

Stock Price (28 Mar 2024):	HK0.91	52 week Range:	HK\$0.800 - 0.950	Total Issued Shares (As at 28 Mar 2024):	794,633,719
3 month Average Volume:	331,355	Market Cap:	HK\$723 Million		

COMPANY OVERVIEW

Tradelink Electronic Commerce Limited (“Tradelink”) (Stock Code : 536) is Hong Kong’s digital efficiency champion. Since 1997, we have successfully brought the benefits of smart technology to the city. Tradelink has pioneered numerous innovative business technology applications in Hong Kong. In addition to leading the city’s business-to-government document compliance market, the company also offers expertise in supply chain, identity management and PayTech solutions. Tradelink customers span all industry sectors. The company has earned the trust of governments, multinationals, and small and medium businesses alike.

E-Commerce

Government Electronic Trading Services (“GETS”)

Tradelink has been providing GETS for the HK trading community since 1997 initially under a seven-year exclusive franchise; followed by non-exclusive licences in the last 15 years. The current licence which runs from 2019 to 2024 has been extended by the Government for a further period of three years up to the end of 2027.

GETS include

- ▶ Import & Export Trade Declarations
- ▶ Dutiable Commodities Permit
- ▶ Electronic Cargo Manifest
- ▶ Certificate of Origin

Supply Chain Solutions

With our profound domain knowledge in the trade and logistics industry, Tradelink has developed business solutions that facilitate and integrate workflows of stakeholders in the supply chain helping them to enhance their competitive edges.

Solutions include

- ▶ Digital Warehousing
- ▶ Supplier / Vendor Management
- ▶ Distributed Order Management
- ▶ Internet-of-Things
- ▶ Transportation Management System (3PL & Retailer Module)

Identity Management

Leverage Tradelink’s unique status as a Recognized Certification Authority in Hong Kong via its wholly-owned subsidiary, Digi-Sign and sound domain knowledge in IT security, Tradelink offers state-of-the-art solutions for Identity Management that can be deployed across different industries for a wide range of applications.

Solutions include

- ▶ Biometric Authentication
- ▶ Digital Certificates
- ▶ eKYC
- ▶ Digital Signing Solutions
- ▶ Facial Recognition
- ▶ Super SSL Certificates

Other Services

Tradelink provides GETS-related services including paper-to-electronic conversion services, Road Cargo System (“ROCARS”), ROCARS and Trade Single Window documents (Phases 1 and 2) call center services on behalf of Customs & Excise Department, payment technology solutions and other projects.

SENIOR EXECUTIVES

Mr. TSE Kam Keung

Chief Executive Officer

Mr. CHENG Chun Chung Andrew

Chief Technology Officer

Ms. CHUNG Shun Kwan

Chief Operations Officer

Ms. PANG Kit Fong

Chief Financial Officer

TRADELINK IN NUMBERS

1988

Established

2005

Listed on HKEX

25+ years

GETS Market Leader

50,000+

Customers from government, trading communities, logistics, financial sectors and retail industry

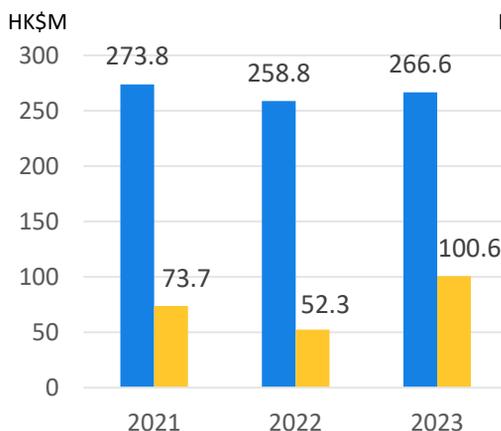
INVESTMENT HIGHLIGHTS

- ▶ Stand consistently and firmly in a dominant position in GETS market
- ▶ Growing demand for supply chain and identity management solutions that drive business growth
- ▶ Strong capability in adopting innovative and cutting-edge technology to maximise values of our solutions
- ▶ Experienced management team with over 20 years' experience in the e-commerce and e-security space
- ▶ Strong & healthy financials with zero debt and gearing
- ▶ Maintain high dividend pay-out ratio

FINANCIAL HIGHLIGHTS

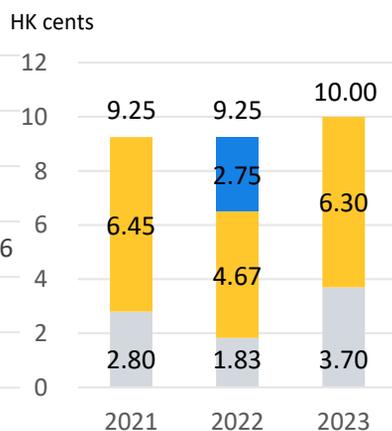
Revenue & Net Profit (HK\$M)

■ Revenue ■ Net Profit



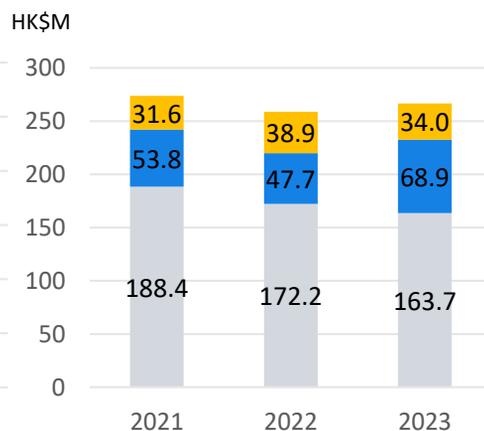
Dividend per Share (HK cents)

■ Interim ■ Final ■ Special



Segment Revenue (HK\$M)

■ E-Commerce (GETS & Supply Chain Solutions) ■ Identity Management ■ Other Services



Financial Position (HK\$M)	As at 31 Dec 2023	As at 31 Dec 2022	Change
Property, plant and equipment	25.5	20.8	22.6%
Trade receivables and contract assets	42.6	42.1	1.2%
Cash and bank deposits	444.7	436.5	1.9%
Total Debt	0	0	0
Total Assets	545.6	532.6	2.4%
Net Assets	376.2	364.4	3.2%

Financial Ratios	2023	2022	Change
Operating profit margin	29.3%	30.9%	(1.6pp)
Net profit margin	37.7%	20.2%	17.5pp
Effective tax rate	9.4%	11.4%	(2.0pp)
Current ratio	3.07	3.06	0.01pp
Debtors' turnover days	28	26	2 days
Dividend payout ratio	79.0%	98.7%*	(19.7pp)

*The total amount of interim dividend and final dividend for 2022 represents a payment of 98.7% of the Group's profit attributable to shareholders. To celebrate the Group's 35th anniversary, the Group paid a special dividend of HK 2.75 cents per share. As a result, the total dividends was HK 9.25 cents per share, the same as the 2021 total dividends.

INVESTOR RELATIONS & MEDIA CONTACT

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