜合損益及其他全面收益表內計入「行政開支」。

## 7. INCOME TAX EXPENSE

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

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

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

No provision for Hong Kong Profits Tax has been made as the Group had no assessable profits arising in Hong Kong during the six months ended 30 June 2024 and 2023.

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

## 8. LOSS PER SHARE

### (a) Basic

The calculation of basic loss per share for the six months ended 30 June 2024 is based on the loss attributable to the ordinary equity Shareholders of the Company of RMB4,122,000 and the weighted average of 2,299,745,000 ordinary shares in issue during the interim period.

## 7. 所得稅開支

<b>Six months ended 30 June</b>	
<b>截至6月30日止六個月</b>	
<b>2024</b>	<b>2023</b>
<b>2024年</b>	<b>2023年</b>
<b>RMB'000</b>	<b>RMB'000</b>
<b>人民幣千元</b>	<b>人民幣千元</b>
<b>(Unaudited)</b>	<b>(Unaudited)</b>
<b>(未經審核)</b>	<b>(未經審核)</b>
—	—
—	—
—	—
<u>—</u>	<u>—</u>
<u>—</u>	<u>—</u>

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2024年及2023年6月30日止六個月在香港並無任何應課稅溢利，故並無就香港利得稅計提撥備。

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

## 8. 每股虧損

### (a) 基本

截至2024年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣4,122,000元及已發行2,299,745,000股普通股的加權平均數計算。

The calculation of basic loss per share for the six months ended 30 June 2023 is based on the loss attributable to the ordinary equity Shareholders of the Company of RMB854,000 and the weighted average of 2,291,602,000 ordinary shares in issue during the interim period.

Loss per share (basic):

		<b>Six months ended 30 June</b>	
		<b>截至6月30日止六個月</b>	
		<b>2024</b>	<b>2023</b>
		<b>2024年</b>	<b>2023年</b>
		<b>(Unaudited)</b>	<b>(Unaudited)</b>
		<b>(未經審核)</b>	<b>(未經審核)</b>
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)	4,122	854
Weighted average number of ordinary shares in issue (thousand shares)	已發行普通股的加權平均數 (千股)	2,299,745	2,291,602
Loss per share attributable to the owners of the Company (RMB per share)	本公司擁有人應佔每股虧損 (每股人民幣元)	<b>0.0018</b>	<b>0.0004</b>

截至2023年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣854,000元及已發行2,291,602,000股普通股的加權平均數計算。

每股虧損(基本):

Weighted average number of ordinary shares (basic):

		<b>Six months ended 30 June</b>	
		<b>截至6月30日止六個月</b>	
		<b>2024</b>	<b>2023</b>
		<b>2024年</b>	<b>2023年</b>
		<b>Thousand shares</b>	<b>Thousand shares</b>
		<b>千股</b>	<b>千股</b>
		<b>(Unaudited)</b>	<b>(Unaudited)</b>
		<b>(未經審核)</b>	<b>(未經審核)</b>
Weighted average number of ordinary shares at 1 January	於1月1日的普通股的加權平均數	2,295,707	2,277,043
Effect of vesting/(purchase) of shares held by the employee share trusts*	歸屬/(購買)僱員股份信託所持股份的影響*	4,038	14,559
Weighted average number of ordinary shares (basic) as at 30 June	於6月30日的普通股的加權平均數(基本)	<b>2,299,745</b>	<b>2,291,602</b>

普通股的加權平均數(基本):

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

\* 僱員股份信託所持股份被視作庫存股份。

**(b) Diluted**

Diluted loss per share are same as the basic loss per share as there is no dilutive potential ordinary shares in existence during the six months ended 30 June 2024 and 2023.

**(b) 攤薄**

由於截至2024年及2023年6月30日止六個月內並無具潛在攤薄效應的普通股，故每股攤薄虧損與每股基本虧損一致。

## 9. DIVIDENDS

The Board has resolved not to recommend or declare the payment of an interim dividend for the six months ended 30 June 2024 (six months ended 30 June 2023: nil).

## 10. TRADE RECEIVABLES

Trade receivables  
Less: Loss allowance for trade receivables

貿易應收款項  
減：貿易應收款項的虧損撥備

As at 30 June 2024 於2024年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2023 於2023年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
12,536	5,644
(3,801)	(3,801)
<b>8,735</b>	<b>1,843</b>

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

於各報告期末的貿易應收款項(扣除減值虧損)根據發票日期的賬齡分析如下：

As at 30 June 2024 於2024年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2023 於2023年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
4,799	1,571
3,467	2
266	—
6	—
—	121
197	149
<b>8,735</b>	<b>1,843</b>

During the six months ended 30 June 2024, the Group allows credit periods ranging from 1 to 30 days (During the year ended 31 December 2023: 1 to 30 days) to its customers. Before accepting any new customer, the Group assesses the potential customer's credit quality and defines credit limits by customer. Credit limits attributed to customers and credit term granted to customers are reviewed regularly.

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

截至2024年6月30日止六個月，本集團向其客戶授出介乎1至30日（截至2023年12月31日止年度：1至30日）的信貸期。本集團在接受任何新客戶前，會評估潛在客戶的信貸質素，並按客戶設定信貸限額。本集團亦會定期審視為客戶設定的信貸限額及向客戶授出的信貸期。

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

		As at <b>30 June</b> <b>2024</b> 於2024年 6月30日 <b>RMB'000</b> <b>人民幣千元</b> <b>(Unaudited)</b> <b>(未經審核)</b>	As at 31 December 2023 於2023年 12月31日 <b>RMB'000</b> <b>人民幣千元</b> <b>(Audited)</b> <b>(經審核)</b>
As at 1 January	於1月1日	<b>3,801</b>	3,873
Reversal of impairment loss on trade receivables	貿易應收款項減值虧損撥回	—	3,131
Amounts written-off as uncollectible	撇銷為無法收回的款項	—	(3,203)
As at 30 June/31 December	於6月30日／12月31日	<b>3,801</b>	<b>3,801</b>

## 11. TRADE PAYABLES

## 11. 貿易應付款項

		As at 30 June 2024 於2024年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2023 於2023年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Trade payables	貿易應付款項	<b>2,314</b>	<b>501</b>

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

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

		As at 30 June 2024 於2024年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2023 於2023年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
0 – 30 days	0至30日	1,950	206
31 – 90 days	31至90日	75	2
91 – 180 days	91至180日	—	3
181 – 365 days	181至365日	3	16
Over 365 days	365日以上	286	274
		<b>2,314</b>	<b>501</b>

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

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

## 12. CAPITAL

## 12. 資本

		As at 30 June 2024 於2024年6月30日		As at 31 December 2023 於2023年12月31日	
		Nominal value 面值		Nominal value 面值	
		<i>No. of shares</i> 股份數目	<i>RMB'000</i> 人民幣千元	<i>No. of shares</i> 股份數目	<i>RMB'000</i> 人民幣千元
		(Unaudited) (未經審核)	(Unaudited) (未經審核)	(Audited) (經審核)	(Audited) (經審核)
<b>Issued and fully paid:</b>	<b>已發行及繳足：</b>				
At 1 January and 30 June/ 31 December	於1月1日及6月30 日/12月31日	<b>2,300,000,000</b>	<b>1,967</b>	<b>2,300,000,000</b>	<b>1,967</b>

## 13. EVENTS AFTER THE END OF THE REPORTING PERIOD

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

## 13. 報告期結束後事項

截至該等財務報表批准日期，本集團於報告期後並無須予披露的重大事項。



## OTHER INFORMATION

### PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

Neither the Company nor its subsidiaries had purchased, sold or redeemed any of the Company's listed securities during the 2024 Interim.

### COMPLIANCE WITH CG CODE

The Company's corporate governance practices are based on the principles and code provisions as set out in the CG Code contained in Appendix C1 to the Listing Rules. During the 2024 Interim, the Company has complied with all applicable code provisions as set out in the CG Code save for the deviation from code provision C.2.1 of the CG Code, which stipulates that the roles of chairman and chief executive officer should be separate and should not be performed by the same individual.

Mr. Yang is founder of the Company, Chairman and CEO. With extensive experience in the online advertisement industry, Mr. Yang is responsible for the overall management, decision-making and strategy planning of the Group and is instrumental to the Group's growth and business expansion since its establishment. Since Mr. Yang is the key person for the Group's development and he will not undermine the Group's interests in any way under any circumstances, the Board considers that vesting the roles of Chairman and CEO in the same person, Mr. Yang, 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. The operation of the Senior Management and the Board, which are comprised of experienced individuals, effectively checks and balances the power and authority of Mr. Yang, as both the Chairman and CEO. The Board currently comprises two executive Directors (including Mr. Yang), one non-executive Director and three independent non-executive Directors and therefore has a fairly strong independence element in its composition.

## 其他資料

### 購回、出售或贖回上市證券

本公司或其附屬公司於2024年中期內概無購回、出售或贖回本公司任何上市證券。

### 遵守企業管治守則

本公司的企業管治常規乃基於上市規則附錄C1企業管治守則所載的原則及守則條文。於2024年中期內，本公司已遵守企業管治守則所載的一切適用守則條文，惟偏離企業管治守則守則條文第C.2.1條，其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。

楊先生為本公司創辦人、主席兼行政總裁。楊先生在線上廣告行業擁有豐富經驗，負責本集團整體管理、決策及戰略規劃，且自本集團成立以來對本集團成長及業務擴張貢獻良多。由於楊先生為本集團發展的關鍵人物及彼於任何情況下不會以任何方式損害本集團的利益，董事會認為，主席及行政總裁的角色由同一人（即楊先生）擔任不會對本集團的利益構成任何潛在損害，反之對本集團的管理有利。由經驗豐富的人才組成的高級管理層及董事會營運可有效監察及平衡主席兼行政總裁楊先生的權力及職權。董事會當前由兩名執行董事（包括楊先生）、一名非執行董事及三名獨立非執行董事組成，因此其構成的獨立程度相當大。

The Board will continue to review and monitor the corporate governance practices of the Company for the purpose of complying with the 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 C3 to the Listing Rules as its own code of conduct regarding directors' securities transactions.

Having made specific enquiry of all Directors, all of them have confirmed that they have complied with the Model Code and the Company's own code of conduct regarding directors' securities transactions throughout the 2024 Interim.

### **REVIEW OF THE INTERIM FINANCIAL INFORMATION**

The unaudited condensed consolidated interim financial information for the 2024 Interim was reviewed by the Audit Committee but not reviewed by the external auditor of the Company. The Audit Committee was satisfied that the Company's unaudited financial information was prepared in accordance with applicable accounting standards.

### **PUBLICATION OF THE INTERIM RESULTS ANNOUNCEMENT AND 2024 INTERIM REPORT**

This interim results announcement was published on the websites of our Company ([www.doumob.com](http://www.doumob.com)) and the Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)). The interim report of the Group for the 2024 Interim, which contains all the information required under the Listing Rules, will be despatched to the Shareholders and available on the above websites by the end of September 2024.

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

### **董事進行證券交易的標準守則**

本公司已採納上市規則附錄C3所載標準守則作為其本身有關董事進行證券交易的行為守則。

經向全體董事作出具體查詢後，彼等全部確認於2024年中期內已遵守標準守則及本公司本身有關董事進行證券交易的行為守則。

### **審閱中期財務資料**

於2024年中期的未經審核簡明綜合中期財務資料已由審核委員會進行審閱，但未經本公司的外聘核數師審閱。審核委員會已信納本公司未經審核財務資料乃根據適用的會計準則編製。

### **刊發中期業績公告及2024年中期報告**

本中期業績公告已於本公司網站 ([www.doumob.com](http://www.doumob.com)) 及聯交所網站 ([www.hkexnews.hk](http://www.hkexnews.hk)) 刊載。本集團於2024年中期的中期報告 (載有上市規則所規定全部資料) 將於2024年9月底前寄發予股東，並於上述網站刊載。

## DEFINITIONS

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

“2023 Interim” 「2023年中期」	指	for the six months ended 30 June 2023 截至2023年6月30日止六個月
“2024 Interim” or “Reporting Period” 「2024年中期」或「報告期」	指	for the six months ended 30 June 2024 截至2024年6月30日止六個月
“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 中華人民共和國
“Company” 「本公司」	指	Doumob (豆盟科技有限公司), a company incorporated under the laws of the Cayman Islands with limited liability on 26 March 2018 豆盟科技有限公司，一間於2018年3月26日根據開曼群島法例註冊成立的有限公司
“Contractual Arrangements” 「合約安排」	指	certain contractual arrangements entered into on 22 August 2018 by us 由我們於2018年8月22日訂立的若干合約安排
“CG Code” 「企業管治守則」	指	the Corporate Governance Code as set out in Appendix C1 of the Listing Rules 上市規則附錄C1所載企業管治守則
“Director(s)” 「董事」	指	the director(s) of the Company 本公司董事

## 釋義

於本中期業績公告內，除非文義另有所指，否則下列詞彙具有以下有關涵義：

“Group”, “we” or “us”		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 the Company became the holding company of our current subsidiaries, the business operated by such subsidiaries or their predecessors (as the case may be)
「本集團」或「我們」	指	本公司及其所有附屬公司以及財務業績透過合約安排綜合併入及入賬列作本公司附屬公司的公司，或如文義所指，就本公司成為其現有附屬公司的控股公司前期間而言，該等附屬公司或其前身（視乎情況而定）所經營的業務
“HK\$” 「港元」	指	Hong Kong dollars, the lawful currency of Hong Kong 香港法定貨幣港元
“Hong Kong” 「香港」	指	the Hong Kong Special Administrative Region of the PRC 中國香港特別行政區
“HKAS” 「香港會計準則」	指	the Hong Kong Accounting Standards 香港會計準則
“HKFRS” 「香港財務報告準則」	指	the Hong Kong Financial Reporting Standards 香港財務報告準則
“Listing Rules” 「上市規則」	指	the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time) 聯交所證券上市規則（經不時修訂）
“Model Code” 「標準守則」	指	the Model Code of Securities Transactions by Directors of the Listed Issuers as set out in Appendix C3 to the Listing Rules 上市規則附錄C3所載的上市發行人董事進行證券交易的標準守則
“Mr. Yang” 「楊先生」	指	Mr. Yang Bin, the founder of the Company, Chairman and CEO 楊斌先生，本公司創辦人、主席兼行政總裁
“Prospectus” 「招股章程」	指	the prospectus issued by the Company dated 28 February 2019 本公司刊發日期為2019年2月28日的招股章程
“R&D” 「研發」	指	research and development 研究及開發
“RMB” 「人民幣」	指	Renminbi, the lawful currency of the PRC 中國法定貨幣人民幣
“Senior Management” 「高級管理層」	指	the senior management of the Company 本公司高級管理層

“Share(s)” 「股份」	指	ordinary share(s) of HK\$0.001 each in the issued share capital of the Company 本公司已發行股本中每股面值0.001港元的普通股
“Shareholder(s)” 「股東」	指	holder(s) of Shares 股份持有人
“Stock Exchange” 「聯交所」	指	The Stock Exchange of Hong Kong Limited 香港聯合交易所有限公司
“US” 「美國」	指	the United States of America 美利堅合眾國
“%” 「%」	指	per cent 百分比

By Order of the Board  
**Doumob**  
**Yang Bin**  
*Chairman and executive Director*

承董事會命  
**豆盟科技有限公司**  
**楊斌**  
主席兼執行董事

Beijing, the PRC  
28 August 2024

中國北京  
2024年8月28日

*As of the date of this announcement, the executive Directors are Mr. Yang Bin and Ms. Liu Yuanyuan; the non-executive Director is Mr. Liu Ailun; and the independent non-executive Directors are Mr. Chan Yiu Kwong, Mr. Zhang Xuehuo and Mr. Zhang Limin.*

於本公告日期，執行董事為楊斌先生及劉圓圓女士；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、張學伙先生及張立敏先生。