



**貿易通**  
**TRADELINK**

貿易通電子貿易有限公司

Tradelink Electronic Commerce Limited

Stock Code : 0536.HK

(Mar 2019)

Stock Price (28 Feb 2019): HK\$ 1.23    52 week Range: HK\$1.12-1.43    Total Issued Shares (As at 28 Feb 2019): 794,633,719  
3 month Average Volume: 424,278    Market Cap: HK\$977 Million

## 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. Currently Tradelink has three reportable segments: E-Commerce which includes GETS and Supply Chain Solutions; Identity Management and Other Services.

### E-commerce

#### Government Electronic Trading Services (GETS)

Tradelink has been providing GETS for the HK trading community since 1997 initially under a 7-years exclusive franchise; followed by non-exclusive licences in the last 15 years. The licence under which Tradelink currently operates GETS runs 2019 to 2024, extendable up to three years at the Government's discretion.

#### GETS include

- Import & Export Declaration
- Dutiable Commodities Permit
- Electronic Cargo Manifest
- Certificates of Origin

#### Supply Chain Solutions

Tradelink provides electronic solutions that facilitate and integrate work flows of stakeholders in the supply chain with the objective of enhancing business and logistics operations efficiency; reducing costs and improving customer services.

#### Solutions include

- Digital Warehousing Solutions
- Distributed Order Management System
- Transport and Distribution Solutions
- IoT Solutions
- Supplier/ Vendor Management Services

### Identity Management

Tradelink provides online/mobile security solutions and products for identity management (IDM). Our portfolio of IDM solutions and products includes amongst others, digital certificates which are issued by our wholly-owned subsidiary, Digi-Sign (the first and only commercial Recognized Certification Authority in Hong Kong).

#### Solutions & Products

- Soft & Hard Security Tokens
- Digital Certificates
- Security Solutions Supporting e-Cheque
- Biometric Authentication Solutions
- Electronic KYC Solutions
- Digital Signing Solutions

### Other Services

Tradelink provides GETS-related services including 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.

We are also incubating a couple of new businesses including smart payment solutions and VSHIP which is a community logistics platform.

## 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

**Ms. CHU Pik Kwan, Peggie**  
Chief Financial Officer

## TRADELINK IN NUMBERS

**1998**

Established

**2005**

List on HKEx

**20+ years**

GETS Market Leader

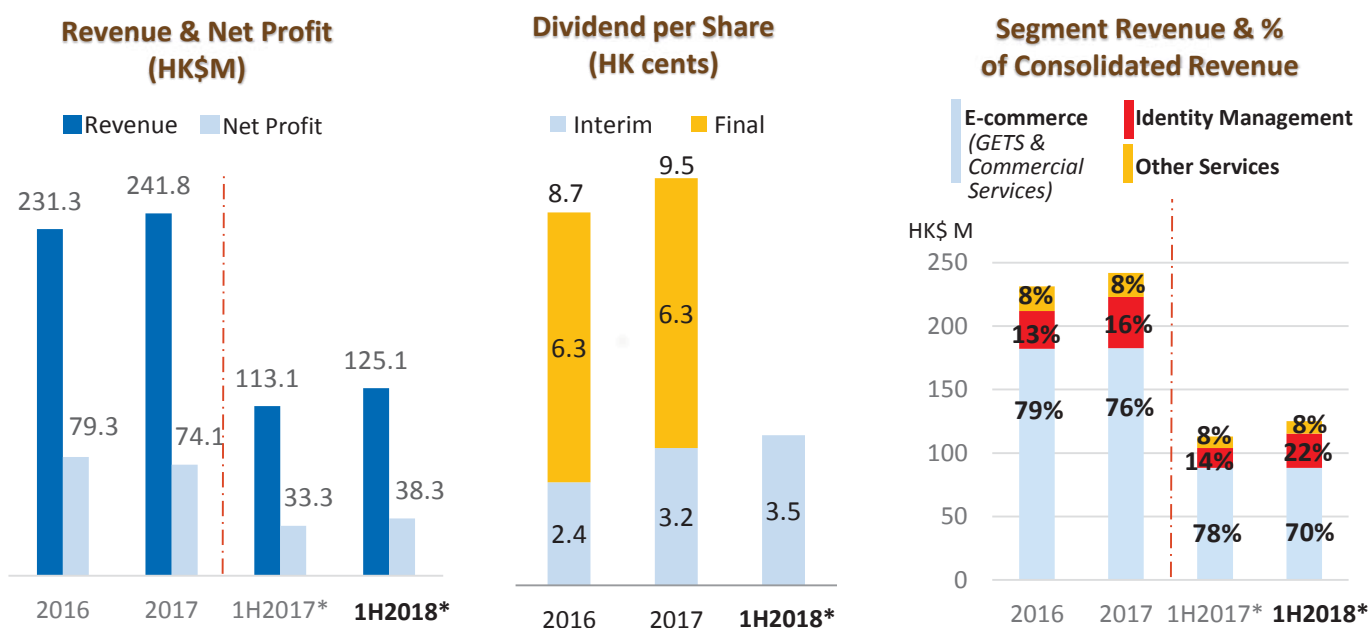
**50,000+**

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 maximize 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



Financial Position (HK\$M)	As at 30 Jun 2018*	As at 31 Dec 2017	Change
Property, plant and equipment	25.6	26.0	(1.7%)
Trade receivables	34.4	28.9	18.8%
Other financial assets	352.5	367.2	(4.0%)
Cash and bank deposits	73.0	84.1	(13.2%)
Total Debt	0	0	-
Total Assets	535.8	561.9	(4.7%)
Net Assets	330.9	354.4	(6.6%)

Financial Ratios	1H2018*	1H2017*	Change
Operating profit margin	35.9%	39.9%	(4.0pp)
Net profit margin	30.6%	29.5%	1.1pp
Effective tax rate	15.7%	15.2%	0.5pp
Current ratio	0.6	1.0	(40.0%)
Debtors' turnover days	12	9	33.3%
Dividend payout ratio	73.9% <sup>1</sup>	74.1% <sup>2</sup>	(0.2pp)

<sup>1</sup>This represents about 73.9% payout of our profit for the period after excluding the deferred tax charge of DTTNCo at HK\$1.1 million and including the adjustment to the opening distributable reserve of HK\$1.8 million upon the new accounting standard.

<sup>2</sup>This represents about 74.1% payout of our distributable profit of HK\$34.3 million after excluding the deferred tax charge. (\*Unaudited)

## INVESTOR RELATIONS & MEDIA CONTACT

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(Updates as of 28 Feb 2019)