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## FUTURE PLANS AND USE OF PROCEEDS FROM THE SHARE OFFER

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### FUTURE PLANS AND PROSPECTS

Please refer to the section headed “Business – Business strategies” in this prospectus for a detailed discussion of our future plans.

### USE OF PROCEEDS

Based on the Offer Price of HK\$1.28 per Share (being the mid-point of the estimated price range), our Directors estimate that the net proceeds to us from the Share Offer (excluding net proceeds from the sale of the Sale Shares) will be about HK\$33.7 million, after deducting the underwriting commissions and other estimated expenses payable by us in relation to the Share Offer. The estimated net proceeds of approximately HK\$10.9 million from the sale of the Sale Shares, after deducting the underwriting commissions and other estimated expenses payable by the Selling Shareholder in relation to the Share Offer, will be received by the Selling Shareholder and therefore will also not be available to our Group. Our Directors presently intend to use the net proceeds from the Share Offer as follows:

- a) approximately 60% or HK\$20.2 million, will be applied to organise or develop new exhibitions or for consideration of potential acquisition opportunities or for cooperation with other players in the exhibition industry in Hong Kong or overseas (including but not limited to Poland, Macau, UK and the PRC);
- b) approximately 30% or HK\$10.1 million, will be applied to expand existing exhibitions organised by our Group including the Mega Shows, Berlin Expo, Vegas Expo and Singapore Asia Expo, by increasing our marketing, including but not limited to launching advertising campaign and expanding our market contacts on visitors and exhibitors; and
- c) the remaining net proceeds from the Share Offer, or approximately 10% or HK\$3.4 million, will be applied as general working capital and other general corporate purposes of our Group.

As at the Latest Practicable Date, our Group had not identified any potential acquisition target. When considering a possible acquisition target, our Group will consider, among other things, (i) location, scale, theme and timing of the trade exhibition(s) currently organised or managed by the potential acquisition opportunity; (ii) the exhibitor and visitor base of the potential acquisition opportunity; (iii) the reputation of the potential acquisition opportunity, (iv) the valuation of the potential acquisition opportunity and; (v) the commercial benefits of our Group in the transactions.

The above allocation of the proceeds will be adjusted on a pro rata basis in the event that the Offer Price is fixed below or above the mid-point of the indicative price range. If the Offer Price is set at the lowest end of the price range (HK\$1.23), the net proceeds will be approximately HK\$31.3 million. If the Offer Price is set at the highest end of the price range (HK\$1.33), the net proceeds will be approximately HK\$36.1 million.

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Our Group will control the costs and identify the appropriate target for the above plans. In the event that the actual expenditure should exceed the respective net proceeds obtained from the Share Offer, our Group would then consider whether to utilise our own resources, reduce the interest of acquisition or to further raise funds.

To the extent that the net proceeds are not immediately required for the above purposes or if we are unable to implement any part of our future development plans as intended, we may hold such funds in short-term deposits with licensed banks or authorised financial institutions in Hong Kong.