

招股概略

创世纪集团控股有限公司 (1849)

发行数据

集资额:	130 – 140 百万港元
发售股份数目:	200 百万
价格:	0.65 - 0.70 港元
每手股数:	5,000
入场费:	3,535.27 港元
历史市盈率:	22.38 – 24.10 倍
每股有形资产净值:	0.16 - 0.18 港元
市值(招股后):	520- 560 百万港元
招股开始:	2019 年 6 月 13 日
招股截止:	2019 年 6 月 19 日中午 12 时
上市:	2019 年 6 月 26 日
保荐人:	浩德融资有限公司

6 月 30 日止年度	千新元	按年变动
收入		
2017 年	20,732	20.2%
2018 年	26,554	28.1%
年内利润及全面收入总额		
2017 年	3,242	13.5%
2018 年	3,985	22.9%

背景

- 作为新加坡最早提供在线营销服务的参与者之一，集团自二零零五年六月以来一直帮助企业建立网页及透过在线平台接触潜在客户。
- 集团向各行各业的客户提供搜索引擎营销服务、创意及技术服务以及社交媒体营销服务，例如包括专业服务、一般服务以及汽车及工业等行业。
- 集团是新加坡其中一间最早获 Google 授权的经销商，而 Google 早于二零零六年向集团颁发「卓越表现奖(Excellence Performance Award)」，而近期亦于二零一八年向集团颁发「行动广告创新奖」。
- 多年来，集团将业务复盖范围扩展至包括马来西亚，并已发展成为一个屡获殊荣的集团，并于往绩记录期间拥有超过 900 名活跃客户。
- 集团与客户订立的大部分合约为期六个月至一年。
- 集团的服务费一般按逐项基准厘定固定金额，并于集团与客户订立的合约中列明。就制订集团的委聘服务费用而言，集团考虑的因素包括但不限于(i) 应付供应商的成本；(ii) 执行项目的其他成本，其乃经参考项目的估计耗用时间及项目规模；及(iii) 客户指定的绩效指标及营销目标。

业务策略

- 扩大集团于马来西亚的地理据点以及将业务扩展至高潜力行业界别；
- 透过加强集团的技术基础建设以及战略性收购网站开发及寄存公司扩大产能及提高生产力；及
- 继续了解最新市场供应品市场发展的最新情况。

竞争优势

- 在制定及执行有效营销活动方面往绩优良；
- 客户基础广泛而稳固且保留率高并与供应商建立长期稳定关系；及

- 具备一致管理文化且经验丰富的管理团队。

主要风险

- 集团依赖提供搜索引擎营销服务的最大供应商，而最大供应商提供的服务出现任何中断可能会影响集团的业务营运及财务业绩；
- 集团依赖医疗界客户，而限制医疗界客户投放广告的能力的广告法律或规例或专业守则的变动可能会大幅降低集团的收益及盈利能力；
- 集团的业务营运可能因资讯科技系统故障而严重中断；
- 集团吸引、招聘或挽留对业务成功、稳定及扩充业务至关重要的执行董事、高级管理层及其他经验丰富及合格员工的能力；及
- 集团挽留现有客户或吸引新客户的能力，因集团一般并不会与客户订立长期协议。

股息政策

- 无固定股息政策。

所得款项用途

	(百万港元)	比重
加强集团的技术基础建设	65.2	63.3%
收购网站开发及寄存公司	29.3	28.5%
于马来西亚新山市设立销售办事处	5.9	5.7%
营运资金	2.6	2.5%
合计	103.0	100.0%

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