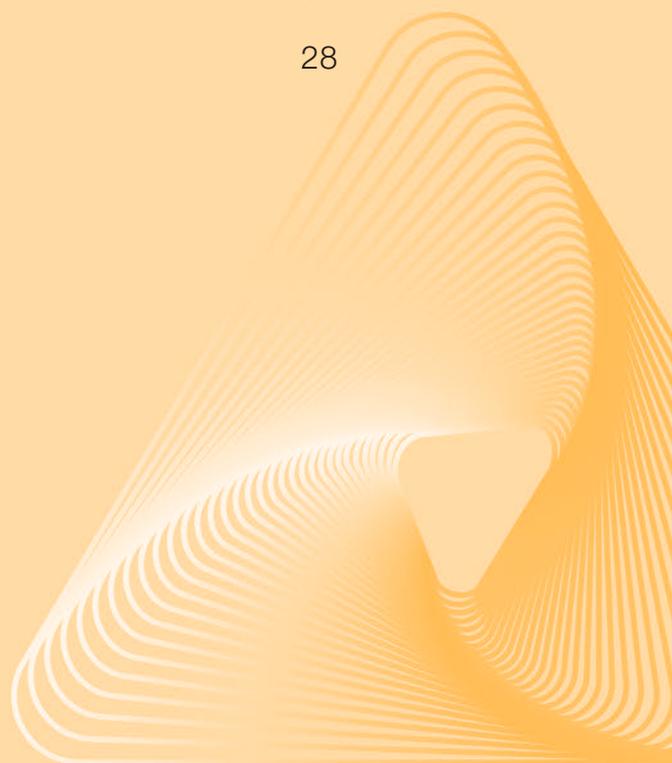


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Corporate Information

EXECUTIVE DIRECTORS

Mr. Chen Xin (*Chairman*)
Ms. Liu Jinlan
Mr. Li Zongzhou

INDEPENDENT NON-EXECUTIVE DIRECTORS

Mr. Qi Daqing
Ms. Ip Hung
Dr. Tan Henry
Dr. Zhang Hua

AUDIT COMMITTEE

Mr. Qi Daqing (*Chairman*)
Ms. Ip Hung
Dr. Zhang Hua

REMUNERATION COMMITTEE

Ms. Ip Hung (*Chairman*)
Mr. Chen Xin
Dr. Zhang Hua

NOMINATION COMMITTEE

Mr. Chen Xin (*Chairman*)
Mr. Qi Daqing
Dr. Tan Henry

COMPLIANCE COMMITTEE

Mr. Li Zongzhou (*Chairman*)
Mr. Wang Yingda

COMPANY SECRETARY

Mr. Wang Yingda

AUTHORISED REPRESENTATIVES

Mr. Chen Xin
Mr. Wang Yingda

PRINCIPLE PLACE OF BUSINESS

7/F, The Place – SinoMedia Tower,
No. 9 Guanghua Road, Chaoyang District,
Beijing, PRC

Unit 15D, Xintian International Plaza,
No. 450 Fushan Road, Pudong New District,
Shanghai, PRC

REGISTERED OFFICE OF THE COMPANY

Unit 417, 4th Floor, Lippo Centre,
Tower Two, No.89 Queensway, Admiralty,
Hong Kong

AUDITORS

KPMG
Public Interest Entity Auditor registered in accordance
with the Financial Reporting Council Ordinance

SHARE REGISTRAR

Boardroom Share Registrars (HK) Limited
2103B, 21/F, 148 Electric Road, North Point,
Hong Kong

WEBSITE

www.sinomedia.com.hk

Financial Summary

<i>RMB'000</i>	For the six months ended 30 June 2021	For the six months ended 30 June 2020	Change (%)
Revenue	603,029	542,545	+11%
Profit from operations	58,934	31,279	+88%
Profit attributable to equity shareholders of the Company	40,662	12,389	+228%
Earnings per share			
— Basic and diluted (<i>RMB</i>)	0.087	0.025	+248%

<i>RMB'000</i>	For the six months ended 30 June 2021	For the six months ended 30 June 2020	Change (%)
REVENUE			
TV media resources management	468,515	435,921	+7%
Content operations and Other integrated communication services	41,430	27,235	+52%
Digital marketing and Internet media	65,023	51,934	+25%
Rental income	32,445	32,242	+1%
Sales taxes and surcharges	(4,384)	(4,787)	-8%
	603,029	542,545	

Management Discussion and Analysis

OVERVIEW

The first half of 2021 saw a sustained recovery of economy due to the stable control of the pandemic in China and the support of national macroeconomic policies. Overcoming the negative impact of the pandemic in 2020, the advertising market showed a recovery growth overall. According to the market research report released by CTR Media Intelligence, the advertising market was active in the first quarter of 2021, and the advertising expenses of all media represented a year-on-year increase of 27.3%. However, with the marginal slowdown of economic recovery, the rebound of the advertising market gradually weakened in the second quarter. The TV advertising expenses of June 2021 represented a year-on-year increase of 0.5% and a month-on-month decrease of 6.6%. (Data source: CTR Media Intelligence, August 2021.)

BUSINESS REVIEW

TV Advertising and Content Operations

I. TV Media Resources Management

The Group kept strengthening its client development and service capabilities in TV advertising marketing, and optimizing its marketing strategies and media product portfolios to enhance its competitiveness. During the period under review, the Group had the exclusive underwriting right for a total of 61,516 minutes of China Media Group advertising resources on “News 30” (新聞30分) on CCTV-1 (General)/CCTV-News, “Focus Today” (今日關注) on CCTV-4 (Chinese International), CCTV-9 (Documentary Channel) and CCTV-14 (Children’s Channel). It covered the market of news, politics, culture and children, and brought diversified communication channels to clients.

II. Content Operations

The Group provided clients with comprehensive and professional commercial advertisement production services. During the period under review, the Group successively served China Feihe, Sinopec, PICC, Agricultural Development Bank, Hangzhou Guoguang, Zhengzhou Tourism and other clients, providing services involving graphic design, advertising video shooting, producing and editing.

The Group continued to develop its content marketing business centered on the R&D and production of video program content, and provide tailor-made creative video programs for clients, to realize the brand communication value of clients by means of content marketing. During the period under review, focusing on the marketing positioning of “parent-child companionship, joint growth and leading consumption”, the Group vigorously strengthened its creative planning expertise. Through live broadcast interaction, short video, content implantation, program planning, animation development and publicity activities, the Group provided creative content communication services to clients including SK Group, Chimelong Group, Aptamil, Nutrilon, Dettol, Reecen and Alpha Egg. At the same time, the Group integrated cooperation resources in the upstream and downstream of the consumption industry chain, and accelerated the expansion of market layout in the field of parent-child family consumption through the brand investment management business.

III. Other Integrated Communication Services

The Group has gained recognition from a large number of renowned clients for its professional and efficient communication services and the philosophy of caring services. During the period under review, the Group provided brand information, advertising placement, promotion planning, public relation activities and other multi-dimensional brand integration communication services to clients including China Feihe, Hubei Agricultural Products, Shanxi Herbal Tea, China Life Insurance, Ping An, Agricultural Development Bank, Angel Water Dispenser, Panpan Foods, and Xiaohongshu APP.

In respect of international business, the Group offered overseas clients with services including market promotion, media propaganda and creative planning in China. During the period under review, clients mainly included Tourism Toronto, Tourism Nova Scotia, Go Turkey Tourism and YTL Hotels.

Digital Marketing and Internet Media

I. Digital Marketing

The Group enhanced its internet integrated service capability through big data and precision placement technologies, to offer clients with one-stop digital marketing solutions. Following the tendency of integrated media interaction, the Group expanded high-quality media resources and established ecological cooperation with hardware manufacturers, to strengthen the core competitiveness of digital marketing. During the period under review, the Group successively served China Feihe, BlueRiver Sheep Milk, GOME, Auratic, Langjiu, Empereur Tea, So-Young International Inc., China Southern Fund, China CITIC Bank and other clients, and was highly recognized and praised by the clients.

II. Internet Media

www.boosj.com (播視網) of the Group, based on market changes and user needs, optimized the operation strategy of “video contents + offline activities” and kept strengthening the development of two vertical fields, namely parent-child talent training and healthy life of the middle-aged and elderly. The “Children’s Fun (童趣)” channel focused on building a video content system, interactive activity system and training service system specific to children’s talent; “Little Art (小藝術) +” and “Champion Kids (冠軍好兒女)” carried out IP cooperation to launch offline activities across the country. Catering to the fitness and entertainment needs of the middle-aged and elderly under the influence of the pandemic, “Boosj Square Dancing” channel launched high-quality original video programs about square dance, upgraded online teaching content, and improved user activity through community operation.

In the agricultural internet information service, www.wugu.com.cn (吾谷網) of the Group, continued to upgrade the public brands of the government-led agriculture sector. Through professional creative brand marketing and platform-based information communication services, the Group helped open up the supply and demand channels between agricultural products and consumers.

Management Discussion and Analysis

FINANCIAL REVIEW

Revenue and Profit attributable to Equity Shareholders of the Company

For the six months ended 30 June 2021, the Group recorded revenue of RMB603,029 thousand, representing a year-on-year increase of 11% over RMB542,545 thousand for the same period last year.

Details of revenue for the period under review are as follows:

- (i) Revenue from TV media resources management amounted to RMB468,515 thousand, representing a year-on-year increase of 7% over RMB435,921 thousand for the same period last year. The increase in revenue from this business was mainly due to: with the mitigating COVID-19 pandemic and the recovering macro economy in China, the sales of TV advertising in the first half of the year improved, with the sales duration and sales rate increasing as compared with the same period last year. The advertising placement of clients in consumer goods, tourism and finance and insurance improved significantly as compared with the same period last year. The Group will continue to consolidate its existing high-quality clients while working to develop new clients and expand the customer dimension. Meanwhile, it will strengthen the training on advertising resources and case analysis for front line marketing personnel, to strive for a steady increase in annual sales revenue.
- (ii) Revenue from content operations and other integrated communication services amounted to RMB41,430 thousand, representing a year-on-year increase of 52% over RMB27,235 thousand for the same period last year. Among which: (1) revenue from content operations amounted to RMB26,167 thousand, representing a year-on-year increase of 404% over RMB5,188 thousand for the same period last year. Revenue in this business was mainly generated from content creative marketing and commercial advertising production. During the period under review, the Group integrated diversified resources of parent-child brands and provided clients with creative content communication services such as product placement, image IP R&D and design, live streaming interactive program, short video and micro-recording, and recorded a significant increase in revenue from the same period last year; (2) revenue from other integrated communication services amounted to RMB15,263 thousand, representing a year-on-year decrease of 31% over RMB22,047 thousand for the same period last year. Affected by the commission settlement cycle of media suppliers, commission revenue of the period decreased as compared with the same period last year.
- (iii) Revenue from digital marketing and internet media amounted to RMB65,023 thousand, representing a year-on-year increase of 25% over RMB51,934 thousand for the same period last year. Among which: (1) the Group's self-developed intelligent programming advertising placement platform operated steadily, and the advertising placement from existing high-quality clients increased as compared with the same period last year, leading to the increase in the revenue from digital marketing as compared with the same period last year; (2) the revenue from internet media remained flat as compared to the same period last year.
- (iv) Revenue from rental amounted to RMB32,445 thousand, representing a year-on-year increase of 1% over RMB32,242 thousand for the same period last year.

For the six months ended 30 June 2021, the profit attributable to equity shareholders of the Company was RMB40,662 thousand, representing an increase of approximately 228% over RMB12,389 thousand for the same period last year.

Operating Expenses

For the six months ended 30 June 2021, the Group's operating expenses were RMB42,430 thousand in aggregate, representing a year-on-year decrease of 37% from RMB67,303 thousand for the same period last year, and accounted for 7.0% of the Group's revenue (the same period last year: 12.4%). The Group continuously strengthened and improved the comprehensive budget management for operating expenses, steadily implemented the measures for cost reduction and efficiency improvement, so as to enhance operating efficiency.

Among which:

- (i) Selling and marketing expenses amounted to RMB15,543 thousand, representing a year-on-year decrease of approximately RMB535 thousand from RMB16,078 thousand for the same period last year, and accounted for 2.6% of the Group's revenue (the same period last year: 3.0%).
- (ii) General and administrative expenses amounted to RMB26,887 thousand, showing a year-on-year decrease of approximately RMB24,338 thousand from RMB51,225 thousand in the same period last year, and accounted for 4.4% of the Group's revenue (the same period last year: 9.4%). The decrease of general and administrative expenses was mainly because: (1) the impairment loss of receivables decreased by approximately RMB22,111 thousand compared with the same period last year; (2) amortisation of intangible assets decreased by approximately RMB1,400 thousand compared with the same period last year.

SIGNIFICANT INVESTMENTS, ACQUISITIONS AND DISPOSALS

The Group had no significant investments, acquisitions and disposals during the period under review.

LIQUIDITY AND FINANCIAL RESOURCES

The Group's liquidity was adequate with a stable financial position as a whole. As at 30 June 2021, cash and bank balances amounted to RMB851,883 thousand (31 December 2020: RMB788,084 thousand), of which approximately 71% was denominated in RMB, 28% in HK dollars and the remaining 1% in other currencies. As at 30 June 2021, the Group had no bank time deposits with maturity over three months (31 December 2020: RMB53,023 thousand). During the period, details of the Group's cash flow status were as follows:

- (i) Net cash inflow from operating activities was RMB36,874 thousand (the same period last year: RMB154,134 thousand), which was mainly because: (1) the balance of trade and bills receivable decreased by approximately RMB16,198 thousand compared with the end of last year; (2) the prepayment of media agency costs and deposits decreased by approximately RMB23,716 thousand compared with the end of last year, and (3) the payment of income tax, sales taxes and surcharges totaling approximately RMB49,723 thousand.

Management Discussion and Analysis

- (ii) Net cash inflow from investing activities was RMB68,426 thousand (the same period last year: net cash outflow of RMB33,492 thousand), which was mainly attributable to (1) the time deposits with maturity over three months of approximately RMB53,023 thousand was due; (2) the proceeds from disposal of equity securities of approximately RMB23,900 thousand; (3) bank deposit interest received of approximately RMB7,293 thousand; and (4) payment of investment fund of approximately RMB15,961 thousand.
- (iii) Net cash outflow from financing activities was RMB38,445 thousand (the same period last year: RMB7,232 thousand), which was mainly attributable to the funds used for the buyback of the Company's shares of approximately RMB4,068 thousand, and the payment of the 2020 final dividend of approximately RMB33,747 thousand.

As at 30 June 2021, the Group's total assets amounted to RMB2,082,759 thousand, which consisted of equity attributable to equity shareholders of the Company of RMB1,677,164 thousand, and non-controlling interests of RMB-7,007 thousand.

As at 30 June 2021, the gearing ratio of the Group was 0 (31 December 2020: 0). The gearing ratio was calculated by dividing the sum of the period-end interest-bearing bank borrowings and other borrowings by the period-end total equity, and multiplying 100%. As at 30 June 2021, the Group had no interest-bearing debts.

The majority of the Group's turnover, expenses and capital investments were denominated in Renminbi.

HUMAN RESOURCES

As at 30 June 2021, the Group had 195 employees in total, less than that at the beginning of the year. During the period under review, the Group continued to optimize the business structure, increase personnel for content marketing and digital marketing, control the number of positions for low-efficiency business segments, while at the same time reasonably increase the basic salary and performance bonus for professional positions in sales and marketing, and implemented dynamic performance related remuneration policies for all employees, so as to intensify the relevance between working results and personal interests. In the first half of the year, due to the cluster outbreaks of the pandemic in many places in China, the Group developed and organized targeted training strategies and programs, provided online and offline professional training sessions on media and brand communication, with an aim to comprehensively improve the employees' professional knowledge and practical capabilities. In addition to providing the mandated benefits, the Group continued to provide festival gift money to the elderly parents of employees, distributed loyal contribution award to employees who have served the Group for a long time, and held parent-child fun puzzle activities for employees. In order to align the personal interests of employees with those of shareholders, the Company granted share options to employees under share option schemes. Share options that were granted and remained unexercised as of the end of the period totaled 17,832,000 units.

INDUSTRY AND GROUP OUTLOOK

According to the Purchasing Managers Index released by the Department of Service Statistics of NBS and China Federation of Logistics and Purchasing, in July 2021, the Purchasing Manager Index (PMI) of China's manufacturing industry was 50.4%, a decrease of 0.5 percentage point compared with last month; the business activity index of non-manufacturing industry was 53.3%, slightly lower than that of the previous month by 0.2 percentage point; the business activity index of the service industry was 52.5%, 0.2 percentage point higher than that of the previous month; the comprehensive PMI output index was 52.4%, down 0.5 percentage point from the previous month. It shows that China's economy as a whole continued to expand, but the pace of enterprise production and operation slowed down due to the unstable economic recovery foundation. (Source: National Bureau of Statistics, July 2021)

According to the "2021 Advertisers Marketing Survey Report" of CTR, advertisers scored the domestic economy, industry development prospects and corporate operations at a higher score than that in 2020 and 2019, showing that they maintained a certain confidence in the market outlook despite the uncertain economic situation.

As a leading comprehensive media operation group in China, the Group will integrate its strengths, continue to adjust and optimize its business structure, and strengthen its core competitiveness in creative communication and branding strategy to cope with the complex and changing economic environment and operating pressure. In respect to TV advertising, the Group will continue upholding the client-oriented product and service strategies and optimizing media resources to enhance the brand value of clients through the efficient communication of TV advertising. In respect to content operation, the Group will continue leveraging its experience and capabilities in video content creation and brand communication to further develop content marketing business centering video content R&D and production, and promote the in-depth combination of brand and creative content, and create brand empowerment for more growth-oriented consumer goods enterprises.

In respect to the digital marketing and internet media, the Group will increase investment, actively expanding quality media resources, and enhancing the online placement efficiency and brand influence with the expertise in precision communication. In addition, the Group will also accelerate the branding business in the industrial chain of children's growth and parent-child family consumption in order to promote the optimization of the Group's business structure and the increase in its corporate value for the medium to long term.

Condensed Consolidated Statement of Profit or Loss

For the six months ended 30 June 2021 — unaudited
(Expressed in Renminbi)

	Note	Six months ended 30 June	
		2021 RMB'000	2020 RMB'000
Revenue	4	603,029	542,545
Cost of services		(506,719)	(499,877)
Gross profit		96,310	42,668
Other revenue	5	5,054	55,914
Selling and marketing expenses		(15,543)	(16,078)
General and administrative expenses		(26,887)	(51,225)
Profit from operations		58,934	31,279
Finance income	6(a)	7,388	6,495
Finance costs	6(a)	(104)	(297)
Net finance income		7,284	6,198
Share of profits less losses of associates and joint ventures		(212)	—
Profit before taxation		66,006	37,477
Income tax	7	(25,183)	(25,159)
Profit for the period		40,823	12,318
Attributable to:			
Equity shareholders of the Company		40,662	12,389
Non-controlling interests		161	(71)
		40,823	12,318
Earnings per share	8		
Basic earnings per share (RMB)		0.087	0.025
Diluted earnings per share (RMB)		0.087	0.025

The accompanying notes form an integral part of this interim financial report.

Condensed Consolidated Statement of Comprehensive Income

For the six months ended 30 June 2021 — unaudited
(Expressed in Renminbi)

	Six months ended 30 June	
	2021 RMB'000	2020 RMB'000
Profit for the period	40,823	12,318
Other comprehensive income		
Item that will not be reclassified to profit or loss:		
Equity investments at fair value through other comprehensive income — net movement in fair value reserve (non-recycling)	50,714	—
Item that may be reclassified subsequently to profit or loss:		
Exchange differences on translation of financial statements of the Company and overseas subsidiaries	(3,877)	2,990
Other comprehensive income for the period	46,837	2,990
Total comprehensive income for the period	87,660	15,308
Attributable to:		
Equity shareholders of the Company	87,499	15,379
Non-controlling interests	161	(71)
	87,660	15,308

The accompanying notes form an integral part of this interim financial report.

Condensed Consolidated Statement of Financial Position

At 30 June 2021 — unaudited
(Expressed in Renminbi)

	<i>Note</i>	At 30 June 2021 RMB'000	At 31 December 2020 RMB'000
Non-current assets			
Property, plant and equipment	9	215,549	219,620
Investment property	9	554,765	562,511
Intangible assets		5,229	5,654
Interests in associates and joint ventures		14,638	—
Other non-current financial assets	10	230,213	203,425
		1,020,394	991,210
Current assets			
Inventories		7,611	—
Trade and other receivables	11	201,987	240,685
Restricted bank deposits		884	882
Time deposits with original maturity over three months		—	53,023
Cash and cash equivalents	12	851,883	788,084
		1,062,365	1,082,674
Current liabilities			
Trade and other payables	13	98,519	92,189
Contract liabilities	14	266,461	300,190
Lease liabilities		1,206	1,132
Current taxation		22,949	41,210
		389,135	434,721
Net current assets		673,230	647,953
Total assets less current liabilities		1,693,624	1,639,163

	At 30 June 2021 RMB'000	At 31 December 2020 RMB'000
Non-current liabilities		
Lease liabilities	1,824	2,448
Deferred tax liabilities	21,643	14,934
	23,467	17,382
NET ASSETS	1,670,157	1,621,781
CAPITAL AND RESERVES		
Share capital	510,981	510,981
Reserves	1,166,183	1,117,368
Total equity attributable to equity shareholders of the Company	1,677,164	1,628,349
Non-controlling interests	(7,007)	(6,568)
TOTAL EQUITY	1,670,157	1,621,781

The accompanying notes form an integral part of this interim financial report.

Condensed Consolidated Statement of Changes in Equity

For the six months ended 30 June 2021 — unaudited
(Expressed in Renminbi)

	Attributable to equity shareholders of the Company							Non-controlling	
	Share capital	Capital reserve	Statutory reserve	Exchange reserve	Other reserve	Retained profits	Total	interests	Total equity
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
Balance at 1 January 2021	510,981	30,807	126,886	(13,549)	2,308	970,916	1,628,349	(6,568)	1,621,781
Profit for the period	—	—	—	—	—	40,662	40,662	161	40,823
Other comprehensive income	—	—	—	(3,877)	50,714	—	46,837	—	46,837
Total comprehensive income for the period	—	—	—	(3,877)	50,714	40,662	87,499	161	87,660
Equity-settled share-based transactions	—	171	—	—	—	—	171	—	171
Purchase of own shares	—	—	—	—	—	(4,068)	(4,068)	—	(4,068)
Dividends to non-controlling interests	—	—	—	—	—	—	—	(600)	(600)
Dividends declared in respect of the previous year (Note 15(a))	—	—	—	—	—	(34,787)	(34,787)	—	(34,787)
Balance at 30 June 2021	510,981	30,978	126,886	(17,426)	53,022	972,723	1,677,164	(7,007)	1,670,157
Balance at 1 January 2020	510,981	29,935	126,886	(1,197)	2,308	912,530	1,581,443	(6,048)	1,575,395
Profit for the period	—	—	—	—	—	12,389	12,389	(71)	12,318
Other comprehensive income	—	—	—	2,990	—	—	2,990	—	2,990
Total comprehensive income for the period	—	—	—	2,990	—	12,389	15,379	(71)	15,308
Equity-settled share-based transactions	—	454	—	—	—	—	454	—	454
Purchase of own shares	—	—	—	—	—	(6,130)	(6,130)	—	(6,130)
Dividends to non-controlling interests	—	—	—	—	—	—	—	(360)	(360)
Dividends declared in respect of the previous year (Note 15(a))	—	—	—	—	—	(10,726)	(10,726)	—	(10,726)
Balance at 30 June 2020	510,981	30,389	126,886	1,793	2,308	908,063	1,580,420	(6,479)	1,573,941

The accompanying notes form an integral part of this interim financial report.

Condensed Consolidated Cash Flow Statement

For the six months ended 30 June 2021 — unaudited
(Expressed in Renminbi)

	Note	Six months ended 30 June	
		2021 RMB'000	2020 RMB'000
Operating activities			
Cash generated from operations		86,597	188,472
Tax paid		(49,723)	(34,338)
Net cash generated from operating activities		36,874	154,134
Investing activities			
Payment for purchase of equity securities		(1,111)	(82,000)
Received of other financial assets		—	2,000
Proceeds from disposal of equity securities		23,900	46,995
Time deposits with initial term over three months		53,023	(7,015)
Payment for purchase of an associate and a joint venture		(14,850)	—
Dividends received from investments in securities		536	—
Interest received		7,293	6,495
Other cash flows (used in)/arising from investing activities		(365)	33
Net cash generated from/(used in) investing activities		68,426	(33,492)
Financing activities			
Payment for purchase of own shares		(4,068)	(6,130)
Capital element of lease rentals paid		(549)	(1,094)
Interest element of lease rentals paid		(81)	(8)
Dividends paid to equity shareholders of the Company		(33,747)	—
Net cash used in financing activities		(38,445)	(7,232)
Net increase in cash and cash equivalents			
Cash and cash equivalents at 1 January	12	788,084	583,677
Effect of foreign exchange rates changes		(3,056)	384
Cash and cash equivalents at 30 June	12	851,883	697,471

The accompanying notes form an integral part of this interim financial report.

Notes to the Unaudited Interim Financial Report

(Expressed in Renminbi unless otherwise indicated)

1 BASIS OF PREPARATION

This interim financial report has been prepared in accordance with the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, including compliance with International Accounting Standard (“IAS”) 34, Interim financial reporting, issued by the International Accounting Standards Board (“IASB”) and Hong Kong Accounting Standard (“HKAS”) 34, *Interim financial reporting*, issued by the Hong Kong Institute of Certified Public Accountants (the “HKICPA”). It was authorized for issue on 31 August 2021.

The interim financial report has been prepared in accordance with the same accounting policies adopted by SinoMedia Holding Limited (“the Company”) and its subsidiaries (together referred to as “the Group”) in the 2020 annual financial statements, except for the accounting policy changes that are expected to be reflected in the 2021 annual financial statements. Details of any changes in accounting policies are set out in note 2.

The preparation of an interim financial report in conformity with IAS 34 and HKAS 34 requires management to make judgments, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates.

This interim financial report contains condensed consolidated financial statements and selected explanatory notes. The notes include an explanation of events and transactions that are significant to an understanding of the changes in financial position and performance of the Group since the 2020 annual financial statements. The condensed consolidated interim financial statements and notes thereon do not include all of the information required for full set of financial statements prepared in accordance with International Financial Reporting Standards (“IFRS”) and Hong Kong Financial Reporting Standards (“HKFRS”). This interim financial report is unaudited.

The financial information relating to the financial year ended 31 December 2020 that is included in the interim financial report as comparative information does not constitute the Company’s statutory annual consolidated financial statements for that financial year but is derived from those financial statements. Further information relating to these statutory financial statements disclosed in accordance with section 436 of the Hong Kong Companies Ordinance (Cap. 622) is as follows:

The Company has delivered the financial statements for the year ended 31 December 2020 to the Registrar of Companies as required by section 662(3) of, and Part 3 of Schedule 6 to, the Companies Ordinance.

The Company’s auditor has reported on those financial statements. The auditor’s report was unqualified; did not include a reference to any matters to which the auditor drew attention by way of emphasis without qualifying its report; and did not contain a statement under section 406(2), 407(2) or (3) of the Companies Ordinance.

2 CHANGES IN ACCOUNTING POLICIES

The Group has applied the following amendments to IFRS/HKFRSs issued by the IASB/HKICPA to this interim financial report for the current accounting period:

- Amendment to IFRS/HKFRS 16, *Covid-19-Related Rent Concessions beyond 30 June 2021*
- Amendments to IFRS/HKFRS 9, IAS/HKAS 39, IFRS/HKFRS 7, IFRS/HKFRS 4 and IFRS/HKFRS 16, *Interest Rate Benchmark Reform — Phase 2*

The application of the amendments has had no material impact on the Group's financial results and financial position for the current and prior periods. The Group has not applied any new standard or amendment to standard that is not yet effective for the current accounting period.

3 SEGMENT REPORTING

In a manner consistent with the way in which information is reported internally to the Group's most senior executive management for the purposes of resources allocation and performance assessment, the Group has determined and presented a single reportable segment to disclose information as a whole about its services, geographical areas, and major customers.

Notes to the Unaudited Interim Financial Report

(Expressed in Renminbi unless otherwise indicated)

4 REVENUE

The Group is principally engaged in TV advertising, creative content production and digital marketing services.

Disaggregation of revenue from contracts with customers by major products or service lines is as follows:

	Six months ended 30 June	
	2021 RMB'000	2020 RMB'000
Revenue from contracts with customers within the scope of IFRS/HKFRS 15		
– Revenue from TV media resources management	468,515	435,921
– Revenue from content operations and other integrated communication services	41,430	27,235
– Revenue from digital marketing and internet media	65,023	51,934
Less: Sales taxes and surcharges	(543)	(1,022)
	574,425	514,068
Revenue from rental		
– Revenue from rental	32,445	32,242
Less: Sales taxes and surcharges	(3,841)	(3,765)
	28,604	28,477
	603,029	542,545

5 OTHER REVENUE

	Six months ended 30 June	
	2021 RMB'000	2020 RMB'000
Unrealised (losses)/gains on other financial assets	(4,737)	30,698
Gains on disposal of other financial assets	4,523	16,743
Government grant	4,616	7,374
Others	652	1,099
	5,054	55,914

6 PROFIT BEFORE TAXATION

(a) Finance income and costs

	Six months ended 30 June	
	2021 RMB'000	2020 RMB'000
Interest income on bank deposits	7,293	6,495
Net foreign exchange gain	95	—
Finance income	7,388	6,495
Net foreign exchange loss	—	(262)
Interest on lease liabilities	(81)	(8)
Others	(23)	(27)
Finance costs	(104)	(297)

(b) Other items

	Six months ended 30 June	
	2021 RMB'000	2020 RMB'000
Amortisation	426	1,833
Depreciation		
— owned property, plant and equipment	11,561	11,651
— right-of-use assets	604	1,044
Impairment losses for doubtful debts	2,317	24,428
Research and development costs	1,215	280

Notes to the Unaudited Interim Financial Report

(Expressed in Renminbi unless otherwise indicated)

7 INCOME TAX

	Six months ended 30 June	
	2021 RMB'000	2020 RMB'000
Current tax — PRC income tax	15,995	8,130
Current tax — HK profit tax	2,384	—
Deferred taxation	6,804	17,029
	25,183	25,159

- (i) The provision for profits tax and deferred tax of the Company is based on the applicable rates on the estimated assessable profits in accordance with the relevant income tax rules and regulations of the Hong Kong. Hong Kong implements two-tiered profits tax rate. The first HKD2 million of assessable profits earned by a corporation will be taxed at half of the current tax rate (i.e. 8.25%) whilst the remaining profits will continue to be taxed at 16.5%.
- (ii) No provision has been made for Hong Kong profit tax and Singapore income tax as the Company's subsidiaries in Hong Kong and Singapore had unutilised tax losses brought forward from prior years which was sufficient to set-off against assessable profit generated during the six months ended 30 June 2021 and 2020.
- (iii) The provision for PRC income tax is based on the respective applicable rates on the estimated assessable income of the Group entities in the PRC as determined in accordance with the relevant income tax rules and regulations of the PRC. Beijing Lotour Huicheng Internet Technology Company Limited ("Lotour Huicheng"), Pinmu Ronghe Business Management (Shanghai) Company Limited ("Pinmu Ronghe") and Beijing Laite Laide Management Consultancy Company Limited ("Laite Laide") are at a preferential rate of 20% as a small meager-profit enterprise. Except for the Company and its subsidiaries in Hong Kong and Singapore, Lotour Huicheng, Laite Laide and Pinmu Ronghe, applicable income tax rate of other Group entities in the PRC is the statutory tax rate of 25%.

8 EARNINGS PER SHARE

Basic earnings per share is calculated by dividing the profit attributable to equity shareholders of the Company by the weighted average number of ordinary shares in issue during the period.

	Six months ended 30 June	
	2021	2020
Profit attributable to equity shareholders of the Company (RMB'000)	40,662	12,389
Weighted average number of ordinary shares in issue ('000 shares)	465,404	488,882
Earnings per share (RMB)	0.087	0.025

There were no potential dilutive shares for the six months ended 30 June 2021 (six months ended 30 June 2020: nil).

9 PROPERTY, PLANT AND EQUIPMENT AND INVESTMENT PROPERTY

During the six months ended 30 June 2021, the Group acquired items of property, plant and equipment with a cost of RMB396 thousand (six months ended 30 June 2020: RMB3,140 thousand) and did not acquire any items of investment property (six months ended 30 June 2020: nil). Items of property, plant and equipment with a net book value of RMB29 thousand were disposed of during the six months ended 30 June 2021, resulting in a gain on disposal RMB4 thousand (six months ended 30 June 2020: RMB39 thousand).

10 OTHER NON-CURRENT FINANCIAL ASSETS

	<i>Note</i>	At 30 June 2021 RMB'000	At 31 December 2020 RMB'000
Financial assets measured at fair value through profit or loss (FVPL)			
— Equity securities listed in Hong Kong	<i>(i)</i>	56,388	81,425
Equity securities designated at fair value through other comprehensive income (FVOCI)			
— Equity securities not held for trading	<i>(ii)</i>	173,825	122,000
		230,213	203,425

Notes:

- (i) As at 30 June 2021, the Group holds approximately 0.05% shares of China Feihe Limited (stock code: 6186) and designated the investment at FVPL. Dividends received on this investment were HKD641 thousand (equivalent RMB536 thousand) during the six months ended 30 June 2021 (six months ended 30 June 2020: nil).

The Group disposed of 1,284,000 shares of China Feihe Limited in January 2021 with net proceeds of approximately HKD28,723 thousand, equivalent to approximately RMB23,900 thousand, and recognised gains on disposal of approximately RMB4,523 thousand.

- (ii) The unlisted equity securities are shares in Shanghai Bloks Technology Group Co., Ltd. (formerly known as Shanghai Putao Technology Co., Ltd.) and Shanghai Boyou Metal Products Co., Ltd. The Group obtained 10% equity interests of Shanghai Boyou Metal Products Co., Ltd. with RMB1,111 thousand during the period. The Group designated these investments at FVOCI (non-recycling), as the investments are held for strategic purposes.

The fair value of the unlisted equity securities increased by RMB50,714 thousand during the six months ended 30 June 2021 (six months ended 30 June 2020: nil).

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(Expressed in Renminbi unless otherwise indicated)

11 TRADE AND OTHER RECEIVABLES

	At 30 June 2021 RMB'000	At 31 December 2020 RMB'000
Within 3 months	54,993	58,444
3 months to 6 months	8,467	16,486
6 months to 12 months	2,965	7,620
Over 12 months	74	147
Trade and bills receivable, net of allowance for doubtful debts	66,499	82,697
Prepayments and deposits to media suppliers	124,974	148,690
Advances to employees	2,850	3,047
Other debtors and prepayment	7,664	6,251
	201,987	240,685

Credit terms are granted to the customers, depending on credit assessment carried out by management on an individual basis. The credit terms for trade receivables are generally from nil to 90 days.

12 CASH AND CASH EQUIVALENTS

	At 30 June 2021 RMB'000	At 31 December 2020 RMB'000
Cash and bank balances	851,883	788,084

13 TRADE AND OTHER PAYABLES

	At 30 June 2021 RMB'000	At 31 December 2020 RMB'000
Within 3 months	27,158	12,049
3 months to 6 months	2,543	2,660
6 months to 12 months	7	79
Over 12 months	998	1,518
Total trade payables	30,706	16,306
Payroll and welfare expense payables	9,876	17,997
Other tax payables	5,384	8,153
Other payables and accrued charges	49,653	48,473
Dividends payable	2,900	1,260
Financial liabilities measured at amortised cost	98,519	92,189

14 CONTRACT LIABILITIES

	At 30 June 2021 RMB'000	At 31 December 2020 RMB'000
Media services contracts		
— Billings in advance of performance	250,296	283,503
Rental contracts		
— Billings in advance of performance	16,165	16,687
	266,461	300,190

Contract liabilities primarily arises from relates to the considerations received from customers before the Group satisfying performance obligations. It would be recognised as revenue upon the rendering of services.

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15 CAPITAL, RESERVES AND DIVIDENDS

(a) Dividends

(i) Dividends payable to equity shareholders of the Company attributable to the interim period

No interim dividend for the six months ended 30 June 2021 has been declared by the Company (six months ended 30 June 2020: nil).

(ii) Dividends payable to equity shareholders of the Company attributable to the previous financial year, approved during the interim period

	Six months ended 30 June	
	2021 RMB'000	2020 RMB'000
Final dividend approved in respect of the previous financial year of approximately RMB7.50 cents per share (six months ended 30 June 2020: RMB2.20 cents per share)	34,787	10,726

(b) Purchase of own shares

During the interim period, the Company bought back its own ordinary shares on The Stock Exchange of Hong Kong Limited as follows:

Month/year	Number of Shares bought back	Highest price paid per share HKD	Lowest price paid per share HKD	Aggregate price paid HKD'000	Equivalent to RMB'000
January 2021	1,964,000	0.95	0.91	1,843	1,540
April 2021	2,754,000	1.10	1.06	3,001	2,519
May 2021	10,000	1.10	1.10	11	9
	4,728,000			4,855	4,068

The share buy back was governed by section 257 of the Hong Kong Companies Ordinance. The total amount paid on the bought back shares of RMB4,068 thousand (equivalent to approximately HKD4,855 thousand) was paid wholly out of retained profits.

15 CAPITAL, RESERVES AND DIVIDENDS *(Continued)*

(c) Equity settled share-based transactions

No equity settled share-based transactions were granted during the six months end 30 June 2021 (2020: nil).

No options were exercised during the six months ended 30 June 2021 (2020: nil).

16 FAIR VALUE MEASUREMENT OF FINANCIAL INSTRUMENTS

(a) Financial assets and liabilities measured at fair value

Fair value hierarchy

The following table presents the fair value of the Group's financial instruments measured at the end of the reporting period on a recurring basis, categorised into the three-level fair value hierarchy as defined in IFRS/HKFRS 13, Fair value measurement. The level into which a fair value measurement is classified is determined with reference to the observability and significance of the inputs used in the valuation technique as follows:

- Level 1 valuations: Fair value measured using only Level 1 inputs i.e. unadjusted quoted prices in active markets for identical assets or liabilities at the measurement date
- Level 2 valuations: Fair value measured using Level 2 inputs i.e. observable inputs which fail to meet Level 1, and not using significant unobservable inputs. Unobservable inputs are inputs for which market data are not available
- Level 3 valuations: Fair value measured using significant unobservable inputs

Notes to the Unaudited Interim Financial Report

(Expressed in Renminbi unless otherwise indicated)

16 FAIR VALUE MEASUREMENT OF FINANCIAL INSTRUMENTS (Continued)

(a) Financial assets and liabilities measured at fair value (Continued)

The Group	Fair value at 30 June 2021 RMB'000	Fair value measurement as at 30 June 2021 categorised into		
		Level 1 RMB'000	Level 2 RMB'000	Level 3 RMB'000
Asset				
Listed securities	56,388	56,388	—	—
Equity securities not held for trading	173,825	—	—	173,825

The Group	Fair value at 31 December 2020 RMB'000	Fair value measurement as at 31 December 2020 categorised into		
		Level 1 RMB'000	Level 2 RMB'000	Level 3 RMB'000
Asset				
Listed securities	81,425	81,425	—	—
Equity securities not held for trading	122,000	—	—	122,000

During the six months ended 30 June 2021, there were no transfers between Level 1 and Level 2, or transfers into or out of Level 3 (2020: nil). The Group's policy is to recognise transfers between levels of fair value hierarchy as at the end of the reporting period in which they occur.

(b) Fair value of financial assets carried at other than fair value

The carrying amounts of the Group's financial instruments carried at cost or amortised cost were not materially different from their fair values as at 30 June 2021 and 31 December 2020.

17 COMMITMENTS

As at 30 June 2021, the Group and the Company did not have any significant capital commitments.

18 CONTINGENT ASSETS AND LIABILITIES

As at 30 June 2021, the Group and the Company did not have any significant contingent assets and liabilities.

19 MATERIAL RELATED PARTY TRANSACTIONS

(a) Transactions with other related parties

	Six months ended 30 June	
	2021 RMB'000	2020 RMB'000
Rental of office	361	361
Service provided to associates and a joint venture	3,252	9,203
Purchases from associates	—	72

CTV Golden Bridge International Media Group Company Limited, a subsidiary of the Company, rented an office from Shanghai CTV Golden Bridge International Culture and Communication Company Limited, which was effectively controlled by the ultimate controlling shareholder of the Group, at a price of RMB361 thousand for the six months ended 30 June 2021 and RMB361 thousand for the six months ended 30 June 2020. The amount of rent charged under the lease was determined with reference to amounts charged by Shanghai CTV Golden Bridge International Culture and Communication Company Limited to third parties.

(b) Outstanding balance with related parties

	At 30 June 2021 RMB'000	At 31 December 2020 RMB'000
Trade and other receivables		
— associates	3,259	106
— a joint venture	238	—
Trade and other payables		
— associates	—	104

Other Information

DIRECTORS' INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES

As at 30 June 2021, the interests and short positions of the directors and chief executives of the Company in the shares, underlying shares and debentures of the Company and its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")), which were required to be (a) notified to the Company and The Stock Exchange of Hong Kong Limited ("Stock Exchange") pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which they are taken or deemed to have under such provisions of the SFO); or (b) recorded in the register required to be kept by the Company under Section 352 of the SFO; or (c) as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code") as set out in Appendix 10 to the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules") were as follows:

(i) Interests in the Company – Long Positions

Name of director	Nature of interest	Number of ordinary shares held	Number of underlying shares held under equity derivatives (Note 1)	Total	Approximate percentage of issued share capital of the Company
Liu Jinlan	Founder of discretionary trust, beneficiary of trust and beneficial interest	262,122,169 (Note 2)	2,800,000	264,922,169	57.14%
Chen Xin	Founder of discretionary trust and beneficiary of trust	258,469,165 (Note 3)	—	258,469,165	55.74%
Li Zongzhou	Beneficial interest	—	2,000,000	2,000,000	0.43%
Qi Daqing	Beneficial interest	—	300,000	300,000	0.06%

Notes:

- The equity derivatives were the outstanding share options granted to the Directors under the Share Option Schemes, details of which are set out in the section headed "Share Option Schemes" in this report.
- Liu Jinlan is deemed to be interested in 262,122,169 shares of the Company. These shares are held by three discretionary trusts, namely UME Trust (which assets comprised 27,101,344 shares held by United Marine Enterprise Company Limited), DFS (No. 2) Trust (which assets comprised 24,038,312 shares held by SinoMedia Investment Ltd.) and CLH Trust (which assets comprised 210,982,513 shares held by Golden Bridge International Culture Limited), all founded by Liu Jinlan. In respect of 210,982,513 shares therein held by CLH Trust, Liu Jinlan is also a beneficiary of the trust.
- Chen Xin is deemed to be interested in 258,469,165 shares of the Company. These shares are held by three discretionary trusts, namely MHS Trust (which assets comprised 25,921,344 shares held by Merger Holding Service Company Limited), DFS (No. 1) Trust (which assets comprised 21,565,308 shares held by Digital Finance Service Company Limited) and CLH Trust (which assets comprised 210,982,513 shares held by Golden Bridge International Culture Limited), all founded by Chen Xin. In respect of 210,982,513 shares therein held by CLH Trust, Chen Xin is also a beneficiary of the trust.

DIRECTORS' INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES *(Continued)*

(ii) Interests in associated corporations of the Company – Long Positions

Name of director	Name of associated corporation	Nature of interest	Approximate percentage of issued share capital of the associated corporation
Liu Jinlan	CLH Holding Limited	Founder of discretionary trust	100%
	Golden Bridge International Culture Limited	Corporate interest	100%
	Golden Bridge Int'l Advertising Holdings Limited	Corporate interest	100%
	CTV Golden Bridge International Media Group Co., Ltd.	Corporate interest	0.3%
Chen Xin	CLH Holding Limited	Founder of discretionary trust	100%
	Golden Bridge International Culture Limited	Corporate interest	100%
	Golden Bridge Int'l Advertising Holdings Limited	Corporate interest	100%

Apart from the foregoing, as at 30 June 2021, none of the directors and chief executives of the Company had any interests or short positions in the shares, underlying shares and debenture of the Company and its associated corporations (within the meaning of Part XV of the SFO), which were required to be (a) notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they are taken or deemed to have under such provisions of the SFO); or (b) recorded in the register required to be kept by the Company under Section 352 of the SFO; or (c) as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code.

Other Information

SHARE OPTION SCHEMES

The Company has adopted share option schemes on 29 June 2007 (the “Pre-IPO Scheme”) and 27 May 2008 (the “Post-IPO Scheme”) respectively, whereby the directors of the Company have been authorised, at their discretion, to invite any full time employee, director or any person approved by the board or shareholders of the Company (collectively the “Eligible Persons”) to take up options (the “Pre-IPO Options” and the “Post-IPO Options”, respectively) to subscribe for shares of the Company. The Pre-IPO Scheme and the Post-IPO Scheme are designed to encourage Eligible Persons to work towards enhancing the value of the Company and its shares for the benefit of the Company and its shareholders as a whole, and to motivate them to achieve higher levels of good corporate governance. The Pre-IPO Scheme and the Post-IPO Scheme expired in 2015 and 2018 respectively.

The total number of securities available for issue upon exercise of all outstanding share options granted under the Post-IPO Scheme as at the date of this interim report was 17,392,000 shares which represented approximately 3.77% of the total number of issued shares of the Company as at the date of this interim report.

Movements of the share options granted under the Post-IPO Scheme for the six months ended 30 June 2021 are as follows:

	No. of options outstanding as at 1 January 2021	No. of options granted during the period	No. of options exercised during the period	No. of options cancelled during the period	No. of options lapsed during the period	No. of options outstanding as at 30 June 2021	Date of grant	Exercise price	Exercise period
Directors									
Liu Jinlan	2,800,000	–	–	–	–	2,800,000	30 August 2017	HKD1.77	Note 2
Li Zongzhou	2,000,000	–	–	–	–	2,000,000	30 August 2017	HKD1.77	Note 2
Qi Daqing	300,000	–	–	–	–	300,000	30 August 2017	HKD1.77	Note 2
Employees									
in aggregate	160,000	–	–	–	(160,000)	–	12 April 2013	HKD4.31	Note 1
	340,000	–	–	–	–	340,000	19 July 2013	HKD6.86	Note 1
	800,000	–	–	–	–	800,000	10 September 2014	HKD5.50	Note 1
	640,000	–	–	–	–	640,000	15 September 2015	HKD2.59	Note 1
	11,452,000	–	–	–	(500,000)	10,952,000	30 August 2017	HKD1.77	Note 2

SHARE OPTION SCHEMES (Continued)

Notes:

1. A Post-IPO Options holder may exercise a maximum of 25% of the total number of the Post-IPO Options granted after the lapse of one full year from the date of grant of the Post-IPO Options. Subsequently, for every full year of continuous service with the Company, the holder may exercise a maximum of another 25% of the total number of the Post-IPO Options granted, up to eight years from the date of grant.
2. A Post-IPO Options holder may exercise a maximum of 25% of the total number of the Post-IPO Options granted after the lapse of one full year from the date of grant of the Post-IPO Options. Subsequently, for every full year of continuous service with the Company, the holder may exercise a maximum of another 25% of the total number of the Post-IPO Options granted, up to eight years from the date of grant. The exercise of Post-IPO Options by the holder is also subject to certain conditions, including the individual performance assessment conducted by the Board and the financial performance of the Group.

SUBSTANTIAL SHAREHOLDERS' INTERESTS IN SHARES AND UNDERLYING SHARES – LONG POSITIONS

As at 30 June 2021, so far as known to the directors and chief executives of the Company, the following corporations (other than a director or chief executives of the Company) had, or were deemed or taken to have interests or short position in the shares or underlying shares of the Company, which would fall to be disclosed to the Company and the Stock Exchange under the provisions of Divisions 2 and 3 of Part XV of the SFO as recorded in the register required to be kept under section 336 of the SFO:

Substantial shareholder	Nature of interest	Total number of ordinary shares held	% of total issued shares
Tricor Equity Trustee Limited	Trustee (Note 1)	309,608,821	66.77%
CLH Holding Limited	Corporate interest (Note 2)	210,982,513	45.50%

Notes:

1. Tricor Equity Trustee Limited is deemed to be interested in 309,608,821 shares of the Company as it is the trustee of CLH Trust (which assets comprised 210,982,513 shares held by Golden Bridge International Culture Limited), MHS Trust (which assets comprised 25,921,344 shares held by Merger Holding Service Company Limited), UME Trust (which assets comprised 27,101,344 shares held by United Marine Enterprise Company Limited), DFS (No. 1) Trust (which assets comprised 21,565,308 shares held by Digital Finance Service Company Limited) and DFS (No. 2) Trust (which assets comprised 24,038,312 shares held by SinoMedia Investment Ltd.).
2. These shares are directly held by Golden Bridge International Culture Limited which is a wholly owned subsidiary of Golden Bridge Int'l Advertising Holdings Limited which in turn is a wholly owned subsidiary of CLH Holding Limited. CLH Holding Limited is deemed to be interested in 210,982,513 shares of the Company held by Golden Bridge International Culture Limited.

Save as disclosed above, so far as known to the directors and chief executives of the Company, as at 30 June 2021, there was no other person or corporation (other than a director or chief executives of the Company) who had any interests or short position in the shares or underlying shares of the Company, which would fall to be disclosed to the Company and the Stock Exchange under the provisions of the Divisions 2 and 3 of Part XV of the SFO.

Other Information

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES OF THE COMPANY

During the six months ended 30 June 2021, the Company purchased 4,728,000 ordinary shares of the Company on The Stock Exchange at an aggregate price of HKD4,849,050. The bought-back shares had been cancelled subsequently. The details of the bought-back shares are as follows:

Date (dd/mm/yyyy)	Number of Shares bought-back	Highest Price HKD	Lowest Price HKD	Total paid HKD
19/01/2021	582,000	0.92	0.91	532,220
20/01/2021	70,000	0.92	0.92	64,400
21/01/2021	312,000	0.93	0.92	290,140
22/01/2021	1,000,000	0.95	0.95	950,000
01/04/2021	430,000	1.07	1.06	459,600
07/04/2021	927,000	1.09	1.07	1,006,860
08/04/2021	237,000	1.10	1.09	259,830
16/04/2021	582,000	1.10	1.09	639,200
20/04/2021	64,000	1.10	1.10	70,400
21/04/2021	85,000	1.10	1.10	93,500
22/04/2021	35,000	1.10	1.10	38,500
23/04/2021	394,000	1.10	1.10	433,400
25/05/2021	10,000	1.10	1.10	11,000
	4,728,000			4,849,050

CORPORATE GOVERNANCE PRACTICES

During the six months ended 30 June 2021, the Company has fully complied with all code provisions of the Corporate Governance Code and Corporate Governance Report as set out in Appendix 14 to the Listing Rules.

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code as set out in Appendix 10 to the Listing Rules as its own code of conduct regarding directors' securities transactions.

Having been made specific enquiry, the directors of the Company confirmed that they have complied with the required standard set out in the Model Code during the six months ended 30 June 2021.

AUDIT COMMITTEE

The Audit Committee has, together with the management of the Company, reviewed the Group's unaudited consolidated financial statements and the interim report for the six months ended 30 June 2021, including the accounting principles and practices adopted by the Group.