

**貿易通**
TRADELINK**貿易通電子貿易有限公司****Tradelink Electronic Commerce Limited**

Stock Code : 0536.HK

(Apr 2018)

Stock Price (29 Mar 2018):	HK\$ 1.32
52 week Range:	HK\$1.23 -1.62
Total Issued Shares (As at 31 Mar 2018):	794,633,719
Average Daily Volume (3 months):	820,973
Market Cap:	HK\$ 1.05 Billion
2017 Dividend per share Interim:	HK 3.2 cents
Proposed Final:	HK 6.3 cents

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 2018. Government has confirmed award of a new GETS licence to Tradelink from 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**

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
- Ms. CHU Pik Kwan, Peggie
Chief Financial Officer

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

- Supply Chain Management
- Order Fulfillment System
- Delivery Order Management System
- Online e-Shop platform
- Warehouse Management System
- Retail Order Management Application

Security Solutions & ID Management

Tradelink provides 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

- Soft & Hard Security Tokens
- Digital Certificate
- Biometric Authentication Solutions
- Security Solutions Supporting e-Cheque
- Secure payment solutions
- Smart PoS

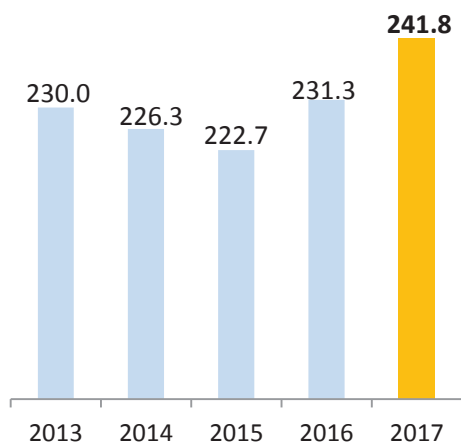
Other Services

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.

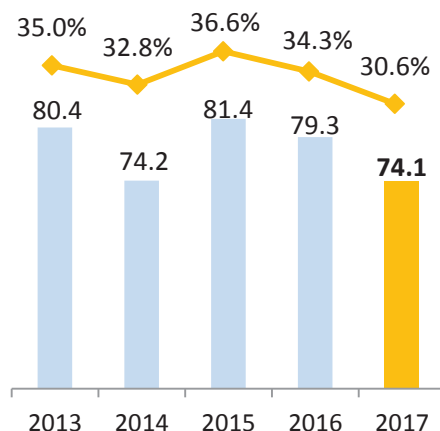


FINANCIAL HIGHLIGHTS

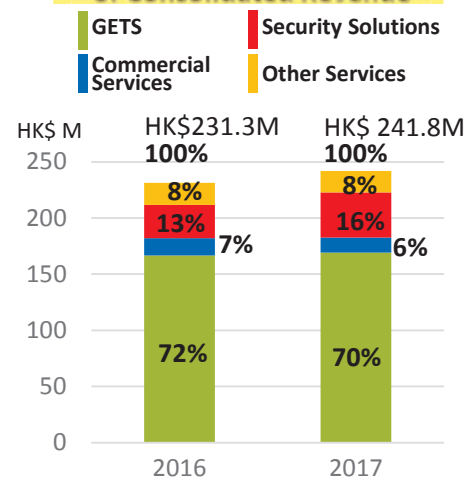
Revenue (HK\$M)



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



Segment Revenue & % of Consolidated Revenue



Financial Position (HK\$M)	As at 31 Dec 2017	As at 31 Dec 2016	Change
Property, plant and equipment	26.0	26.2	(0.8%)
Trade receivables	28.9	26.0	11.2%
Other financial assets	367.2	407.1	(9.8%)
Cash and bank deposits	84.1	44.3	89.8%
Total Debt	0	0	-
Total Asset	561.9	564.6	(0.5%)
Net Asset	354.4	350.4	1.1%

Financial Ratios	2017	2016	Change
Operating profit margin	38.9%	39.7%	(0.8pp)
Net profit margin	30.6%	34.3%	(3.7pp)
Effective tax rate	16.1%	2.6%	13.5pp
Current ratio	0.66	0.47	40.4%
Debtors' turnover days	11	10	10%
Dividend payout ratio	99.0% ¹	98.3% ²	0.7pp

¹The proposed final dividend, together with the interim dividend for 2017 represents a dividend payout ratio of 99.0% of the Group's profit excluding the deferred tax charge.

²The proposed final dividend, together with the interim dividend for 2016 represents a dividend payout ratio of 98.3% of the Group's profit excluding the deferred tax credit.

COMPANY UPDATES

09 Feb 2018 – Tradelink together with our partner, Promon, a Norwegian company specializes in mobile security, jointly organized a seminar on 8 February 2018 to share the best practices for mobile app security. The seminar attracted nearly a hundred attendees from the banking industry and Government agencies / departments.

18 Jan 2018 – Tradelink is pleased to be awarded a 3-year contract for the third time for operating Call Centre Services for HK Customs' Road Cargo System commencing 2018 and extendable up to one year at the Government's discretion.

16 Jan 2018 – Tradelink is pleased to announce that the Government has awarded a 6-year contract to Tradelink for the provision of GETS from 2019 to 2024, extendable for a maximum of 3 years at the Government's discretion.

30 Oct 2017 – Tradelink Call Centre won the Gold Award for 6 consecutive years at HKCCA Awards 2017.

18 Jul 2017 - As a socially and environmentally responsible organization, Tradelink partners with NGOs from time to time to support CSR initiatives. This year Tradelink participated in three new CSR initiatives with NGO partners covering social, nurturing and environmental activities.

16 Jun 2017 - Tradelink participated in the Retail Asia Expo from 13 to 15 June 2017 at the Hong Kong Convention and Exhibition Centre for the second time, showcasing our one-stop solutions from inventory management to point-of-sale which meet the needs of different retail business needs.

INVESTOR RELATIONS & MEDIA CONTACT

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(Updates as of 3 Apr 2018)