



[For immediate release]

## **DTTNCo's New Development**

Tradelink's acquisition of 43.43% equity interest in DTTNCo brings a host of strategic values to customers and business partners

(9 March 2009, Hong Kong) **Tradelink Electronic Commerce Limited** ("Tradelink"; SEHK: 0536) announces that its acquisition of 43.43% equity interest in Digital Trade and Transportation Network Limited ("DTTNCo") was approved by its Independent Shareholders at the Extraordinary General Meeting held today. Upon completion of the acquisition, DTTNCo will become a wholly owned subsidiary of Tradelink. As the holding company of DTTNCo, Tradelink is committed to continue to support, maintain and deliver DTTN services to DTTNCo's existing and future customers.

The acquisition will also allow DTTN to provide value-adding services to satisfy the demands of its customers, the most important of which is electronic connections to their business partners outside of Hong Kong, in particular China.

### **Assurance of Continuing Trusted Services**

DTTN will continue to offer open, secure and trusted services to existing and new customers. To this end, DTTNCo will establish an advisory board which would comprise of representatives from different walks of the business community to ensure a level of community participation in the operation of DTTN, transparency of its operation and guide DTTN in the business direction that will offer maximum benefits to its users.

### **Adhere to Existing Pricing Policy and Service Pledge**

DTTN will continue to maintain its existing pricing policy and will continue to adhere to the service pledge made to the customers with regard to the service quality and service level, data security and confidentiality.

### **Strategic Value for Business Partners**

DTTN will commit to maintain an open position and will continue to offer unlimited licensing to anyone who sees the need to use the DTTN document standards and formats. DTTN will also continue to work closely with old and new partners to develop value-adding applications and provide more benefits to customers.

## **Value to Investors**

The acquisition will allow DTTN to operate more freely in the offer of value-adding services and to extend the business scope of DTTN outside of Hong Kong. Combined with the significant cost reduction by eliminating duplication, DTTN should be in a position to shorten its break even period.

**Mr. Justin Yue, Chief Executive Officer of Tradelink**, said, “The acquisition serves the long term interest and benefits of both DTTN and DTTN’s customers and business partners. It allows DTTN to work more closely with business partners from all sectors of the business community for the development of more quality applications, cost effective solutions and value-adding services to meet customers’ requirements. With full support and co-operation from its business partners, DTTN is confident that it will meet the highest expectation of its customers.”



## **Photo Caption**

Mr. Justin Yue, Chief Executive Officer of Tradelink, said “DTTN will continue to maintain its existing pricing policy and will continue to adhere to the service pledge made to the customers with regard to the service quality and service level, data security and confidentiality.”

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## **About Tradelink Electronic Commerce Limited**

Established in 1988, Tradelink Electronic Commerce Limited, a joint venture between the Hong Kong SAR Government and private sector shareholders, is a leading provider of trade-related electronic services for both Hong Kong and international business communities. Over the years, by perfecting its infrastructure and developing services that meet users’ practical needs, Tradelink has earned the trust of the trading community and built a superb reputation that underscores its dominance in the public e-trading service sector. It offers a unique range of customer support solutions, designed specifically to help customers gain maximum benefits from e-commerce. It makes the use of electronic services as affordable, convenient and user-friendly as possible for its customers. On 28 October 2005, Tradelink was listed on the Main Board of The Stock Exchange of Hong Kong Limited (Stock Code: 0536). For more information about Tradelink, please visit [www.tradelink.com.hk](http://www.tradelink.com.hk).

### **About Digital Trade and Transportation Network Limited**

Digital Trade and Transportation Network (DTTN) is a state-of-the-art electronic logistics platform facilitating the information flow among the trade, logistics and finance industries. It greatly enhances the efficiency of business transactions, and hence helps to maintain the competitiveness of Hong Kong as a global logistics hub. As the first electronic logistics infrastructure in the world, DTTN is owned and operated by DTTNCo. For more information about DTTN, please visit [www.hk-dttn.net](http://www.hk-dttn.net)

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