

**貿易通**
TRADELINK**貿易通電子貿易有限公司**

Tradelink Electronic Commerce Limited

Stock Code : 0536.HK

(Aug 2017)

www.tradelink.com.hk

Stock Price (31 Jul 2017):	HK\$ 1.48
52 week Range:	HK\$1.37 -1.71
Total Issued Shares (As at 31 Jul 2017):	794,585,719
Average Daily Volume (3 months):	1,309,656
Market Cap:	HK\$ 1.18 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

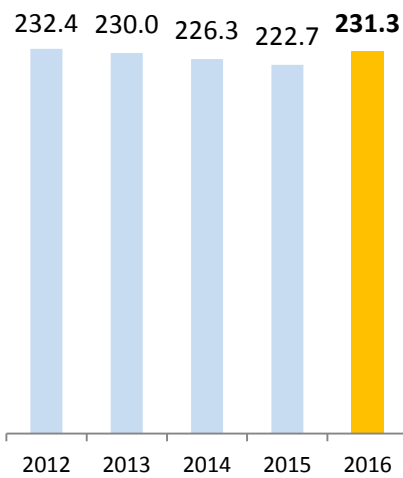
Other Service

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.

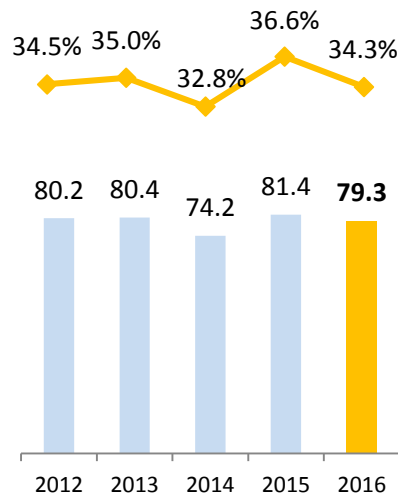


FINANCIAL HIGHLIGHTS

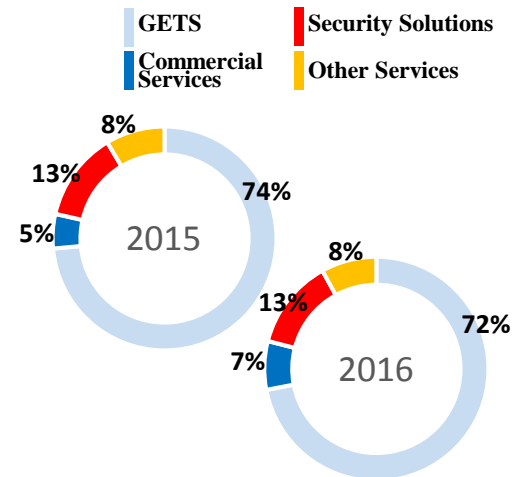
Revenue (HK\$M)



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% ¹	100% ²	(1.7pp)

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

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

COMPANY UPDATES

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.

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

INVESTOR RELATIONS & MEDIA CONTACT

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