

[For Immediate Release]



Tradelink Announces 2011 Annual Results
Sixth consecutive year of 100% dividend payout of attributable profits

Financial highlights for the year ended 31 December 2011

- Operating profit reached HK\$74.9 million
- Profit attributable to equity shareholders increased by 1.2% to HK\$70.1 million
- Basic earnings per share increased by 1.1% to HK9.1 cents
- Board recommended final dividend of HK6.1 cents per share

(Hong Kong, 27 March 2012) – Tradelink Electronic Commerce Limited (“Tradelink” or “the Group”) (SEHK Stock Code: 0536) today announced its annual results for the year ended 31 December 2011.

The Group recorded an operating profit of HK\$74.9 million (attributable profit HK70.1 million) for 2011. Although the 2011 results only increased by 1.2%, year-on-year, profits from core operations, net of exceptional items, actually grew by 24.0% due to improvements in our operating margin, from 33.9% to 36.5%, and a much better performance from our China investments. As a result, although turnover for the year was down 4.6% from 2010, from HK\$216.1 million to HK\$206.2 million, basic earnings per share increased by 1.1% to HK9.1 cents. The Board recommended a final dividend of HK6.1 cents per share, making a total dividend payout of HK8.9 cents for 2011.

In terms of the Group’s business operations, our core Government Electronic Trading Services (GETS) business declined as a result of the weak global economy and intense competition. However, we were able to bridge most of the gap from additional revenue received from our Road Cargo Systems (“ROCARS”) services, which we began charging for in December 2011.

The Group continued to make steady progress with DTTN. During the year, three DTTN Gateways were set up with strategic partners in Xiamen, Shanghai and Shenzhen. Together with the two Gateways in Beijing and Guangzhou and three more expected to be implemented in 2012, our DTTN deployment will cover the major strategic locations in China.

Operations at Digi-Sign also progressed satisfactorily despite some delays in new business roll-out which were beyond the control of the team. During the year, apart from satisfactorily discharging its core operations, Digi-Sign nearly completed preparatory work for developing a common authentication token scheme to meet the e-banking needs of a consortium of major banks. We also have received the go-ahead from the Hong Kong Monetary Authority recently and discussions on the commercial arrangements with the consortium of banks will commence shortly, with service roll-out

scheduled for the third quarter of 2012. In addition, solutions that complied with the Hong Kong Monetary Authority's security guidelines for accessing "high risk" banking services over mobile devices were found. Initial discussions with potential user banks indicated considerable interest.

The Group's investments in China returned a much improved performance from a net loss of HK\$4 million in 2010 to a net gain of HK\$5.8 million in 2011. To improve our ability to penetrate the China market more efficiently and effectively, Tradelink entered into two additional joint ventures involving an investment of a total of RMB9.4 million, with strategic partners with strong business synergy with Tradelink.

"In spite of the grim global outlook and the continuous intense competition, I remain very confident of our performance in 2012. With the additional income from ROCARS, the rolling out of the key Digi-Sign projects and several other new business initiatives close to fruition, I fully expect a bumper year ahead." said **Mr. Michael Wu, CEO of Tradelink**.

- End -

Appendix:

Consolidated Income Statement for the year ended 31 December 2011

About Tradelink Electronic Commerce Limited

Established in 1988, Tradelink Electronic Commerce Limited is a leading provider of e-commerce 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 services sector. Since 1997, Tradelink has been providing Government Electronic Trading services for the trading community, initially with a 7-year exclusive franchise (1997-2003), followed by two renewed licences of a period of six years (2004-2009) and seven years (2010-2016) respectively. 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.

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Appendix:

Consolidated Income Statement for the year ended 31 December 2011

| | Year ended 31 December | |
|--------------------------------------|-------------------------------|-------------------|
| | 2011 | 2010 |
| | <i>(HK\$'000)</i> | <i>(HK\$'000)</i> |
| Turnover | 206,176 | 216,091 |
| Interest income | 8,302 | 8,028 |
| Other net (loss)/ income | (422) | 12,408 |
| Staff costs | (88,188) | (84,757) |
| Depreciation | (19,517) | (20,877) |
| Other operating expenses | (31,429) | (45,312) |
| Profit from operations | 74,922 | 85,581 |
| Share of results of associates | 5,841 | (3,989) |
| Profit before taxation | 80,763 | 81,592 |
| Taxation | (10,698) | (12,333) |
| Profit for the year | 70,065 | 69,259 |
| Earnings per share (HK cents) | | |
| Basic | 9.1 | 9.0 |
| Diluted | 9.0 | 8.9 |