Cheshi Technology Inc. (Incorporated in the Cayman Islands with limited liability)

Stock Code: 1490



Interim Report

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Corporate Information

DIRECTORS

Executive Directors

Mr. Xu Chong (徐翀) (Chairman and chief executive officer)

Mr. Liu Lei (劉磊) Mr. Lin Yugi (林渝奇)

Independent Non-executive Directors

Mr. Xu Xiangyang (徐向陽)

Mr. Sun Yong (孫勇)

Mr. Ng Jack Ho Wan (alias Ng Jacky) (吳浩雲)

AUDIT COMMITTEE

Mr. Ng Jack Ho Wan (alias Ng Jacky) (吳浩雲) (Chairman)

Mr. Xu Xiangyang (徐向陽)

Mr. Sun Yong (孫勇)

REMUNERATION COMMITTEE

Mr. Xu Xiangyang (徐向陽) (Chairman)

Mr. Lin Yuqi (林渝奇)

Mr. Ng Jack Ho Wan (alias Ng Jacky) (吳浩雲)

NOMINATION COMMITTEE

Mr. Xu Chong (徐翀) (Chairman)

Mr. Xu Xiangyang (徐向陽)

Mr. Sun Yong (孫勇)

AUTHORISED REPRESENTATIVES

Ms. Leung Shui Bing (梁瑞冰) (ACG, HKACG)

Mr. Xu Chong (徐翀)

COMPANY SECRETARY

Ms. Leung Shui Bing (梁瑞冰) (ACG, HKACG)

AUDITOR

Ernst & Young (Registered Public Interest Entity Auditor)

27/F, One Taikoo Place

979 King's Road Quarry Bay

Hong Kong

HONG KONG LEGAL ADVISER

Tian Yuan Law Firm LLP Suites 3304-3309, 33/F, Jardine House One Connaught Place, Central Hong Kong

REGISTERED OFFICE

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PRINCIPAL PLACE OF BUSINESS IN HONG KONG

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PRINCIPAL SHARE REGISTRAR

Appleby Global Services (Cayman) Limited 71 Fort Street PO Box 500, George Town Grand Cayman KY-1-1106 Cayman Islands

HONG KONG SHARE REGISTRAR

Computershare Hong Kong Investor Services Limited Shops 1712-1716, 17th Floor, Hopewell Centre 183 Queen's Road East, Wanchai Hong Kong

PRINCIPAL BANKERS

Bank of Communications, Beijing Sanyuan branch MCC Building 28 Shuguangxili Street Chaoyang District Beijing, China

COMPANY WEBSITE

www.cheshi.com

STOCK CODE

1490

Management Discussion and Analysis

MARKET OVERVIEW

Under the combined influence of the global macroeconomic environment, changes in global trade policies, and advancements in technology, competition in the automotive industry in 2024 has intensified. Normalized price wars have become the main strategy to capture market share. According to data from the CAAM, the production and sales of passenger vehicles in China during the six months ended June 30, 2024 were approximately 11.9 million units and 12.0 million units, representing a period-on-period growth of 5.4% and 6.3%, respectively; the production and sales volume of China's commercial vehicles reached 2.0 million and 2.1 million, representing a period-on-period increase of 2.0% and 4.9%. Under the continuous development of the automobile industry and advancements in technology, China's production and sales of new energy vehicles account for over 60% of global marketing, ranking the first in the world for nine consecutive years. Driven by both policy and market forces, during the six months ended June 30, 2024, the production and sales of new energy vehicles totalling 4.9 million units and 4.9 million units, respectively, up 30.1% and 32% periodon-period; the sales of new energy vehicles have reached 35.2% of the total new automobile sales. Simultaneously, China's automobile exports during the six months ended June 30, 2024, were approximately 2.8 million units, representing a 30.5% increase period-on-period; China's new energy vehicles export reached 0.6 million units, representing a 13.2% increase period-on-period. The export volume of new energy vehicles accounts for approximately 12.0% of the total automobile sales during the same period.

According to public data, China's automobile advertising and information market increased from RMB49.9 billion in 2015 to RMB74.8 billion in 2019, representing a CAGR of 10.7%, and is expected to increase from RMB56.8 billion in 2020 to RMB116.4 billion in 2025, representing a CAGR of 15.4%. In terms of penetration rate, growth was slow over the past three years due to the impact of the COVID-19 pandemic. However, since 2023, the penetration rate has seen improvement. The online automobile advertising penetration rate in China reached 45.6% in 2020. With the continuous enrichment of self-media content and the development of AI technology, the offline marketing budget is expected to continue to be shifted online in the future, and it is projected that the penetration rate of China's online automobile advertising will reach 58.6% in 2025, representing a CAGR of 5.14%.

GROUP OVERVIEW

Founded in September 2015 and acquired the business and assets of "Cheshi.com" in October 2015, a vertically integrated automobile portal which commenced operation in September 1999 in the PRC, the Group has developed into one of the leading automobile vertical media advertising platforms in China and is committed to provide its business partners and end users with comprehensive and high-quality automobile content and one-stop marketing solutions. The automobile content is produced by the Group's in-house content team and distributed across its proprietary platforms, comprising the Group's PC websites, mobile websites and mobile applications and a network of over 1,000 business partner platforms. The Group's widely distributed content drives high user traffic, which in turn attracts automobile advertisers to use its advertising services, and which in turn would solidify the Group's market position in the automobile vertical media advertising industry.

Following the listing of the Shares on the Main Board of the Stock Exchange on the Listing Date, the Company accesses the capital markets in Hong Kong, thereby enhancing its financial position and brand awareness. In September 2021, the Company was renamed as "Cheshi Technology Inc.", showing the Company's entrepreneurial spirit and culture focusing on perseverance, breakthroughs and innovation. In 2021, the Company officially enters the mobility business market. By implementing the planning of industrial internet and business digitalization, leveraging the duel-driven mode of technology and service and adhering to the development strategy of digitalization, collaboration and intelligentization, the Company strives to establish an efficient industrial collaboration network and full-chain service ecosystem in the form of an internet platform for the automobile industry and achieve the strategic goal of becoming a "super connector" of China's automobile industry.

Management Discussion and Analysis

BUSINESS OVERVIEW

For the six months ended June 30, 2024, the Group's operating revenue was approximately RMB67.0 million, representing a decrease of approximately 11.3% as compared to approximately RMB75.5 million for the six months ended June 30, 2023, which was mainly due to the decrease in the Company's online advertising business revenue as compared to the corresponding period. Specifically, for the six months ended June 30, 2024, the Group's revenue from Online Advertising Services was approximately RMB56.0 million, representing a decrease of approximately 25.9% as compared to the six months ended June 30, 2023 and the revenue from integrated marketing service was approximately RMB11.0 million (June 30, 2023: nil).

For the six months ended June 30, 2024, the gross profit was approximately RMB42.3 million, representing a decrease of approximately 28.8% as compared to approximately RMB59.4 million for the six months ended June 30, 2023. For the six months ended June 30, 2024, the net profit of the Group was approximately RMB4.3 million, representing a decrease of approximately 84.6% as compared to the six months ended June 30, 2023, which was mainly attributable to the decrease in revenue and the increase in the cost of sales.

Set out below are the important milestones of the Group's businesses for the six months ended June 30, 2024:

The Group continued to strengthen its leading market position in the automobile (1) advertising industry in the PRC

For the six months ended June 30, 2024, the Group continued to optimize and improve its automobile new media content matrix. The Group is able to publish content across platforms throughout the whole internet with one click through Picker, an independently-developed vertical cloud service system of the Group. Meanwhile, the Group continued putting more investment in short-form video content creation and operation in 2024 to enhance the overall effectiveness and industry competitiveness of Online Advertising Services.

(2) The Group continued to optimise its IT systems and implement the application of AI technology

Through Baidu and related Al technology platforms, the Group utilizes Al technology to assist in content creation and content review, ensuring the quality of professional content and improving the efficiency of original work production. At the same time, the Group also actively explores cross-border cooperation with Al technology companies to commence in depth cooperation around content technology, ecosystem building, and empowerment of the entire industry chain, etc. Relying on the Group's massive user data and deep insights into the automobile industry, the Group has realised the perfect integration of intelligent AI technology with automobile digital marketing and ecosystem service provision, as well as innovation in the mode of service provision.

OUTLOOK

In the second half of 2024, the Group intends to continue to develop on its future business plans and strategies. Such development initiatives include:

(1) Solidifying the Group's market position in the automobile vertical media advertising industry

The Group plans to enhance the quality and quantity of its PGC, enhance its brand awareness and collaboration with KOLs, strengthen the collaboration with its business partners and expand its geographical coverage and user base in tier three and lower cities, improve the quality of content services and influence in the industry and speed up the commercialization of content service.

Stepping up efforts in the Group's technology R&D and further enhancing IT systems, (2) products development and SaaS services

The Group plans to optimize its Picker engine, enhance its IT systems infrastructure by installing new computer servers, improve its SaaS services and develop new and efficient technological products and tools, which could help automobile manufacturers and dealers in their R&D and marketing processes as well as providing them with targeted and precise one-stop marketing and after-sales services. In addition, the Group plans to realise operational efficiency and car content quality enhancement through AI technology.

Selectively pursuing strategic alliance, investment and acquisition opportunities (3)

The Group plans to evaluate and selectively pursue strategic alliance, investment and acquisition opportunities to complement its existing services and strategies. Its criteria for identifying suitable targets, including PGC producers, we-media advertising platforms and enterprises in automobile technology sector and new energy sector, are the following: (i) the services and core technologies provided can create synergy with the Group's business; (ii) it owns considerable user traffic; and (iii) it has a sound and stable financial condition.

(4) Actively expanding the automobile overseas business

The Group is currently actively planning for the overseas expansion of its automobile business, with Thailand as the starting point, gradually extending to Southeast Asian countries and other regions with potential for growth in the automotive sector. The Group has already secured the trademark license for the renowned British automotive program "Top Gear". The Group will provide high-quality automobile content and leverage its extensive brand influence to disseminate it on overseas social media platforms. Meanwhile, the Group plans to establish a new overseas brand to assist Chinese automobile manufacturers in accelerating their international expansion efforts and to offer professional and efficient online automobile information and purchasing services to overseas car buyers.

Management Discussion and Analysis

FINANCIAL SUMMARY

	Six mor	Six months ended June 30,					
	2024	2023	Changes				
	RMB'000	RMB'000	%				
Revenue	66,974	75,518	-11.3				
Gross profit	42,316	59,420	-28.8				
Profit for the period	4,328	28,054	-84.6				
Adjusted net profit ⁽¹⁾	4,328	28,060	-84.6				

⁽¹⁾ Adjusted net profit is defined as profit for the period adjusted by adding back share-based compensation expenses which represent the expense on Post-IPO RSU Scheme.

FINANCIAL REVIEW

Revenue

For the six months ended June 30, 2024, the Group's total revenue was approximately RMB67.0 million, representing a decrease of approximately RMB8.5 million, or approximately 11.3%, from approximately RMB75.5 million for the six months ended June 30, 2023. In particular, this change was due to the decrease in the Group's online advertising business revenue as compared to the corresponding period.

Cost of sales

The Group's cost of sales increased by approximately RMB8.6 million, or approximately 53.4%, from approximately RMB16.1 million for the six months ended June 30, 2023 to approximately RMB24.7 million for the six months ended June 30, 2024. Such increase was mainly due to the Group carried out more market promotion activities to enhance consumers' desire for purchases in view of the intensifying market competition, which resulted in an increase of the costs associated with brand development and promotion.

Gross profit and gross profit margin

As a result of the above, gross profit decreased by approximately RMB17.1 million, or approximately 28.8%, from approximately RMB59.4 million for the six months ended June 30, 2023 to approximately RMB42.3 million for the six months ended June 30, 2024. Gross profit margin decreased to approximately 63.2% for the six months ended June 30, 2024 from approximately 78.7% for the six months ended June 30, 2023.

Other income and gains

The Group's other income and gains decreased by approximately RMB5.1 million, or approximately 38.4%, to approximately RMB8.2 million for the six months ended June 30, 2024 from approximately RMB13.3 million for the six months ended June 30, 2023 mainly due to the fact that the Group's other income and gains was primarily derived from the impact of changes in currency exchange rates.

Selling and distribution expenses

For the six months ended June 30, 2024, the Group's selling and distribution expenses amounted to approximately RMB29.4 million, representing an increase of approximately RMB1.3 million, or approximately 4.8%, from approximately RMB28.1 million for the six months ended June 30, 2023 mainly due to the increase in market promotion activities.

Administrative expenses

For the six months ended June 30, 2024, the Group's administrative expenses amounted to approximately RMB11.2 million, representing a decrease of approximately RMB1.7 million, or approximately 12.9%, from approximately RMB12.9 million for the six months ended June 30, 2023 mainly due to the Group's overall optimization of the organizational structure, resulting in enhanced operational efficiency.

Research and development expenses

For the six months ended June 30, 2024, the Group's research and development expenses amounted to approximately RMB6.0 million, representing an increase of approximately RMB0.3 million, or approximately 6.0%, from approximately RMB5.7 million for the six months ended June 30, 2023 mainly due to the Group's system and technology updates and upgrades.

Finance costs

For the six months ended June 30, 2024, the Group's finance costs amounted to approximately RMB0.1 million, which is equal to that for the six months ended June 30, 2023.

Income tax expense

For the six months ended June 30, 2024, the Group's income tax expense amounted to approximately RMB-0.6 million, representing a decrease of approximately RMB0.8 million, or approximately 403.9% from approximately RMB0.2 million for the six months ended June 30, 2023, mainly due to the receipt of government tax refund.

Profit for the period

For the six months ended June 30, 2024, profit attributable to owners of the Group was approximately RMB4.3 million (June 30, 2023: approximately RMB28.0 million), representing a decrease of approximately RMB23.7 million, or approximately 84.6%, from the corresponding period in 2023, mainly due to the decrease in revenue and the increase in the cost of sales.

Other Financial Information (Non-IFRS measures): Adjusted net profit

To supplement the Group's consolidated results which are prepared and presented in accordance with International Financial Reporting Standards, the Company utilized non-IFRS adjusted net profit ("Adjusted Net Profit") as an additional financial measure. Adjusted Net Profit is defined as profit for the Reporting Period, as adjusted by adding back share-based compensation expenses, which represent the expenses on Post-IPO RSU Scheme.

Adjusted net profit is not required by, or presented in accordance with, IFRS. The Company believes that the presentation of non-IFRS measures when shown in conjunction with the corresponding IFRS measures provides useful information to investors and management regarding financial and business trends in relation to their financial condition and results of operations, by eliminating any potential impact of items that the Group's management does not consider to be indicative of the Group's operating performance. The Company also believes that the non-IFRS measures are appropriate for evaluating the Group's operating performance. However, the use of this particular non-IFRS measure has limitations as an analytical tool, and you should not consider it in isolation from, or as a substitute for analysis of, the Group's results of operations or financial conditions as reported under IFRS. In addition, this non-IFRS financial measure may be defined differently from similar terms used by other companies and therefore may not be comparable to similar measures used by other companies.

Management Discussion and Analysis

The following tables set forth reconciliations of the Group's non-IFRS measures for the six months ended June 30, 2024 and 2023 to the nearest measures prepared in accordance with IFRS.

	For the six months ended June 30,								
	2024 RMB'000	% of total revenue	2023 RMB'000	% of total	% of period-over-period change				
Profit for the period Add back:	4,328	6.5	28,054	37.1	(84.6)				
Share-based compensation expenses Non-IFRS measure adjusted net profit	0 4,328	0 6.5	6 28,060	0.02 37.2	(100) (84.6)				

Liquidity and capital resources

As of June 30, 2024, the Group had current assets of approximately RMB550.5 million (December 31, 2023: approximately RMB554.6 million) and current liabilities of approximately RMB83.0 million (December 31, 2023: approximately RMB75.5 million). The current ratio was 6.6 times as at June 30, 2024 as compared with 7.3 times as at December 31, 2023.

As of June 30, 2024, the Group's cash and cash equivalents amounted to approximately RMB394.9 million which is mainly funded from the net cash flows generated from operating activities. The cash and cash equivalents as at June 30, 2024 denominated in RMB, HK\$ and US\$ amounted to approximately RMB229.6 million, approximately HK\$28 million and approximately US\$201.7 million, respectively. As at June 30, 2024, the Group did not have any bank borrowings (December 31, 2023: Nil) and the Group's gearing ratio (gearing ratio is defined as the ratio of total liabilities to total equity) is 16.1% (December 31, 2023: 14.6%). The Group monitors and maintains cash and cash equivalents to a level that management believes to be sufficient to meet the Group's operating needs.

	For the six months ended June 30		
	2024	2023	
	RMB'000	RMB'000	
Net cash generated from operating activities	11,559	25,830	
Net cash generated from/(used in) investing activities	13,354	(121,653)	
Net cash used in financing activities	(1,200)	(621)	
Net increase/(decrease) in cash and cash equivalents	23,713	(96,444)	
Cash and cash equivalents as at the beginning of the period	369,880	278,216	
Effect of exchange rate difference	1,343	7,222	
Cash and cash equivalents as at June 30	394,936	188,994	

Operating activities

For the six months ended June 30, 2024, net cash generated from operating activities was approximately RMB11.6 million, which primarily included cash generated from operating activities of approximately RMB11.5 million for the six months ended June 30, 2024 offset by the income tax paid of approximately RMB17 thousand for the six months ended June 30, 2024. For the six months ended June 30, 2023, net cash generated from operating activities was approximately RMB25.8 million.

Investing activities

For the six months ended June 30, 2024, net cash generated from investing activities was approximately RMB13.4 million which primarily included proceeds from disposal of financial assets at fair value through profit or loss of approximately RMB60.2 million, offset primarily by the purchase of financial assets at fair value through profit or loss of approximately RMB59.5 million. For the six months ended June 30, 2023, net cash used in investing activities was approximately RMB121.7 million.

Financing activities

For the six months ended June 30, 2024, net cash used in financing activities was approximately RMB1.2 million, primarily including the payment of lease liabilities of approximately RMB0.7 million. For the six months ended June 30, 2023, net cash used in financing activities was approximately RMB0.6 million.

Capital expenditure

The Group's capital expenditures mainly included (i) purchase of property, plant and equipment such as computer and electronic equipment and office furniture and equipment; and (ii) intangible assets such as computer software and website use right. Capital expenditures for the six months ended June 30, 2023 and 2024 are set out below:

	For the six month	s ended June 30,
	2024	2023
	RMB'000	RMB'000
Property, plant and equipment	732	2,483
Intangible assets	6,001	-

Exposure to Fluctuations in Foreign Exchange Rates

The Group's business operations are mainly conducted in the PRC with most of the transactions settled in RMB, being the Group's functional currency. The Board considers that the Group's business is not exposed to any significant foreign exchange risk as there are no significant financial assets or liabilities of the Group that are denominated in the currencies other than the respective functional currencies of the Group's entities.

During the Reporting Period, the Group neither took part in any derivatives activities nor entered into any hedging activities in respect of foreign exchange risk.

Management Discussion and Analysis

Treasury policies

The Group has adopted a prudent financial management approach towards its treasury policies. Substantial amounts of the Group's cash and cash equivalent are held in major financial institutions located in the PRC. The Group seeks to maintain strict control over its outstanding receivables and the senior management of the Company reviews and assesses the creditworthiness of the Group's existing customers on an ongoing basis. To manage liquidity risk, the Group monitors its exposure to a shortage of funds by considering the maturity of both its financial liabilities and financial assets and projected cash flows from operations. Cash and cash equivalents of the Group are mainly denominated in RMB.

Pledge of Assets

As of June 30, 2024, the Group did not pledge any assets as collateral for bank borrowings or any other financing activities (December 31, 2023: Nil).

Significant Investments, Material Acquisitions and Disposals of Subsidiaries and Capital Assets

The financial assets that we invested mainly include investments in unlisted investment funds and wealth management products. The Board confirmed that the transactions in these financial assets on standalone and aggregate basis during the Reporting Period did not constitute notifiable transactions under Chapter 14 of the Listing Rules.

On October 13, 2021, Weinet Fund (as limited partner), Taoyuan Investment (as general partner) entered into a partnership agreement in respect of Ruibo Fund, pursuant to which Weinet Fund agreed to subscribe for the limited partnership interests in the Ruibo Fund, for a capital commitment of RMB30 million, representing 59.99% of the registered capital of the Ruibo Fund as of June 30, 2024. Such fund is managed by Taoyuan Investment with a view to make equity or quasiequity investment into private equity projects.

For details, please refer to the announcements of the Company dated May 12, 2021, October 13, 2021 and November 16, 2021.

For the six months ended June 30, 2024, the Group has the following significant investment:

	Percentage	of interest held	Investr	ment costs	Losses	Fai	r value
	As of As of As of As of		As of	recognized	As of	As of	
	June 30,	December 31,	June 30,	December 31,	in other	June 30,	December 31,
	2024	2023	2024	2023	losses*	2024	2023
	%	%	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
					_		
Ruibo Fund	58.79	58.79	30,000	30,000	5,002	24,998	24,998

includes unrealised losses recognized in profit or loss attributable to balances held as of December 31, 2023. For the six months ended June 30, 2024, the Group had no gains and losses recognized.

Management Discussion and Analysis

As of June 30, 2024, the percentage to total assets value of the Group is approximately 4.1%.

Save as disclosed above, there were no other significant investments held, nor were material acquisitions or disposals of subsidiaries, associates and joint ventures, during the Reporting Period. Apart from those disclosed in this report, there was no plan authorized by the Board for other material investments or addition of capital assets at the date of this report.

Contingent Liabilities

As of June 30, 2024, the Group did not have any material contingent liabilities (December 31, 2023: Nil).

Employees and Remuneration Policies

As of June 30, 2024, the Group had 126 full-time employees, most of whom were based in China (June 30, 2023: 114). For the six months ended June 30, 2024, the Group's employee benefit and expenses amounted to approximately RMB23.9 million (including salary, wages, and bonuses, pension costs and other social security costs, housing benefits, other employee benefits and share-based compensation).

The Group has established effective employee performance evaluations system and employee incentive schemes to correlate the remuneration of the Group's employees with their overall performance and contribution to the business operation results, and have established a merit-based remuneration awards system. Employees are promoted not only in terms of position and seniority, but also in terms of professional qualifications.

SIGNIFICANT EVENTS AFTER THE REPORTING PERIOD

There are no material events subsequent to June 30, 2024 which could have a material impact on our operating and financial performance as of the date of this report.

INTERIM DIVIDEND

The Board has resolved not to declare an interim dividend for the six months ended June 30, 2024 (June 30, 2023: Nil).

Other Information

CORPORATE GOVERNANCE

The Company has adopted the CG Code as set out in Appendix C1 to the Listing Rules as its own code of corporate governance. Save as disclosed below, the Company had complied with all applicable code provisions set forth in the CG Code during the Reporting Period.

Code provision C.2.1 stipulates that the roles of chairman and chief executive should be separated and should not be performed by the same individual. The role of Chairman and chief executive officer of the Company ("CEO") are both performed by Mr. Xu. Given that Mr. Xu is one of the Group's founders who had provided strategic guidance and leadership throughout the development of its business, the Board believes that vesting the roles of both Chairman and CEO in Mr. Xu has the benefit of ensuring consistent leadership within the Group, and providing more effective and efficient overall strategic planning and management oversight for the Group. The Board considers that Mr. Xu's dual roles at this stage is conducive to maintaining the continuity of the Company's policies and the operation efficiency and stability of the Company, which is appropriate and in the best interest of the Company. The Directors will review the corporate governance policies and compliance with the CG Code each financial year and apply the "comply or explain" principle in the corporate governance report which will be included in the annual reports.

The Directors have a balanced mix of experience and industry background, including but not limited to experience in the corporate finance, marketing, human resources, business advisory and accounting industries. The three independent nonexecutive Directors who have different industry backgrounds, represent more than one-third of the Board members.

MODEL CODE FOR SECURITIES TRANSACTIONS

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 since the Listing Date.

Having made specific enquiry with the Directors, all the Directors confirmed that they had complied with the required standards as set out in the Model Code during the Reporting Period.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S SHARES

In September 2021, the Company appointed Kastle Limited as the scheme custodian (the "Custodian") under the Post-IPO RSU Scheme to purchase Shares to be held by trust for the future grant of RSU pursuant to the terms and conditions of the Post-IPO RSU Scheme. During the Reporting Period, neither the Company nor any of its subsidiaries had purchased, redeemed or sold any listed securities of the Company (including sale of treasury shares). No RSU was granted as at June 30, 2024 and up to the date of this report.

As at June 30, 2024, there is no treasury shares (as defined under the Listing Rules) held by the Company.

AUDIT COMMITTEE

The Board has established the Audit Committee, which comprises three independent non-executive Directors, namely, Mr. Ng Jack Ho Wan (chairman), Mr. Xu Xiangyang and Mr. Sun Yong. The Audit Committee has also adopted written terms of reference for the Audit Committee which clearly set out its duties and obligations (the terms of reference for the Audit Committee are available on the websites of the Company and the Stock Exchange).

The Audit Committee has reviewed the accounting principles and practices adopted by the Group as well as the unaudited interim condensed consolidated financial statements and the interim report of the Group for the six months ended June 30, 2024 and is of the view that the interim results for the six months ended June 30, 2024 are in compliance with the relevant accounting standards, rules and regulations and appropriate disclosures have been duly made.



DIRECTORS' AND CHIEF EXECUTIVES' INTERESTS AND SHORT POSITION IN SHARES, UNDERLYING SHARES AND DEBENTURES

As of June 30, 2024, the interests and short positions of the Directors and the chief executives of the Company in the Shares, underlying Shares and debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) which had been notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which they were taken or deemed to have taken under such provisions of the SFO), or which were recorded in the register required to be kept by the Company pursuant to section 352 of the SFO or as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code as set out in Appendix C3 to the Listing Rules were as follows:

Interests in the Shares and underlying Shares

Name of Director	Capacity/Nature of Interest	Number of Shares held/interested ⁽¹⁾	Approximate percentage of shareholding ⁽²⁾
Mr. Xu ⁽³⁾	Interest in controlled corporation	802,500,000 (L)	65.0%
Mr. Liu Lei	Beneficial interest ⁽⁴⁾	5,000,000 (L)	0.4%
Mr. Lin Yuqi	Beneficial interest ⁽⁴⁾	2,500,000 (L)	0.2%

Notes:

- 1. The letter "L" denotes the person's long position in the relevant Shares or underlying Shares.
- 2. There were 1,234,600,000 Shares in issue as of June 30, 2024.
- 3. Mr. Xu beneficially owns 100% of the issued shares of Cheshi Holdings. Mr. Xu is deemed, or taken to be, interested in 802,500,000 Shares held by Cheshi Holdings for the purpose of the SFO.
- 4 Mr. Liu Lei and Mr. Lin Yuqi were granted restricted share awards under the SA Scheme. They are deemed to be interested in the issued Shares of the Company for the restricted share awards that have been granted to them pursuant to Part XV of the SFO.



Interest in the shares of the associated corporation

Name of Director	Associated Corporation	Capacity/Nature of Interest	Approximate amount of contribution to registered capital/ no. of share held	Approximate percentage of shareholding in the associated corporation
Mr. Xu	Congshu Beijing	Nominee shareholder whose shareholders' rights are subject to contractual arrangements	RMB35,750,000	95.0%
	Cheshi Holdings	Beneficial owner	1 share	100.0%

Save as disclosed above, as of June 30, 2024, none of the Directors or the chief executives of the Company had or was deemed to have any interests or short positions in the Shares, underlying Shares or debentures of the Company or its associated corporations (within the meaning of Part XV of the SFO) that was required to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which they were taken or deemed to have taken under such provisions of the SFO), or required to be recorded in the register required to be kept by the Company under section 352 of the SFO, or as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code.

DIRECTORS' RIGHTS TO ACQUIRE SHARES OR DEBENTURES

Save as otherwise disclosed in this report, no rights to acquire benefits by means of the acquisition of Shares in or debentures of the Company or its subsidiaries were granted to any Directors or their respective spouse or children under the age of 18, nor were any such rights exercised by them. Neither the Company nor any of its subsidiaries was a party to any arrangement to enable the Directors, or their respective spouse or children under the age of 18, to acquire such rights in any other body corporate for the six months ended June 30, 2024.



SUBSTANTIAL SHAREHOLDERS' AND OTHER PERSONS' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES

As of June 30, 2024, to the best knowledge of the Directors, the following persons (other than a Director or chief executive of the Company) had interests or short positions in the Shares or underlying Shares which fall to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO, or recorded in the register required to be kept by the Company under Section 336 of the SFO:

Name of Director	Capacity/Nature of Interest	Number of Shares/ underlying Shares held/interested ⁽¹⁾	Approximate percentage of shareholding ⁽²⁾
Cheshi Holdings ⁽³⁾ Ms. Ma Yuanyuan ⁽⁴⁾	Beneficial owner Interest of spouse	802,500,000 (L) 802,500,000 (L)	65.0% 65.0%
The Core Trust Company Limited ⁽⁵⁾ TCT (BVI) Limited ⁽⁵⁾	Trustee of a trust Nominee for another person	80,000,000 (L) 80,000,000 (L)	6.5% 6.5%

Notes:

- 1. The letter "L" denotes the person's long position in the relevant Shares or underlying Shares.
- 2. There were 1,234,600,000 Shares in issue as of June 30, 2024.
- Mr. Xu beneficially owns 100% of the issued shares of Cheshi Holdings. Mr. Xu is deemed, or taken to be, interested in 802,500,000 Shares 3 held by Cheshi Holdings for the purpose of the SFO.
- Ms. Ma Yuanyuan is spouse of Mr. Xu. Ms. Ma Yuanyuan is deemed to be interested in all the Shares that Mr. Xu is interested in pursuant to the SFO.
- 5. The Core Trust Company Limited, as a trustee, initially holds 80,000,000 Shares in aggregate on trust under the SA Scheme and the RSU Scheme through SA Nominee and RSU Nominee. Each of the SA Nominee and RSU Nominee is directly wholly-owned by TCT (BVI) Limited, which is in turn indirectly wholly-owned by The Core Trust Company Limited.

Save as disclosed above, as of June 30, 2024, the Directors were not aware of any persons (who were not Directors or chief executive of the Company) who had interests or short positions in the Shares or underlying Shares which would fall to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO, or which would be required, pursuant to Section 336 of the SFO, to be entered in the register referred to therein.

EMPLOYEE INCENTIVE SCHEMES

The Pre-IPO RSU Scheme and SA Scheme

On June 25, 2019, the Group adopted the Pre-IPO RSU Scheme and SA Scheme, to incentivise the Group's directors, senior management and employees for their contribution to the Group, to attract, motivate and retain skilled and experienced personnel to strive for the future development and expansion of the Group by providing them with the opportunity to own equity interests in the Company.

Other Information

On December 25, 2020, the Board has resolved to grant 17 employees under the Pre-IPO RSU Scheme 2,170,000 RSUs (representing 2,170,000 underlying Shares) and 5 employees under the SA Scheme 80,000,000 share awards (representing 80,000,000 underlying Shares).

On January 14, 2021 (the "Grant Date"), the Company granted the above RSUs and share awards to the selected employees. The fair value of the RSUs and the share awards are measured at the Grant Date. The vesting period of the RSUs and the share awards started on December 25, 2020, which is the date when the employees were aware of the Pre-IPO RSU Scheme and SA Scheme and have begun providing services to satisfy the conditions attached to the schemes.

Pre-IPO RSU Scheme

The Pre-IPO RSU Scheme will be valid and effective for a period of ten (10) years, commencing from its adoption date, which is June 25, 2019 (unless it is terminated earlier in accordance with its terms). The remaining life of the Pre-IPO RSU Scheme is approximately 5 years.

Details of the RSUs granted under the Pre-IPO RSU Scheme and their movements during the Reporting Period are set out below:

		Number of RSUs									
							Closing price immediately before the	Weighted average closing price immediately			
		as at	during the	during the	during the	during the	as at		price per	date of	before the
Category of RSUs		January 1,	Reporting	Reporting	Reporting	Reporting	June 30,	Vesting	Share	grant	vesting date
grantee	Date of grant	2024	Period	Period	Period	Period	2024	date	(HK\$)	(HK\$)	(HK\$)
Employees In aggregate	January 14, 2021	860,000	_	_	492,500	_	367,500	_	_	_	_

SA Scheme

The SA Scheme shall be valid and effective for a period of ten (10) years, commencing on June 25, 2019, after which no further share awards will be granted, and thereafter for so long as there are any non-vested share awards granted under the SA Scheme prior to the expiration of the SA Scheme, in order to give effect to the unlocking of the share awards or otherwise as may be required in accordance with the rules of SA Scheme. The remaining life of the SA Scheme is approximately 5 years.



Details of the share awards granted under the SA Scheme and their movements during the Reporting Period are set out below:

Number of share awards											Weighted
Name or Category of		Outstanding as at January 1,	Granted during the Reporting	Vested during the Reporting	Returned during the Reporting	Lapsed during the Reporting	Outstanding as at June 30,	Vesting	Exercise price per Share	Closing price immediately before the date of grant	average closing price immediately before the vesting date
share awards grantee	Date of grant	2024	Period	Period	Period	Period	2024	date	(HK\$)	(HK\$)	(HK\$)
Directors											
Mr. Liu Lei	January 14, 2021	10,000,000	_	_	5,000,000	_	5,000,000	_	_	_	_
Mr. Lin Yuqi	January 14, 2021	5,000,000	_	_	2,500,000	_	2,500,000	_	_	_	_
Total		15,000,000	_	_	7,500,000	_	7,500,000				

Post-IPO RSU Scheme

On September 30, 2021, the Company adopted a Post-IPO RSU Scheme, pursuant to which a scheme custodian will purchase Shares out of a contributed amount settled or contributed by the Company, and such Shares will be held on trust in accordance with the term of the Post-IPO RSU Scheme. The purpose of the Post-IPO RSU Scheme is to drive performance within the Group by focusing on core key performance indicators that align with the Group's overall performance, to engage, attract and retain skilled and experienced personnel, and to motivate them to strive for the future development and expansion of the Group by providing them with the opportunity to acquire equity interests in the Company. For details, please refer to the Company's announcement dated September 30, 2021.

The Post-IPO RSU Scheme will be valid and effective for a period of ten (10) years, commencing from its adoption date, being September 30, 2021 (unless it is terminated earlier in accordance with its terms). The remaining life of the Post-IPO RSU Scheme is approximately 7 years.

No RSUs has been granted under the Post-IPO RSU Scheme during the Reporting Period and as at the date of this report.

CHANGES TO DIRECTORS' INFORMATION

There was no change to any information required to be disclosed in relation to any Director pursuant to paragraphs (a) to (e) and (g) under Rule 13.51(2) of the Listing Rules since the publication of the annual report of the Company for the year ended December 31, 2023.

Interim Condensed Consolidated Statement of Profit or Loss

		Six months ende	d 30 June
	Notes	2024	2023
		RMB'000	RMB'000
		(Unaudited)	(Unaudited)
REVENUE	4	66,974	75,518
Cost of sales	-	(24,658)	(16,098)
Gross profit		42,316	59,420
Other income and gains		8,199	13,300
Selling and distribution expenses		(29,410)	(28,070)
Administrative expenses		(11,217)	(12,876)
Research and development costs		(6,042)	(5,702)
(Impairment losses)/reversal of impairment losses on financial			
and contract assets		(8)	2,293
Finance costs		(128)	(107)
Other expenses	-	(2)	
PROFIT BEFORE TAX	5	3,708	28,258
Income tax credit/(expense)	6	620	(204)
PROFIT FOR THE PERIOD		4,328	28,054
Attributable to:			
Owners of the parent		4,525	27,923
Non-controlling interests		(197)	131
EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT			
Basic	8	RMB0.004	RMB0.03
Diluted		RMB0.004	RMB0.03

Interim Condensed Consolidated Statement of **Comprehensive Income**

	Six months e	nded 30 June
	2024	2023
	RMB'000	RMB'000
	(Unaudited)	(Unaudited)
PROFIT FOR THE PERIOD	4,328	28,054
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	4,328	28,054
Attributable to:		
Owners of the parent	4,525	27,923
Non-controlling interests	(197)	131

Interim Condensed Consolidated Statement of Financial Position

30 June 2024

	Notes	As at 30 June 2024 RMB'000 (Unaudited)	As at 31 December 2023 RMB'000 (Audited)
NON-CURRENT ASSETS			
Property and equipment	9	5,946	6,178
Intangible assets		9,040	1,868
Goodwill		6,153	6,153
Right-of-use assets		2,667	2,892
Financial assets at fair value through profit or loss Equity instruments designated at fair value through other		24,998	24,998
comprehensive income		148	148
Long-term prepayments, deposits and other receivables		294	250
Deferred tax assets		2,215	2,283
Time deposits with original maturity of over one year	_	20,217	10,216
Total non-current assets	-	71,678	54,986
CURRENT ASSETS			
Inventories		514	514
Trade receivables	10	72,286	94,172
Contract assets		8,531	4,609
Contract costs		142	1,033
Financial assets at fair value through profit or loss		10,209	10,061
Debt investments at fair value through other comprehensive incom	ne	13,179	1,580
Prepayments, deposits and other receivables		19,455	16,415
Income tax recoverable		3,322	3,322
Time deposits with original maturity of over three months		27,944	53,027
Cash and cash equivalents	-	394,936	369,880
Total current assets	_	550,518	554,613

Interim Condensed Consolidated Statement of Financial Position

30 June 2024

		As at	As at
		30 June	31 December
	Notes	2024	2023
		RMB'000	RMB'000
		(Unaudited)	(Audited)
CURRENT LIABILITIES			
Trade and bills payables	11	14,301	10,005
Contract liabilities		7,275	6,232
Other payables and accruals		45,712	43,450
Loan from a shareholder		2,559	2,495
Lease liabilities		1,549	1,295
Tax payable		11,653	12,070
Total current liabilities		83,049	75,547
Total current habilities			
NET CURRENT ASSETS		467,469	479,066
NET COMMENT ASSETS		407,403	475,000
TOTAL ASSETS LISS CHARGENT HARMITIES		F20 147	F24 0F2
TOTAL ASSETS LESS CURRENT LIABILITIES		539,147	534,052
NON-CURRENT LIABILITIES			
Lease liabilities		941	1,512
Other non-current liabilities		2,000	-
Deferred tax liabilities		351	605
Total non-current liabilities		3,292	2,117
Net assets		535,855	531,935
EQUITY			
Equity attributable to owners of the parent			
Share capital	12	840	840
Treasury shares		(23,971)	(23,563)
Other reserves		562,349	557,824
Non-controlling interests		(3,363)	(3,166)
Total equity		535,855	531,935

Interim Condensed Consolidated Statement of Changes in Equity

For the six months ended 30 June 2024

For the six months ended 30 June 2024

				Attrib	outable to ow	ners of the	parent				
				!	Share-based					Non-	
	Notes	Share capital RMB'000 (Note 12)	Share Premium* RMB'000	Treasury shares RMB'000	payment reserve* RMB'000	Statutory reserve* RMB'000	Revaluation reserve* RMB'000	Retained earning RMB'000	Total RMB'000	interests RMB'000	Total equity RMB'000
At 31 December 2023 (audited)		840	246,004	(23,563)	61,499	21,967	(1,090)	229,444	535,101	(3,166)	531,935
Profit and total comprehensive income for the period Equity-settled share-		-	-	-	-	-	-	4,525	4,525	(197)	4,328
based payment Shares repurchased			<u>-</u>	(408)	_**				_* * (408)		_** (408)
At 30 June 2024 (unaudited)		840	246,004	(23,971)	61,499	21,967	(1,090)	233,969	539,218	(3,363)	535,855

Attributable to owners of the parent											
				!	Share-based					Non-	
		Share capital	Share Premium*	Treasury shares	payment reserve*	Statutory reserve*	Revaluation reserve*	Retained earning	Total	controlling interests	Total equity
		RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
	Notes	(Note 12)									
At 31 December 2022 (audited)		840	246,004	(23,563)	61,493	20,829	(1,009)	187,698	492,292	(1,689)	490,603
Profit and total comprehensive income for the period Equity-settled share-based		-	-	-	-	-	-	27,923	27,923	131	28,054
payment					6				6		6
At 30 June 2023 (unaudited)		840	246,004	(23,563)	61,499	20,829	(1,009)	215,621	520,221	(1,558)	518,663

These reserve accounts comprise the consolidated reserves of RMB562,349,000 and RMB542,944,000 in the consolidated statement of financial position as at 30 June 2024 and 30 June 2023, respectively.

Less than RMB1,000.

Interim Condensed Consolidated Statement of Cash Flows

		Six months e	nded 30 June
	Notes	2024	2023
		(Unaudited)	(Unaudited)
		RMB'000	RMB'000
CASH FLOWS FROM OPERATING ACTIVITIES			
Profit before tax:		3,708	28,258
Adjustments for:		447	407
Finance costs	_	117	107
Bank interest income	5	(5,938)	(5,255)
Gains on financial assets at fair value through profit or loss	5	(814)	(376)
Foreign exchange differences, net	5	(1,343)	(7,222)
Value-added tax super credit	5	(30)	(305)
Depreciation of property and equipment	5	944	696
Depreciation of right-of-use assets	5	672	566
Amortisation of other intangible assets	5	830	519
Loss on disposal of items of property, plant and equipment	5	17	-
Share-based compensation expense	5	_	6
Impairment/(Reversal of Impairment) of contract assets	5	48	(54)
Reversal of impairment of trade receivables	5	(40)	(2,239)
		(1,829)	14,701
Increase in inventories		-	(514)
Decrease in trade receivables		21,926	25,640
Increase in debt investments at fair value through other			
comprehensive income		(11,599)	(14,194)
Decrease in contract costs		891	1,268
(Increase)/Decrease in prepayments, deposits, other receivables		(3,109)	759
Increase/(Decrease) in trade payables		4,296	(3,397)
Increase/(Decrease) in contract liability		1,043	(543)
Increase/(Decrease) in other payables and accruals		2,294	(3,332)
(Increase)/Decrease in contract assets		(3,970)	4,815
Cash generated from operations		9,943	25,203
Interest received		1,599	1,215
Income tax paid		(1,192)	(3,580)
Income tax refund		1,209	2,992
Net cash flows generated from operating activities		11,559	25,830

Interim Condensed Consolidated Statement of Cash Flows

		Six months ende	ed 30 June
	Notes	2024	2023
		(Unaudited)	(Unaudited)
		RMB'000	RMB'000
CASH FLOWS USED IN INVESTING ACTIVITIES			
Purchases of items of property and equipment	9	(732)	(2,483)
Purchase of Intangible asset		(6,001)	_
Purchase of time deposits with original maturity of			
over three months		(67,964)	(119,360)
Proceeds from time deposits with original maturity of			
over three months		87,385	_
Purchases of financial assets at fair value through profit or loss		(59,500)	(39,500)
Proceeds from the disposal of financial assets at fair value through			
profit or loss	-	60,166	39,690
Net cash flows generated from/(used in) investing activities		13,354	(121,653)
CASH FLOWS USED IN FINANCING ACTIVITIES			
Principal portion of lease payments		(739)	(586)
Interest portion of lease payments		(53)	(35)
Repurchase of shares		(408)	(33)
, repartitude of situates	-	(.55)	
Net cash flows used in financing activities		(1,200)	(621)
NET DECREASE IN CASH AND CASH EQUIVALENTS		23,713	(96,444)
Cash and cash equivalents at beginning of period		369,880	278,216
Effect of foreign exchange rate changes, net		1,343	7,222
CASH AND CASH EQUIVALENTS AT END OF PERIOD		394,936	188,994
ANALYSIS OF BALANCES OF CASH AND CASH EQUIVALENTS			
Unrestricted bank balances and cash		394,936	188,994
	-		
CASH AND CASH EQUIVALENTS AS STATED IN THE STATEMENT OF			
CASH FLOWS		394,936	188,994

30 June 2024

1. **Basis of presentation**

The interim condensed consolidated financial information for the six months ended 30 June 2024 has been prepared in accordance with HKAS 34 Interim Financial Reporting. The interim condensed consolidated financial information does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's annual consolidated financial statements for the year ended 31 December 2023.

Changes in accounting policies and disclosures 2.

The accounting policies adopted in the preparation of the interim condensed consolidated financial information are consistent with those applied in the preparation of the Group's annual consolidated financial statements for the year ended 31 December 2023, except for the adoption of the following revised Hong Kong Financial Reporting Standards ("HKFRSs") for the first time for the current period's financial information.

Amendments to HKFRS 16 Lease Liability in a Sale and Leaseback

Amendments to HKAS 1 Classification of Liabilities as Current or Non-current (the "2020)

Amendments")

Amendments to HKAS 1 Non-current Liabilities with Covenants (the "2022 Amendments")

Amendments to HKAS 7 and HKFRS7 Supplier Finance Arrangements

The nature and impact of the revised HKFRSs are described below:

- (a) Amendments to HKFRS 16 specify the requirements that a seller-lessee uses in measuring the lease liability arising in a sale and leaseback transaction to ensure the seller-lessee does not recognise any amount of the gain or loss that relates to the right of use it retains. Since the Group has no sale and leaseback transactions with variable lease payments that do not depend on an index or a rate occurring from the date of initial application of HKFRS 16, the amendments did not have any impact on the financial position or performance of the Group.
- The 2020 Amendments clarify the requirements for classifying liabilities as current or non-current, including (b) what is meant by a right to defer settlement and that a right to defer must exist at the end of the reporting period. Classification of a liability is unaffected by the likelihood that the entity will exercise its right to defer settlement. The amendments also clarify that a liability can be settled in its own equity instruments, and that only if a conversion option in a convertible liability is itself accounted for as an equity instrument would the terms of a liability not impact its classification. The 2022 Amendments further clarify that, among covenants of a liability arising from a loan arrangement, only those with which an entity must comply on or before the reporting date affect the classification of that liability as current or non-current. Additional disclosures are required for non-current liabilities that are subject to the entity complying with future covenants within 12 months after the reporting period.

The Group has reassessed the terms and conditions of its liabilities as at 1 January 2023 and 2024 and concluded that the classification of its liabilities as current or non-current remained unchanged upon initial application of the amendments. Accordingly, amendments did not have any impact on the financial position or performance of the Group.

30 June 2024

2. Changes in accounting policies and disclosures (continued)

The nature and impact of the revised HKFRSs are described below: (continued)

(c) Amendments to HKAS 7 and HKFRS 7 clarify the characteristics of supplier finance arrangements and require additional disclosure of such arrangements. The disclosure requirements in the amendments are intended to assist users of financial statements in understanding the effects of supplier finance arrangements on an entity's liabilities, cash flows and exposure to liquidity risk. The disclosure of relevant information for supplier finance arrangements is not required for any interim reporting period during the first annual reporting period in which an entity applies the amendments. As the Group does not have supplier finance arrangements, the amendments did not have any impact on the interim condensed consolidated financial information.

3. **Operating segment information**

The Group's business activities, for which discrete financial statements are available, are regularly reviewed and evaluated by the chief operating decision maker ("CODM"). The CODM, who is responsible for allocating resources and assessing performance of the operating segments, has been identified as the executive directors of the Company who make strategic decisions. The information reported to the CODM, for the purpose of resource allocation and assessment of performance does not contain discrete operating segment financial information and the directors reviewed the financial results of the Group as a whole. Therefore, no further information about the operating segment is presented. Revenue from external customers for each product and service is disclosed in note 4 to the financial statements.

Geographical information

During the reporting period, the Group operated within one location because all of its revenues were generated in Mainland China and all of its long-term assets/capital expenditures were located/incurred in Mainland China. Accordingly, no further geographical segment information is presented.

Information about major customers

Revenue from customers which amounted to more than 10% of the Group's revenue during the six months ended 30 June 2024 and 2023 are set out below:

	Six months en	ided 30 June
	2024	2023
	RMB'000	RMB'000
	(Unaudited)	(Unaudited)
Customer A	11,029	_

The corresponding revenue of the customer is not disclosed as the revenue individually did not account for 10% or more of the Group's revenue for the respective period.

30 June 2024

4. Revenue

The Group determined that it has two revenue streams as follows:

- the provision of automobile-related advertising service and publication of automobile-related articles and videos, both of which are published on the Group's online platform ("Online advertising service"); and
- the provision of integrated marketing service, which the Group provides with marketing analysis and marketing execution programs for car manufacture. ("integrated marketing service")

Disaggregated revenue information

For the six months ended 30 June 2024

Revenue streams	Online advertising service RMB'000	Integrated marketing service RMB'000	Total RMB'000
Timing of revenue recognition Services transferred at a point in time Services transferred over time	- 55,945	11,029	11,029 55,945
	55,945	11,029	66,974

	Online
	advertising
Revenue stream	service
	RMB'000
Timing of revenue recognition	
Services transferred over time	75,518

30 June 2024

Revenue (continued) 4.

Performance obligations (b)

Information about the Group's performance obligations is summarised below:

Online advertising services

Online advertising service income is recognised when the advertisements are published over the stated period of display on its own online platform, other linked online portals, or mobile applications. The payment is generally due within 30 to 180 days from the date of billing.

Integrated marketing service

The performance obligation is satisfied when the marketing activities contained in the contracts are fulfilled and confirmations are received from the customer. The payment is generally due within 90 days from the date of billing.

5. **Profit before tax**

The Group's profit before tax from continuing operations is arrived at after charging:

		Six months ende	d 30 June
	Notes	2024	2023
		RMB'000	RMB'000
		(Unaudited)	(Unaudited)
Cost of services provided		24,658	16,098
Employee benefit expense		23,934	25,841
Loss on disposal of items of property, plant and equipment		17	_
Depreciation of property, plant and equipment	9	944	696
Depreciation of right-of-use assets		672	566
Amortisation of intangible assets		830	519
Research and development costs:			
Current year expenditure		6,042	5,702
Foreign exchange differences, net		(1,343)	(7,222)
Reversal of impairment of trade receivables		(40)	(2,239)
(Reversal of impairment)/Impairment of contract assets		48	(54)
Gains on financial assets at fair value through profit or loss		(814)	(376)
Bank interest income		(5,938)	(5,255)
Share-based compensation expense		_	6
Value-added tax super credit		(30)	(305)
Auditor's remuneration		400	400

6. **Income tax**

The Group is subject to income tax on an entity basis on profit arising in or derived from the jurisdictions in which members of the Group are domiciled and operate.

Cayman Islands (a)

The Company was incorporated in the Cayman Islands as an exempted company with limited liability under the Companies Law of the Cayman Islands and accordingly is not subject to income tax.

(b) **British Virgin Islands**

The Group's entities incorporated in British Virgin Islands are not subject to tax on income or capital gains.

(c) Hong Kong

Hong Kong profits tax has been provided at the rate of 16.5% (2023: 16.5%) on the estimated assessable profits arising in Hong Kong during the year, except for one subsidiary of the Group which is a qualifying entity under the two-tiered profits tax rates regime. The first HK\$2,000,000 (2023: HK\$2,000,000) of assessable profits of this subsidiary are taxed at 8.25% (2023: 8.25%) and the remaining assessable profits are taxed at 16.5% (2023: 16.5%). Taxes on profits assessable elsewhere have been calculated at the rates of tax prevailing in the jurisdictions in which the Group operates.

PRC corporate income tax ("CIT") (d)

A subsidiary of the Group in the PRC has obtained the approval from the in-charge tax authority in the PRC as a High-New Technology Enterprise as defined under the New Enterprise Income Tax Law. Such entity is entitled to a reduced preferential enterprise income tax ("EIT") rate at 15% ("HNTE Preferential Tax Rate") for a 3-year period from October 2023 to October 2026. Accordingly, it was subject to the HNTE Preferential Tax Rate at 15% for the six months ended 30 June 2024 (2023: 15%).

Pursuant to the PRC EIT Law and the respective regulations, the other PRC subsidiaries were subject to income tax at a statutory rate of 25% for the period.

The major components of the income tax expense for the period are as follows:

	Six months ended 30 June		
	2024	2023	
	RMB'000	RMB'000	
	(Unaudited)	(Unaudited)	
Current – the PRC			
Charge for the period	499	2,053	
Over provision in prior years	(933)	(2,142)	
Deferred	(186)	293	
Total tax charge for the period	(620)	204	

30 June 2024

7. **Dividends**

The Board does not recommend payment of any interim dividend for the six months ended 30 June 2024 (for six months ended 30 June 2023: nil).

Earnings per share attributable to ordinary equity holders of the parent 8.

The calculation of the basic earnings per share amount is based on the profit for the period attributable to ordinary equity holders of the parent, and the weighted average number of ordinary shares of 1,110,870,571 (2023: 1,111,192,000) in issue during the period.

The Group had no potentially dilutive ordinary shares in issue during the six months ended 30 June 2024 and 2023.

The calculations of basic and diluted earnings per share are based on:

	Six months end	ded 30 June
	2024	2023
	RMB'000	RMB'000
	(Unaudited)	(Unaudited)
Earnings Profit attributable to ordinary equity holders of the Company, used in the basic and diluted earnings per share calculation	4,525	27,923
Shares		
Weighted average number of ordinary shares in issue		
during the period used in the basic earnings per		
share calculation	1,110,870,571	1,111,192,000

9. Property, plant and equipment

	Electronic equipment RMB'000	Furniture and fixtures RMB'000	Motor vehicles RMB'000	Leasehold improvements RMB'000	Total RMB'000
30 June 2024 (Unaudited)					
At 1 January 2024:					
Cost	2,866	106	7,347	1,014	11,333
Accumulated depreciation	(2,508)	(82)	(1,551)	(1,014)	(5,155)
Net carrying amount	358	24	5,796		6,178
At 1 January 2024, net of					
accumulated depreciation	358	24	5,796	_	6,178
Additions	263	6	463	_	732
Disposals	(11)	(6)	_	_	(17)
Depreciation provided during					
the year (note 5)	(171)	(5)	(768)	_	(944)
Translation differences in foreign					
currency statements	(3)				(3)
At 30 June 2024,net of					
accumulated depreciation	436	19	5,491		5,946
At 30 June 2024:					
Cost	3,118	106	7,810	1,014	12,048
Accumulated depreciation	(2,653)	(87)	(2,319)	(1,014)	(6,073)
Translation differences in foreign					
currency statements	(29)				(29)
Net carrying amount	436	19	5,491		5,946

30 June 2024

9. Property, plant and equipment (continued)

	Electronic equipment RMB'000	Furniture and fixtures RMB'000	Motor vehicles RMB'000	Leasehold improvements RMB'000	Total RMB'000
31 December 2023 (Audited)					
At 1 January 2023:					
Cost	2,714	100	4,127	1,014	7,955
Accumulated depreciation	(2,073)	(67)	(385)	(1,014)	(3,539)
Net carrying amount	641	33	3,742		4,416
At 1 January 2023, net of					
accumulated depreciation	641	33	3,742	_	4,416
Additions	152	6	3,220	_	3,378
Disposals	_	_	-	_	_
Depreciation provided during the					
year (note 5)	(435)	(15)	(1,166)		(1,616)
At 31 December 2023, net of					
accumulated depreciation	358	24	5,796		6,178
At 31 December 2023:					
Cost	2,866	106	7,347	1,014	11,333
Accumulated depreciation	(2,508)	(82)	(1,551)	(1,014)	(5,155)
Net carrying amount	358	24	5,796		6,178

10. Trade receivables

The Group's trading terms with its customers are mainly on credit. The credit period is generally 180 days. The Group seeks to maintain strict control over its outstanding receivables and has a credit control department to minimise credit risk. Overdue balances are reviewed regularly by senior management. In view of the aforementioned and the fact that the Group's trade receivables relate to a large number of diversified customers, there is no significant concentration of credit risk. The Group does not hold any collateral or other credit enhancements over its trade receivable balances. Trade receivables are non-interest-bearing.

An aging analysis of the trade receivables as at the end of the reporting period, based on the recognition date of gross trade receivables and net of loss allowance, is as follows:

	As at 30 June 2024 RMB'000 (Unaudited)	As at 31 December 2023 RMB'000 (Audited)
Within 30 days 31 to 90 days 91 to 180 days 181 to 365 days Over 1 year	12,944 22,121 16,574 19,985 662	23,266 23,038 24,894 18,557 4,417
Total	72,286	94,172

30 June 2024

11. Trade and bills payables

An aging analysis of the trade and bills payables as at the end of each of the reporting periods, based on the invoice date, is as follows:

	As at 30 June 2024 RMB'000 (Unaudited)	As at 31 December 2023 RMB'000 (Audited)
Within 3 months 3 to 6 months 6 months to 1 year	13,395 861 45	3,414 6,591
Total	14,301	10,005

The trade payables are non-interest-bearing and are normally settled on 90-day terms.

Bills payables are with a maturity period of within six months.

12. Share capital

Shares

	As at 30 June 2024 RMB'000 (Unaudited)	As at 31 December 2023 RMB'000 (Audited)
Authorized: 10,000,000,000 ordinary shares of US\$0.0001 each as at 31 December 2023 (2022:10,000,000,000 ordinary shares of US\$0.0001)	1,000	1,000
Issued and fully paid: 1,234,600,000 ordinary shares as at 30 June 2024 (2023:1,234,600,000 ordinary shares)	840	840

12. Share capital (continued)

Shares (continued)

The Company's share capital is as follows:

	Number of shares in issue	Share capital RMB'000
At 31 December 2023 (Audited) and 1 January 2024	1,234,600,000	840
At 30 June 2024 (Unaudited)	1,234,600,000	840

13. Commitments

The Group did not have any capital commitments at the end of the reporting period.

14. Related party transactions

Name of related party	Relationship with the Group
Beijing Congshu Management Consulting Center ("Beijing Congshu")	The Fellow Subsidiary
Congshu Insurance Brokers Limited ("Congshu")	The Fellow Subsidiary
Mr. Xu Chong	The ultimate controlling shareholder

In addition to the transactions and balances detailed elsewhere in these financial statements, the Group had the following material related party transactions during the year:

i. Transactions with related parties

		2024 RMB'000	2023 RMB'000
E. II			
Fellow subsidiaries:			
Office expense	(a)	1,224	1,149
Interest expense	(b)	64	73

- The office expenses were paid to Congshu, the prices for the office rental were determined in (a) accordance with mutually agreed terms.
- (b) The interest expenses were paid to Beijing Congshu.

30 June 2024

14. Related party transactions (continued)

Outstanding balances with related party ii.

	As at 30 June 2024 RMB'000	As at 31 December 2023 RMB'000
Prepaid office payments to a fellow subsidiary A loan from a shareholder	810 2,559	888 2,495
	3,369	3,383

Compensation of key management personnel of the Group:

	Six months end	Six months ended 30 June		
	2024	2023		
	RMB'000	RMB'000		
	(Unaudited)	(Unaudited)		
Salaries, allowances and benefits in kind	1,501	1,353		
Pension scheme contributions	108	98		
	1,609	1,451		

The carrying amounts of each of the categories of financial instruments of the Group as at the end of each of the reporting periods are as follow:

30 June 2024 (Unaudited)

	Financial assets at fair value through profit or loss				
Financial assets	Mandatorily designated as such	Equity investments	Debt investments	Financial assets at amortised cost	Total
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
Equity investments at fair value through other comprehensive income	_	148	-	_	148
Debt investments at fair value through					
other comprehensive income	-	_	13,179	_	13,179
Trade receivables	-	-	-	72,286	72,286
Financial assets included in prepayments,					
deposits and other receivables	-	-	-	2,329	2,329
Financial assets at fair value through					
profit or loss	35,207	-	-	-	35,207
Long-term prepayments, deposits and					
other receivables	-	_	_	294	294
Cash and cash equivalents	_	_	_	394,936	394,936
Time deposits with original maturity of					
over three months	_	_	_	27,944	27,944
Time deposits with original maturity of				,	,
over one year				20,217	20,217
Total	35,207	148	13,179	518,006	566,540

Financial liabilities	Financial liabilities at amortised cost RMB'000
Trade and bills payables Financial liabilities included in other payables and accruals Loan from a shareholder Financial liabilities included in lease liabilities	14,301 25,635 2,559 2,490
Total	44,985

31 December 2023 (Audited)

Financial assets	Financial assets at fair value through profit or loss Mandatorily designated as such RMB'000	Financial assets at foother comprehence Equity investments RMB'000		Financial assets at amortised cost RMB'000	Total RMB'000
Equity investments at fair value through					
other comprehensive income Debt investments at fair value through	-	148	_	_	148
other comprehensive income	_	_	1,580	_	1,580
Trade receivables	_	_	-	94,172	94,172
Financial assets included in prepayments,					
deposits and other receivables	-	-	-	2,217	2,217
Financial assets at fair value through	25.050				25.050
profit or loss Long-term prepayments, deposits and	35,059	_	_	_	35,059
other receivables	_	_	_	250	250
Cash and cash equivalents	_	_	-	369,880	369,880
Time deposits with original maturity of					
over three months	-	-	-	53,027	53,027
Time deposits with original maturity of				40.246	40.246
over one year				10,216	10,216
Total	35,059	148	1,580	529,762	566,549

Financial liabilities	Financial liabilities at amortised cost RMB'000
Trade and bills payables	10,005
Financial liabilities included in other payables and accruals	20,901
Interest-bearing bank borrowings	2,495
Financial liabilities included in lease liabilities	2,807
	36,208

As at 30 June 2024 and 31 December 2023 the fair values of the Group's financial assets or liabilities approximated to their respective carrying amounts.

Management has assessed that the carrying amounts of cash and cash equivalents, trade receivables, financial assets included in prepayments, deposits and other receivables, trade and bills payables, financial liabilities included in other payables and accruals and current portion of loans from a shareholder reasonably approximate to their fair values because these financial instruments are short-term in nature. The carrying amount of non-current loans from a shareholder approximates to its fair value which are estimated based on the discounted cash flows.

The Group's finance department headed by the finance manager is responsible for determining the policies and procedures for the fair value measurement of financial instruments. The finance manager reports directly to the chief financial officer and the audit committee. At each reporting date, the finance department analyses the movements in the values of financial instruments and determines the major inputs applied in the valuation. The valuation is reviewed and approved by the chief financial officer. The valuation process and results are discussed with the audit committee twice a year for interim and annual financial reporting.

The fair values of the financial assets and liabilities are included at the amount at which the instrument could be exchanged in a current transaction between willing parties, other than in a forced or liquidation sale. The following methods and assumptions were used to estimate the fair values:

(a) Financial instruments in Level 1

The fair value of the listed securities is determined based on the closing prices quoted in active markets. They are accounted for using their fair values based on the quoted market prices (Level 1: quoted price (unadjusted) in active markets) without deduction for transaction costs.

(b) Financial instruments in Level 2

The fair value of financial instruments that are not traded in an active market is determined by using valuation techniques. These valuation techniques maximize the use of observable market data where it is available and rely as little as possible on entity specific estimates. If all significant inputs required to fair value of an instrument are observable, the instrument is included in Level 2.

(c) Financial instruments in Level 3

Level 3 instruments of the Group's assets are equity investments in unlisted companies and unlisted investment funds.

Fair value hierarchy

The following tables illustrate the fair value measurement hierarchy of the Group's financial instruments:

Assets measured at fair value:

As at 30 June 2024 (Unaudited)

	Quoted prices in active markets (Level 1) RMB'000	Fair value meas Significant observable inputs (Level 2) RMB'000	Surement using Significant unobservable inputs (Level 3) RMB'000	Total RMB'000
Equity investments designated at fair value through other comprehensive income Debt investments at fair value	-	-	148	148
through other comprehensive income Financial assets at fair value	-	13,179	-	13,179
through profit or loss		10,209	24,998	35,207
Total		23,388	25,146	48,534

As at 31 December 2023(Audited)

	Quoted prices in active markets (Level 1) RMB'000	Fair value meas Significant observable inputs (Level 2) RMB'000	urement using Significant unobservable inputs (Level 3) RMB'000	Total RMB'000
Equity investments designated at fair value through other comprehensive income Debt investments at fair value through other comprehensive	-	-	148	148
income	_	1,580	_	1,580
Financial assets at fair value through profit or loss		10,061	24,998	35,059
Total	<u> </u>	11,641	25,146	36,787

Fair value hierarchy (continued)

Assets measured at fair value: (continued)

The Group did not have any financial liabilities measured at fair value as at 30 June 2024 (31 December 2023: Nil).

During the period, there were no transfers of fair value measurements between Level 1 and Level 2 and no transfers into and out of Level 3 for both financial assets and financial liabilities (For the six months ended 30 June 2023: Nil).

Financial assets at fair value through profit or loss:

2024	Unlisted investment funds RMB'000
At 1 January 2024	24,998
Total losses recognised in profit or loss Purchases	- -
At 30 June 2024	24,998

2023	Unlisted investment funds ed RMB'000	Unlisted quity investments RMB'000	Total RMB'000
At 1 January 2023	30,186	42	30,228
Total losses recognised in profit or loss	(5,188)	(42)	(5,230)
At 31 December 2023	24,998		24,998

Fair value hierarchy (continued)

Equity investments at fair value through other comprehensive income:

2024 RMB'000
148
-
148
2023 RMB'000
229
(81)

16. APPROVAL OF THE FINANCIAL STATEMENTS

The interim condensed consolidated financial statements were approved and authorised for issue by the board of directors on 27 August 2024.



In this report, the following expressions have the meanings set out below unless the context otherwise requires:

"AI" artificial intelligence

"Audit Committee" the audit committee of the Company

"Board" board of directors of the Company

"BVI" the British Virgin Islands

"CAAM" China Association of Automobile Manufacturers

"CAGR" compound annual growth rate

"CG Code" the Corporate Governance Code as set out in Appendix C1 to the Listing Rules, as

amended and supplemented from time to time

"Chairman" chairman of the Board

"Cheshi Holdings" Cheshi Holdings Inc., formerly known as X Technology Group Inc., a BVI business

company incorporated under the laws of the BVI with liability limited by shares on

November 19, 2018, which is wholly-owned by Mr. Xu

"China" or "PRC" 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

"Company" or "the Company" Cheshi Technology Inc. (車市科技有限公司) (previously known as Cheshi Holdings

> Limited), an exempted company incorporated in the Cayman Islands on November 22, 2018 with limited liability and the Shares are listed on the Main Board of the Stock

Exchange on January 15, 2021 (Stock code: 1490)

"Congshu Beijing" Congshu Beijing Technology Company Limited (樅樹(北京)科技有限公司), a limited

> liability company established under the laws of the PRC on September 28, 2015, one of the Company's Consolidated Affiliated Entities and is deemed to be an indirect wholly

owned subsidiary of the Company pursuant to the Contractual Arrangements

"Consolidated Affiliated Entities" the entities the Group controls through the Contractual Arrangements, namely

> Congshu Beijing and its wholly-owned subsidiaries, Congshu Hubei Technology Company Limited (樅樹(湖北)科技有限公司), Beihai April Digits Technology Co., Ltd (北海四月行數字科技有限公司) and Beihai Congshu Advertising Media Co., Ltd (北海 樅樹廣告傳媒有限公司), details of which are set out in "History, Reorganization and

Corporate Structure" of the Prospectus



"Contractual Arrangements" the series of contractual arrangements entered into by, among others, Congshu

> Beijing, Congshu Beijing Internet Technology Company Limited (北京樅樹互聯科技有限 公司) and the Registered Shareholders, details of which are described in "Contractual

Arrangements" of the Prospectus

"Controlling Shareholder" has the meaning ascribed to it under the Listing Rules and in the context of this report,

refers to the controlling shareholders of our Company, being Mr. Xu and Cheshi

Holdings

"COVID-19" coronavirus disease 2019, a disease caused by a novel virus designated as severe acute

respiratory syndrome coronavirus 2

"Director(s)" director(s) of the Company

"Group", "the Group",

"we", "us", or

"our"

the Company, its subsidiaries and its consolidated affiliated entities, or where the context refers to any time prior to the Company becoming the holding company of its present subsidiaries, the present subsidiaries of the Company and the businesses

operated by such subsidiaries or their predecessors (as the case may be)

"Hong Kong" the Hong Kong Special Administrative Region of the PRC

"Hong Kong dollars" or " HK dollars" or "HK\$" or

" HK cents"

Hong Kong dollars and cents, respectively, the lawful currency of Hong Kong

"IT" information technology

"KOL" Key opinion leader

"Listing" listing of the Shares on the Main Board of the Stock Exchange

"Listing Date" January 15, 2021, the date on which the Shares of the Company were listed on the

Main Board of the Stock Exchange

"Listing Rules" the Rules Governing the Listing of Securities on the Stock Exchange

"Model Code" the Model Code for Securities Transactions by Directors of Listed Issuers contained in

Appendix C3 to the Listing Rules

"Mr. Xu" Mr. Xu Chong (徐翀), a founder, an executive Director, chairman of the Board, the

chief executive officer of the Company and a Controlling Shareholder



"Online Advertising Service" one of the Group's two business segments, in which revenue is generated primarily by

providing a range of advertising services and advertising solutions to our advertising

agency, automaker and autodealer customers

"PC" personal computer

"PGC" professionally-generated content

"Picker" the intelligent internet platform that serves content distribution

"Post-IPO RSU Scheme" the post-IPO RSU scheme approved and conditionally adopted by the Board on

September 30, 2021

"Pre-IPO RSU Scheme" the RSU scheme approved and conditionally adopted by the Shareholders on June 25,

> 2019, the principal terms of which are set forth in "Statutory and General Information - G. RSU Scheme and SA Scheme - 1. RSU Scheme" in Appendix IV to the Prospectus

"Prospectus" the prospectus of the Company dated December 31, 2020

"R&D" research and development

"Reporting Period" the six months ended June 30, 2024

"RMB" Renminbi, the lawful currency of the PRC

"RSU" restricted share unit

"RSU Nominee" Glory Tower Investments Limited, a BVI business company incorporated under the

> laws of the BVI on May 30, 2019 and an indirect wholly-owned subsidiary of the Core Trust Company Limited, which holds the Shares underlying the RSUs for the benefit of

eligible participants pursuant to and under the RSU Scheme

"Ruibo Fund" Gonggingcheng Ruibo Equity Investment Partnership (L.P.)* (共青城鋭博股權投資合夥

企業(有限合夥)), a partnership established and registered in the PRC

"SaaS" software as a service, a cloud-based software licensing and delivery model in which

software and associated data are centrally hosted

"SA Nominee" Colourful Sky International Limited, a BVI business company incorporated under the

> laws of the BVI on May 29, 2019 and an indirect wholly-owned subsidiary of the Core Trust Company Limited, which holds the shares underlying the restricted share awards

for the benefit of eligible participants pursuant to and under the SA Scheme



"SA Scheme" the restricted share award scheme approved and conditionally adopted by the

> Shareholders on June 25, 2019, the principal terms of which are set forth in "Statutory and General Information - G. RSU Scheme and SA Scheme - 2. SA Scheme" in

Appendix IV to the Prospectus

"Share(s)" ordinary share(s) in the issued capital of the Company with nominal value of US\$0.0001

each

"Shareholder(s)" holder(s) of the Shares

"Stock Exchange" The Stock Exchange of Hong Kong Limited

Gongqingcheng Taoyuan Investment Management Co., Ltd.* (共青城韜遠投資管理有 "Taoyuan Investment"

> 限公司) (now known as Shanghai Xintong Boda Private Equity Fund Management Co., Ltd.* (上海新瞳博達私募基金管理有限公司)), a partnership established and registered in

the PRC

"US\$" U.S. dollars, the lawful currency of the United States of America

"Weinet Fund" Changxing Weinet Congyue Equity Investment Partnership (L.P.)* (長興微網樅躍股權投

資合夥企業(有限合夥)), a partnership established and registered in the PRC

"%" per cent