

招股概略

創世紀集團控股有限公司 (1849)

發行數據

集資額:	130 – 140 百萬港元
發售股份數目:	200 百萬
價格:	0.65 - 0.70 港元
每手股數:	5,000
入場費:	3,535.27 港元
歷史市盈率:	22.38 – 24.10 倍
每股有形資產淨值:	0.16 - 0.18 港元
市值(招股後):	520- 560 百萬港元
招股開始:	2019 年 6 月 13 日
招股截止:	2019 年 6 月 19 日中午 12 時
上市:	2019 年 6 月 26 日
保薦人:	浩德融資有限公司

6 月 30 日止年度	千新元	按年變動
收入		
2017 年	20,732	20.2%
2018 年	26,554	28.1%
年內利潤及全面收入總額		
2017 年	3,242	13.5%
2018 年	3,985	22.9%

背景

- 作為新加坡最早提供在線營銷服務的參與者之一，集團自二零零五年六月以來一直幫助企業建立網頁及透過在線平台接觸潛在客戶。
- 集團向各行各業的客戶提供搜索引擎營銷服務、創意及技術服務以及社交媒體營銷服務，例如包括專業服務、一般服務以及汽車及工業等行業。
- 集團是新加坡其中一間最早獲 Google 授權的經銷商，而 Google 早於二零零六年向集團頒發「卓越表現獎(Excellence Performance Award)」，而近期亦於二零一八年向集團頒發「行動廣告創新獎」。
- 多年來，集團將業務覆蓋範圍擴展至包括馬來西亞，並已發展成為一個屢獲殊榮的集團，並於往績記錄期間擁有超過 900 名活躍客戶。
- 集團與客戶訂立的大部分合約為期六個月至一年。
- 集團的服務費一般按逐項基準釐定固定金額，並於集團與客戶訂立的合約中列明。就制訂集團的委聘服務費用而言，集團考慮的因素包括但不限於(i) 應付供應商的成本；(ii) 執行項目的其他成本，其乃經參考項目的估計耗用時間及項目規模；及(iii) 客戶指定的績效指標及營銷目標。

業務策略

- 擴大集團於馬來西亞的地理據點以及將業務擴展至高潛力行業界別；
- 透過加強集團的技術基礎建設以及戰略性收購網站開發及寄存公司擴大產能及提高生產力；及
- 繼續了解最新市場供應品市場發展的最新情況。

競爭優勢

- 在制定及執行有效營銷活動方面往績優良；
- 客戶基礎廣泛而穩固且保留率高並與供應商建立長期穩定關係；及

- 具備一致管理文化且經驗豐富的管理團隊。

主要風險

- 集團依賴提供搜索引擎營銷服務的最大供應商，而最大供應商提供的服務出現任何中斷可能會影響集團的業務營運及財務業績；
- 集團依賴醫療界客戶，而限制醫療界客戶投放廣告的能力的廣告法律或規例或專業守則的變動可能會大幅降低集團的收益及盈利能力；
- 集團的業務營運可能因資訊科技系統故障而嚴重中斷；
- 集團吸引、招聘或挽留對業務成功、穩定及擴充業務至關重要的執行董事、高級管理層及其他經驗豐富及合資格員工的能力；及
- 集團挽留現有客戶或吸引新客戶的能力，因集團一般並不會與客戶訂立長期協議。

股息政策

- 無固定股息政策。

所得款項用途

	(百萬港元)	比重
加強集團的技術基礎建設	65.2	63.3%
收購網站開發及寄存公司	29.3	28.5%
於馬來西亞新山市設立銷售辦事處	5.9	5.7%
營運資金	2.6	2.5%
合計	103.0	100.0%

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