

### 招股概略

## 豆盟科技有限公司 (1917 HK)

### 发行数据

集资额:	79.12 – 98.9百万港元
发售股份数目:	197.8百万
价格:	0.4 – 0.5港元
每手股数:	10,000
入场费:	5,050.39港元
历史市盈率:	23.2 – 29.0倍
每股有形资产净值:	0.13 - 0.14港元
市值(招股后):	920 - 1,150百万港元
招股开始:	2019年2月28日
招股截止:	2019年3月5日中午12时
上市:	2019年3月14日
保荐人:	中信建投(国际)融资有限公司

12月31日止年度	人民币千元	按年变动
收入		
2016年	199,967	47.8%
2017年	222,927	11.5%
年/期内溢利及全面收入总额		
2016年	24,832	14.7%
2017年	34,168	37.6%

### 背景

- 根据艾瑞咨询报告，按2017年收益计，豆盟为中国第二大互动广告公司。
- 于2015年及2016年，集团专注于以非互动广告形式提供移动广告，自2017年起，集团专注于以互动广告形式提供移动广告，令集团成为最早进入中国互动广告市场的参与者之一。
- 互动广告为一种现时由HTML5支持的数码广告形式，让访客可与丰富多样的媒体广告互动，互动广告包含游戏、视频及音频等高级功能，以鼓励访客与广告进行互动与交流。
- 于互动广告中，集团通过URL、API及JavaScript标签收集数据，视乎广告主及媒体发布者选择安装API及JavaScript标签的情况。

### 业务策略及未来计划

- 巩固集团在互动广告市场中的地位；
- 开发自有媒体发布者；及
- 探寻策略性投资及收购机会。

### 竞争优势

- 中国第二大互动广告平台；
- 于开发把握日新月异移动广告行业新趋势的产品方面拥有良好往绩记录；
- 海量消费者数据；
- 强大的数据分析能力；
- 优质、多样化及战略性的媒体发布者网络；
- 均衡多元的广告主客源；及

- 高瞻远瞩、经验丰富和稳定的管理团队。

### 主要风险

- 集团可能无法就移动广告行业中快速变化的技术及新市场趋势及时有效地创新、适应及作出回应；
- 集团的互动广告的经营历史有限，使集团难以准确预未来经营业绩以及评估业务及前景；
- 倘移动广告行业（尤其是互动广告行业）未能持续发展，集团的盈利能力及前景可能会受到重大不利影响；
- 集团依靠集团的专有广告平台提供移动广告服务；
- 倘集团未能保留现有广告主及媒体发布者或吸引新广告主及媒体发布者，则可能会对收益及业务造成负面影响；及
- 倘未能与第三方广告平台维持关系，则可能会对提供广告服务的业务造成重大不利影响。

### 股息政策

- 无固定股息政策。

### 所得款项用途

	(百万港元)	比重 (%)
增强方案广告系统（包括oCPC系统）运算法则及数据挖掘能力及投资其他大数据及人工智能技术；	9.90	20.0%
扩展广告主及媒体发布者基础；	9.90	20.0%
自有媒体发布者的流量获取成本投入；	9.90	20.0%
寻求战略合作、投资及收购，包括垂直战略投资及横向投资	5.0	10.0%
改善专有广告平台功能及架构	5.0	10.0%
开发新产品；	2.5	5.0%
扩展及培训销售及经营团队以及媒体发布者开发团队；	2.5	5.0%
营运资金及一般企业用途	5.0	10.0%
<b>合计</b>	<b>49.50</b>	<b>100.00%</b>

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