



貿易通
TRADELINK

貿易通電子貿易有限公司

Tradelink Electronic Commerce Limited

Stock Code : 0536.HK

(Dec 2017)

| | |
|---|-------------------|
| Stock Price (30 Nov 2017): | HK\$ 1.31 |
| 52 week Range: | HK\$1.23 -1.65 |
| Total Issued Shares (As at 30 Nov 2017): | 794,585,719 |
| Average Daily Volume (3 months): | 1,145,841 |
| Market Cap: | HK\$ 1.04 Billion |
| 2017 Interim Dividend per Share: | HK 3.2 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 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

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*

*Mr Li will retire on 1 January 2018 and Ms. CHU Pik Kwan, Peggie will succeed Mr. Li and become the Chief Financial Officer with effect from 1 January 2018.

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

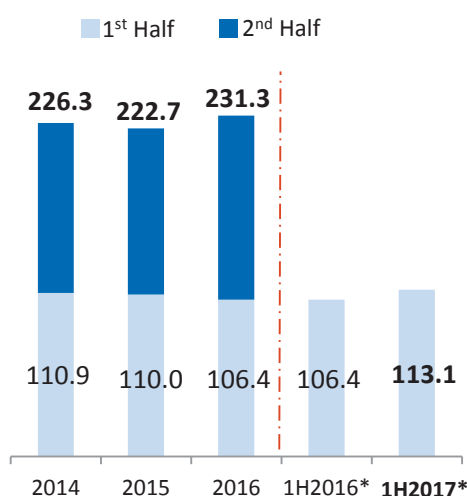
Other Service

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.

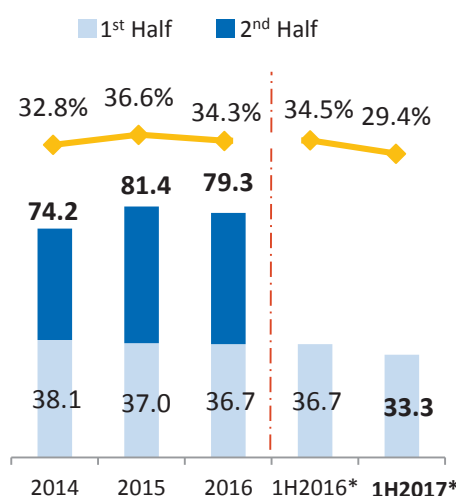


FINANCIAL HIGHLIGHTS

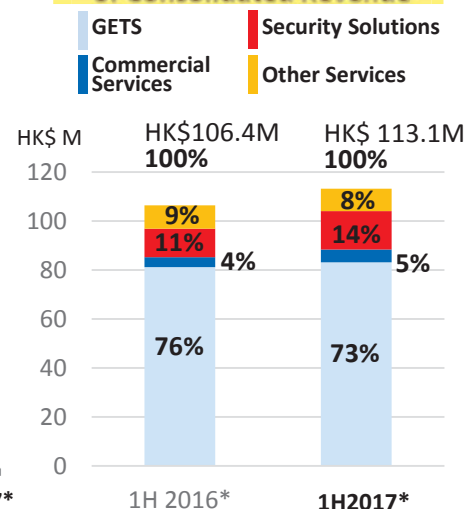
Revenue (HK\$M)



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



Segment Revenue & % of Consolidated Revenue



| Financial Position (HK\$M) | As at 30 Jun 2017* | As at 31 Dec 2016 | Change |
|-------------------------------|--------------------|-------------------|---------|
| Property, plant and equipment | 23.9 | 26.2 | (8.8%) |
| Trade receivables | 22.3 | 26.0 | (14.2%) |
| Other financial assets | 283.4 | 407.1 | (30.4%) |
| Cash and bank deposits | 29.7 | 44.3 | (33.0%) |
| Total Debt | 0 | 0 | - |
| Total Asset | 540.8 | 564.6 | (4.2%) |
| Net Asset | 338.1 | 350.4 | (3.5%) |

| Financial Ratios | 1H 2017* | 1H 2016* | Change |
|-------------------------|-------------------|-------------------|---------|
| Operating profit margin | 39.9% | 35.1% | 4.8pp |
| Net profit margin | 29.4% | 34.5% | (5.1pp) |
| Effective tax rate | 15.2% | (22.8%) | 38.0pp |
| Current ratio | 1.0 | 0.5 | 100.0% |
| Debtors' turnover days | 9 | 7 | 28.6% |
| Dividend payout ratio | ~74% ¹ | ~76% ² | (2.0pp) |

¹This represents about 74% payout of our distributable profit of HK\$34.3 million after excluding the deferred tax charge. (*Unaudited)

²The interim dividend payout ratio is about 76% of the Group's profit for the period after excluding the deferred tax credit.

COMPANY UPDATES

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

12 Oct 2017 – Tradelink hosted a luncheon seminar with a presentation on "Biometric two-factor authentication for securities trading services".

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 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.

INVESTOR RELATIONS & MEDIA CONTACT

Ms Iris Tsang Tel: (852) 2161 4370 Fax: (852) 2506 0188 Email: ir@tradelink.com.hk
Head Office: 11/F & 12/F, Tower B, Regent Centre, 63 Wo Yi Hop Road, Kwai Chung, Hong Kong