



**TRADELINK ELECTRONIC COMMERCE LIMITED**

**貿易通電子貿易有限公司**  
**(the “Company”)**

*(Incorporated in Hong Kong under the Companies Ordinance with limited liability)*

**(Stock Code: 536)**

**SHAREHOLDERS COMMUNICATION POLICY**

**(this “Policy”)**

**(ADOPTED ON 28 June 2016)**

**1. Purpose**

1.1 This Policy sets out the provisions with the objective of ensuring that Company’s shareholders, both individual and institutional (collectively, “**Shareholders**”), and, in appropriate circumstances, the investment community, are provided with ready, equal and timely access to balanced and understandable information about the Company (including its financial performance, strategic goals and plans, material developments, governance and risk profile), in order to enable Shareholders to exercise their rights in an informed manner, and to allow Shareholders and the investment community to engage actively with the Company.

1.2 For the purpose of this Policy, references to the investment community is intended to include the Company’s potential investors as well as analysts reporting and analysing the Company’s performance.

**2. General Policy**

2.1 The Board of Directors (the “**Board**”) of the Company shall maintain an on-going dialogue with Shareholders and the investment community, and will regularly review this Policy to ensure its effectiveness.

2.2 Information will be communicated to Shareholders and the investment

community mainly through:

- (a) disclosures to the market submitted to The Stock Exchange of Hong Kong Limited (“SEHK”) which are uploaded to the Hong Kong Exchanges and Clearing Limited’s HKEx news website ([www.hkexnews.hk](http://www.hkexnews.hk)) (“HKEx News website”);
- (b) the Company’s website ([www.tradelink.com.hk](http://www.tradelink.com.hk));
- (c) interim reports and annual reports; and
- (d) annual general meetings and other general meetings.

Effective and timely dissemination of information to Shareholders and the investment community shall be ensured at all times. Any question regarding this Policy shall be directed to the Company’s Investor Relations and Corporate Communications Department (“IRCC”) with contact details published on the Company’s website.

### **3. Communication Strategies**

#### **Shareholders’ enquiries**

- 3.1 Shareholders shall direct their questions about their shareholdings to the Company’s Share Registrar. The contact details of which are as follows:

Computershare Hong Kong Investor Services Limited  
Shops 1712-1716,  
17/F Floor Hopewell Centre  
183 Queen's Road East  
Wan Chai Hong Kong  
Telephone :+852 2862 8628  
Facsimile :+852 2865 0990

- 3.2 Shareholders and the investment community may at any time contact the IRCC to understand the information published by the Company.

#### **Corporate Communication \***

- 3.3 Corporate communication will be provided to Shareholders in plain language and in both English and Chinese versions to facilitate

Shareholders' understanding.

### **Corporate Website**

- 3.4 A dedicated Investor Information section is available on the Company's website ([www.tradelink.com.hk](http://www.tradelink.com.hk)). Information on the Company's website is updated on a regular basis.
- 3.5 Information uploaded by the Company to the HKExNews website is also posted on the Investor Information section of the Company's website immediately thereafter. Such information includes announcements, results announcements, circulars and notices of general meetings and other documents etc.

### **Shareholders' General Meetings**

- 3.6 Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at meetings for and on their behalf if they are unable to attend the meetings.
- 3.7 Appropriate arrangements for the annual general meetings will be in place to encourage Shareholders' participation.
- 3.8 The process of the Company's general meeting shall be monitored and reviewed on a regular basis, and, if necessary, changes be made to ensure that Shareholders' needs are best served.
- 3.9 Board members, in particular, the Chairman of the Board, the chairmen of Board committees or their delegates, appropriate management executives and external auditors will attend annual general meetings to answer Shareholders' questions.
- 3.10 Shareholders are encouraged to attend Shareholders' activities organised by the Company, where information about the Company, including its latest strategic plan and other information etc. will be communicated.

## **Investment Market Communications**

- 3.11 The Company, depending on its need, will arrange investor/analysts briefings and group/one-on-one meetings and media interviews on a regular basis in order to facilitate communication between the Company, Shareholders and the investment community.

### **4. Shareholders' Privacy**

- 4.1 The Company recognises the importance of Shareholders' privacy and will not disclose Shareholders' information without their consent, unless required by law to do so.

### **5. Other**

- 5.1 This Policy is prepared in English and Chinese. In the event of inconsistencies, the English version shall prevail to the extent of such inconsistencies.
- 5.2 The Company values feedback from Shareholders on its effort to promote transparency and foster investor relationships. Comments and suggestions are welcome and can be addressed to the IRCC.

- \* Corporate Communication refers to any document issued or to be issued by the Company for the information or action of holders of any of its securities, including, but not limited to, the Directors' report and annual accounts together with a copy of the auditor's report, the interim report, a notice of meeting, a circular and a proxy form.