

**貿易通**  
**TRADELINK****貿易通電子貿易有限公司**

Tradelink Electronic Commerce Limited

Stock Code : 0536.HK

(Jun 2017)

[www.tradelink.com.hk](http://www.tradelink.com.hk)

|   |                      |
|---|----------------------|
| Stock Price<br>(31 May 2017):               | HK\$ 1.52            |
| 52 week Range:                              | HK\$1.50 -1.74       |
| Total Issued Shares<br>(As at 31 May 2017): | 794,585,719          |
| Average Daily Volume<br>(3 months):         | 1,090,950            |
| Market Cap:                                 | HK\$ 1.21<br>Billion |
| 2016 Dividend per share                     |                      |
| Interim                                     | HK 2.4 cents         |
| Final                                       | HK 6.3 cents         |

## INVESTMENT HIGHLIGHTS

- Pioneer in e-commerce services market with dominant share in the GETS market
- Expertise in the provision of online security solutions, products and consultancy services
- Good relationship established with customers/business partners including banks and Government
- Strong & healthy financials with zero debt and gearing
- Maintains high dividend pay-out ratio

## 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
- Mr. LI Fuk Kuen, Wilfred  
Chief Financial Officer

## 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.

### Government Electronic Trading Services (GETS)

Tradelink has been providing GETS for the HK trading community since 1997 under an exclusive franchise till 2003, followed by a licence from 2004 to 2009 and the current licence from 2010 to 2016 which Government has confirmed to extend licence by two years till end of 2018.

#### GETS include

**Import &  
Export  
Declaration**

**Dutiable  
Commodities  
Permit**

**Electronic Cargo  
Manifest**

**Certificates of  
Origin**

### Commercial Services

Tradelink Commercial Services provide supply-chain electronic applications and solutions, facilitating and integrating work flows for the trade, logistics, warehousing and retails industries with the objective of enhancing the efficiency of business operations and logistics throughout the whole supply chain.

#### Services include

- Warehouse Management System
- Delivery Order Management System
- Shipment Management Service
- Freight Payment Service

### Security Solutions & ID Management

Tradelink specializes in the development and provision of online/mobile security services and solutions for identity management (IDM) and payment. Our portfolio of IDM solutions and products includes amongst others, digital certificates which are issued by our wholly-owned subsidiary, Digi-Sign. As the first and only commercial organization granted status as a Recognized Certification Authority, Digi-Sign issues a wide range of digital certificates for the purpose of supporting digital signatures.

#### Services & Products

- Security Tokens
- Digital Certificate
- Secure payment solutions
- Biometric Authentication Solutions
- Security Solutions Supporting e-Cheque Project
- Mobile PoS

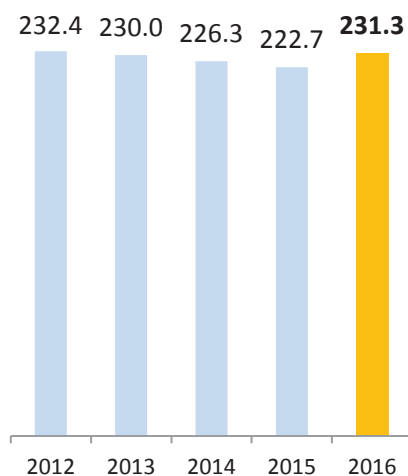
### Other Service

Tradelink provides 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 and also technical support services.

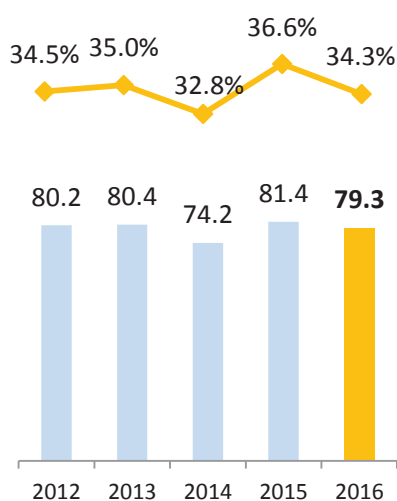


## FINANCIAL HIGHLIGHTS

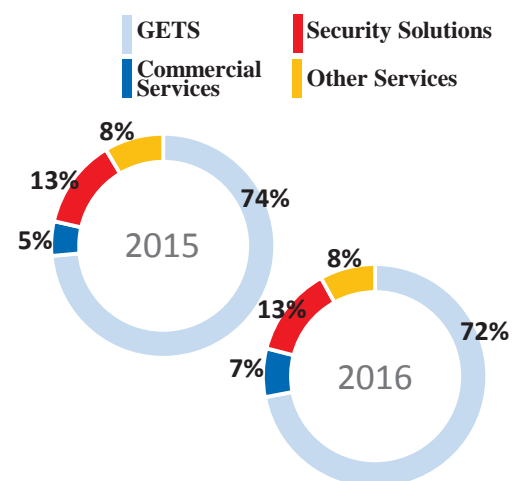
### Revenue (HK\$M)



### Net Profit (HK\$M) & Net Profit Margin



### Segment Revenue % of Consolidated Revenue



| Balance Sheet (HK\$M)         | As at 31 Dec 2016 | As at 31 Dec 2015 | Change  |
|-------------------------------|-------------------|-------------------|---------|
| Property, plant and equipment | 26.2              | 29.3              | (10.6%) |
| Trade receivables             | 26.0              | 21.9              | 18.7%   |
| Other financial assets        | 407.1             | 229.4             | 77.5%   |
| Cash and bank deposits        | 44.3              | 146.2             | (69.7%) |
| Total Debt                    | 0                 | 0                 | -       |
| Total Asset                   | 564.6             | 576.7             | (2.1%)  |
| Net Asset                     | 350.4             | 360.6             | (2.8%)  |

| Financial Ratios        | 2016               | 2015              | Change  |
|-------------------------|--------------------|-------------------|---------|
| Operating profit margin | 39.7%              | 38.6%             | 1.1pp   |
| Net profit margin       | 34.3%              | 36.6%             | (2.3pp) |
| Effective tax rate      | 2.6%               | 12.1%             | (9.5pp) |
| Current ratio           | 0.47               | 1.33              | (64.7%) |
| Debtors' turnover days  | 10                 | 8                 | 25%     |
| Dividend payout ratio   | 98.3% <sup>1</sup> | 100% <sup>2</sup> | (1.7pp) |

<sup>1</sup>The interim and proposed final dividend for 2016 represents 98.3% of the Group's profit excluding the deferred tax credit.

<sup>2</sup>The interim and final dividend for 2015 represents 100% of the Group's profit excluding the gain on disposal of Guofurui.

## COMPANY UPDATES

**5 Jun 2017** - Tradelink's wholly-owned subsidiary, Digi-Sign was to be appointed by a major bank in Hong Kong to provide a fingerprint authentication solution as secure measures for authenticating identity of their personal mobile banking users.

**29 Nov 2016** - Tradelink's wholly-owned subsidiary, Digi-Sign and Feitian Technologies Co., Ltd. (SZSE: 300386) join forces to secure online banking.

**4 Nov 2016** - Tradelink Call Centre won the Gold Award for 5 consecutive years and Best-in-Class for 2 consecutive years at HKCCA Awards 2016

**14-16 Jun 2016** - Tradelink participated in Retail Asia Expo at the Hong Kong Convention and Exhibition Centre to showcase our innovative payment solutions to the retail and hospitality industry.

## INVESTOR RELATIONS & MEDIA CONTACT

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