



貿易通
TRADELINK

貿易通電子貿易有限公司

Tradelink Electronic Commerce Limited

Stock Code : 0536.HK

(Feb 2019)

Stock Price (31 Jan 2019): HK\$ 1.21 52 week Range: HK\$1.12-1.43 Total Issued Shares (As at 31 Jan 2019): 794,633,719
3 month Average Volume: 389,594 Market Cap: HK\$962 Million

COMPANY OVERVIEW

Established in 1988, **Tradelink Electronic Commerce Limited** (“Tradelink”)(536.HK) is a leading provider of e-commerce services for the Hong Kong business community. Our mission is to empower our clients with business enabled e-solutions for their commercial & financial activities. Currently Tradelink has three reportable segments: E-Commerce which includes GETS and Supply Chain Solutions; Identity Management and Other Services.

E-commerce

Government Electronic Trading Services (GETS)

Tradelink has been providing GETS for the HK trading community since 1997 initially under a 7-years exclusive franchise; followed by non-exclusive licences in the last 15 years. The licence under which Tradelink currently operates GETS runs 2019 to 2024, extendable up to three years at the Government’s discretion.

GETS include

- Import & Export Declaration
- Dutiable Commodities Permit
- Electronic Cargo Manifest
- Certificates of Origin

Supply Chain Solutions

Tradelink provides electronic solutions that facilitate and integrate work flows of stakeholders in the supply chain with the objective of enhancing business and logistics operations efficiency; reducing costs and improving customer services.

Solutions include

- Digital Warehousing Solutions
- Distributed Order Management System
- Transport and Distribution Solutions
- IoT Solutions
- Supplier/ Vendor Management Services

Identity Management

Tradelink provides online/mobile security solutions and products for identity management (IDM). Our portfolio of IDM solutions and products includes amongst others, digital certificates which are issued by our wholly-owned subsidiary, Digi-Sign (the first and only commercial Recognized Certification Authority in Hong Kong).

Solutions & Products

- Soft & Hard Security Tokens
- Digital Certificates
- Security Solutions Supporting e-Cheque
- Biometric Authentication Solutions
- Electronic KYC Solutions
- Digital Signing Solutions

Other Services

Tradelink provides GETS-related services including paper-to-electronic conversion services for paper users of GETS services, Road Cargo Service (ROCARS) and ROCARS call center service on behalf of Customs & Excise Department.

We are also incubating a couple of new businesses including smart payment solutions and VSHIP which is a community logistics platform.

SENIOR EXECUTIVES

Mr. TSE Kam Keung
Chief Executive Officer

Mr. CHENG Chun Chung, Andrew
Chief Technology Officer

Ms. CHUNG Shun Kwan, Emily
Chief Operations Officer

Ms. CHU Pik Kwan, Peggie
Chief Financial Officer

TRADELINK IN NUMBERS

1998

Established

2005

List on HKEx

20+ years

GETS Market Leader

50,000+

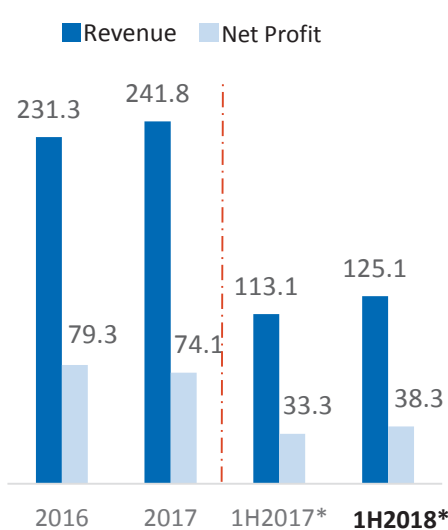
Customers from government, trading communities, logistics, financial sectors and retail industry

INVESTMENT HIGHLIGHTS

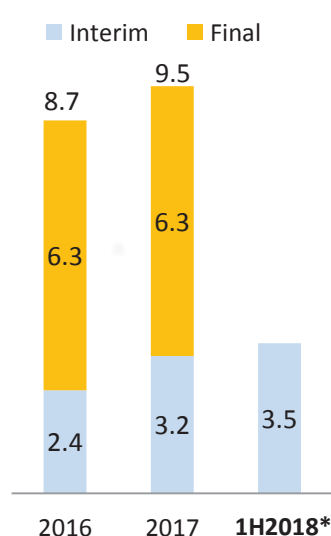
- Stand consistently and firmly in a dominant position in GETS market
- Growing demand for supply chain and identity management solutions that drive business growth
- Strong capability in adopting innovative and cutting edge technology to maximize values of our solutions
- Experienced management team with over 20 years' experience in the e-commerce and e-security space
- Strong & healthy financials with zero debt and gearing
- Maintain high dividend pay-out ratio

FINANCIAL HIGHLIGHTS

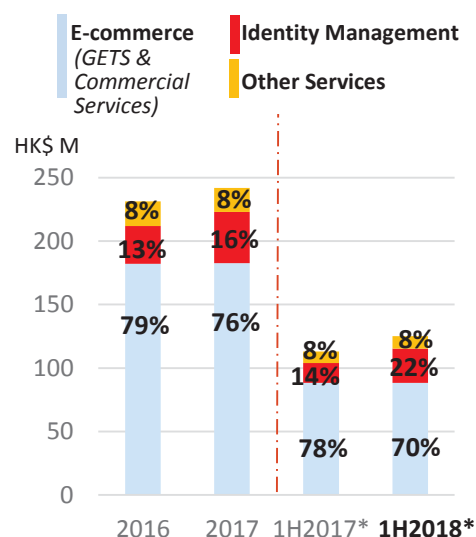
Revenue & Net Profit (HK\$M)



Dividend per Share (HK cents)



Segment Revenue & % of Consolidated Revenue



Financial Position (HK\$M)	As at 30 Jun 2018*	As at 31 Dec 2017	Change
Property, plant and equipment	25.6	26.0	(1.7%)
Trade receivables	34.4	28.9	18.8%
Other financial assets	352.5	367.2	(4.0%)
Cash and bank deposits	73.0	84.1	(13.2%)
Total Debt	0	0	-
Total Assets	535.8	561.9	(4.7%)
Net Assets	330.9	354.4	(6.6%)

Financial Ratios	1H2018*	1H2017*	Change
Operating profit margin	35.9%	39.9%	(4.0pp)
Net profit margin	30.6%	29.5%	1.1pp
Effective tax rate	15.7%	15.2%	0.5pp
Current ratio	0.6	1.0	(40.0%)
Debtors' turnover days	12	9	33.3%
Dividend payout ratio	73.9% ¹	74.1% ²	(0.2pp)

¹This represents about 73.9% payout of our profit for the period after excluding the deferred tax charge of DTTNCo at HK\$1.1 million and including the adjustment to the opening distributable reserve of HK\$1.8 million upon the new accounting standard.

²This represents about 74.1% payout of our distributable profit of HK\$34.3 million after excluding the deferred tax charge. (*Unaudited)

INVESTOR RELATIONS & MEDIA CONTACT

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(Updates as of 1 Feb 2019)