

IPO FACT SHEET
Duiba Group Limited (1753)
ISSUE STATISTICS

Offer Size:	HK\$666.7m - HK\$900m
Placement Tranche:	111,111,200 Shares
Price:	HK\$6.00-HK\$8.10
Board lot:	400
Entry fee:	HK\$3,272.65
Historical PE	N/A
Net tangible asset per share:	HK\$1.31-HK\$1.51
Market Cap (post-IPO):	HK\$6,666.7m- HK\$9000m
Open:	24 Apr 2019
Close:	12.00 noon on 29 Apr 2019
Trading:	7 May 2019
Sponsor:	CMB International Capital Limited and HSBC Corporate Finance (Hong Kong) Limited

Year ended 31 Dec	(RMB'000)	yoy % chg
Revenue		
2017	645,792	1162.8%
2018	1,137,032	76.1%
Profit / (loss) for the year		
2017	98,108	-212.2%
2018	-291,582	-397.2%

BACKGROUND

- They are a user management SaaS provider for online businesses and the leading interactive advertising platform operator in China.
- According to iResearch, they ranked first in (i) China's user management SaaS market in terms of the number of registered mobile apps as of December 31, 2018 each with DAUs above one million; and (ii) China's mobile interactive advertising market in terms of revenue in 2018, with a market share of over 50%.
- Launched in 2015, their interactive advertising business capitalizes on the knowledge of mobile app user behavior across a range of scenarios which they had accumulated through their user management SaaS platform business. During the Track Record Period, their interactive advertising business experienced rapid growth in terms of revenue generated.
- In the mobile internet era, user acquisition and retention have become core business performance indicators for mobile apps. Building on their experience in helping mobile apps to acquire and retain users, they have recently expanded to serve offline businesses (i.e., enterprises that primarily operate their businesses offline through physical outlets) with strong potential demand for their user management solutions.
- According to iResearch, their Group accounted for 0.3% of China's overall mobile advertising market in terms of revenue in 2018.

BUSINESS STRATEGY AND FUTURE PLANS

- Strengthen their position in the user management SaaS market.
- Reinforce their advertising platform and capture new opportunities in the mobile advertising market.
- Further enhance their technology capabilities.
- Continue to incubate new products generating user traffic.
- Pursue strategic investments and acquisition opportunities.

COMPETITIVE STRENGTHS

- Pioneer and leader in user management SaaS and interactive advertising in China.
- Superior innovation capability driving their rapid growth.

- Extensive user reach through their diversified channels.
- Proven track record in user management and advertising effectiveness.
- Advanced big data analytics and AI capabilities.
- A visionary, insightful and creative management team.

KEY RISKS

- Their significant growth during the Track Record Period may not be indicative of their future growth, and their limited operating history makes it difficult to evaluate their growth prospects and future financial results.
- They relied on their interactive advertising business and they cannot assure you that it will continue to be successful.
- They may fail to maintain good relationship with media partners.
- If they fail to innovate as well as adapt and respond timely and effectively to rapidly changing technologies and new trends in online marketing, their interactive advertising business may become less competitive or obsolete.
- They may fail to retain existing customers or attract new customers.
- The mobile advertising market and the interactive advertising market in China are competitive and they may not continue to compete successfully.
- The gross profit margin of their interactive advertising business may decrease as a result of the increase in revenue shared with media partners, which may adversely affect their profitability.
- They cannot guarantee the success of their user management SaaS platform business.
- Their newly developed businesses may not be successful, and their future performance may not meet their expectation.
- They may not be able to implement their growth strategies or manage their growth effectively.

DIVIDEND POLICY

- They currently intend to declare and pay dividends on an annual basis of no less than 30% of their adjusted profit for the year ended December 31, 2018 and for the years ending December 31, 2019 and 2020, but subject to the aforementioned factors and conditions in respect of their dividend declaration by their Board.

USE OF PROCEEDS

	HK mn	As a percentage of gross proceeds from the Invitation (%)
For the enhancement of their research and development function.	258.60	37.0%
For the enhancement of their sales and marketing function.	179.30	25.0%
For the enhancement of their operational function.	54.40	8.0%
For the investment into and acquiring companies and businesses that are relevant or complementary to their business and technologies, in order to support their growth strategies.	140.70	20.0%
For working capital and other general corporate purposes.	70.30	10.0%
Total:	703.30	100.00%

Disclosures/Disclaimers

This report is prepared by UOB Kay Hian (Hong Kong) Limited (“UOBKHHK”), which is a licensed corporation providing securities brokerage and securities advisory services in Hong Kong.

This report is provided for information only and is not an offer or a solicitation to deal in securities or to enter into any legal relations, nor an advice or a recommendation with respect to such securities.

This report is prepared for general circulation. It does not have regard to the specific investment objectives, financial situation and the particular needs of any recipient hereof. Advice should be sought from a financial adviser regarding the suitability of the investment product, taking into account the specific investment objectives, financial situation or particular needs of any person in receipt of the recommendation, before the person makes a commitment to purchase the investment product.

This report is confidential. This report may not be published, circulated, reproduced or distributed in whole or in part by any recipient of this report to any other person without the prior written consent of UOBKHHK. This report is not directed to or intended for distribution to or use by any person or any entity who is a citizen or resident of or located in any locality, state, country or any other jurisdiction as UOBKHHK may determine in its absolute discretion, where the distribution, publication, availability or use of this report would be contrary to applicable law or would subject UOBKHHK and its associates (as defined in the Securities and Futures Ordinance, Chapter 571 of Hong Kong) to any registration, licensing or other requirements within such jurisdiction.

The information or views in the report (“Information”) has been obtained or derived from sources believed by UOBKHHK to be reliable. However, UOBKHHK makes no representation as to the accuracy or completeness of such sources or the Information and UOBKHHK accepts no liability whatsoever for any loss or damage arising from the use of or reliance on the Information. UOBKHHK and its associates may have issued other reports expressing views different from the Information and all views expressed in all reports of UOBKHHK and its associates are subject to change without notice. UOBKHHK reserves the right to act upon or use the Information at any time, including before its publication herein.

Except as otherwise indicated below, (1) UOBKHHK, its associates and its officers, employees and representatives may, to the extent permitted by law, transact with, perform or provide broking, underwriting, corporate finance-related or other services for or solicit business from, the subject corporation(s) referred to in this report. (2) UOBKHHK, its associate and its officers, employees and representatives may also, to the extent permitted by law, transact with, perform or provide broking or other services for or solicit business from, other persons in respect of dealings in the securities referred to in this report or other investments related thereto. (3) the officers, employees and representatives of UOBKHHK may also serve on the board of directors or in trustee positions with the subject corporation(s) referred to in this report. (All of the foregoing is hereafter referred to as the “Subject Business”). and (4) UOBKHHK may otherwise have an interest (including a proprietary interest) in the subject corporation(s) referred to in this report.

As of the date of this report, no analyst responsible for any of the content in this report has any proprietary position or material interest in the securities of the corporation(s) which are referred to in the content they respectively author or are otherwise responsible for.

IMPORTANT DISCLOSURES FOR U.S. PERSONS

This research report is prepared by UOBKHHK, a company authorized, as noted above, to engage in securities activities in Hong Kong. UOBKHHK is not a registered broker-dealer in the United States and, therefore, is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. This research report is provided for distribution by UOBKHHK (whether directly or through its US registered broker dealer affiliate named below) to “major U.S. institutional investors” in reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended (the “Exchange Act”). All US persons that receive this document by way of distribution from or which they regard as being from UOBKHHK by their acceptance thereof represent and agree that they are a major institutional investor and understand the risks involved in executing transactions in securities.

Any U.S. recipient of this research report wishing to effect any transaction to buy or sell securities or related financial instruments based on the information provided in this research report should do so only through UOB Kay Hian (U.S.) Inc (“UOBKHUS”), a registered broker-dealer in the United States. Under no circumstances should any recipient of this research report effect any transaction to buy or sell securities or related financial instruments through UOBKHHK.

UOBKHUS accepts responsibility for the contents of this research report, subject to the terms set out below, to the extent that it is delivered to and intended to be received by a U.S. person other than a major U.S. institutional investor.

The analyst whose name appears in this research report is not registered or qualified as a research analyst with the Financial Industry Regulatory Authority (“FINRA”) and may not be an associated person of UOBKHUS and, therefore, may not be subject to applicable restrictions under FINRA Rules on communications with a subject company, public appearances and trading securities held by a research analyst account.

Analyst Certification/Regulation AC

Each research analyst of UOBKHHK who produced this report hereby certifies that (1) the views expressed in this report accurately reflect his/her personal views about all of the subject corporation(s) and securities in this report. (2) the report was produced independently by him/her. (3) he/she does not carry out, whether for himself/herself or on behalf of UOBKHHK or any other person, any of the Subject Business involving any of the subject corporation(s) or securities referred to in this report. and (4) he/she has not received and will not receive any compensation that is directly or indirectly related or linked to the recommendations or views expressed in this report or to any sales, trading, dealing or corporate finance advisory services or transaction in respect of the securities in this report. However, the compensation received by each such research analyst is based upon various factors, including UOBKHHK's total revenues, a portion of which are generated from UOBKHHK's business of dealing in securities.

Reports are distributed in the respective countries by the respective entities and are subject to the additional restrictions listed in the following table.

General	This report is not intended for distribution, publication to or use by any person or entity who is a citizen or resident of or located in any country or jurisdiction where the distribution, publication or use of this report would be contrary to applicable law or regulation.
Hong Kong	This report is distributed in Hong Kong by UOB Kay Hian (Hong Kong) Limited ("UOBKHHK"), which is regulated by the Securities and Futures Commission of Hong Kong. Neither the analyst(s) preparing this report nor his associate, has trading and financial interest and relevant relationship specified under Para. 16.4 of Code of Conduct in the listed corporation covered in this report. UOBKHHK does not have financial interests and business relationship specified under Para. 16.5 of Code of Conduct with the listed corporation covered in this report. Where the report is distributed in Hong Kong and contains research analyses or reports from a foreign research house, please note: (i) recipients of the analyses or reports are to contact UOBKHHK (and not the relevant foreign research house) in Hong Kong in respect of any matters arising from, or in connection with, the analysis or report. and (ii) to the extent that the analyses or reports are delivered to and intended to be received by any person in Hong Kong who is not a professional investor, or institutional investor, UOBKHHK accepts legal responsibility for the contents of the analyses or reports only to the extent required by law.
Indonesia	This report is distributed in Indonesia by PT UOB Kay Hian Securities, which is regulated by Financial Services Authority of Indonesia (OJK). Where the report is distributed in Indonesia and contains research analyses or reports from a foreign research house, please note recipients of the analyses or reports are to contact PT UOBKH (and not the relevant foreign research house) in Indonesia in respect of any matters arising from, or in connection with, the analysis or report.
Malaysia	Where the report is distributed in Malaysia and contains research analyses or reports from a foreign research house, the recipients of the analyses or reports are to contact UOBKHM (and not the relevant foreign research house) in Malaysia, at +603-21471988, in respect of any matters arising from, or in connection with, the analysis or report as UOBKHM is the registered person under CMSA to distribute any research analyses in Malaysia.
Singapore	This report is distributed in Singapore by UOB Kay Hian Private Limited ("UOBKH"), which is a holder of a capital markets services licence and an exempt financial adviser regulated by the Monetary Authority of Singapore. Where the report is distributed in Singapore and contains research analyses or reports from a foreign research house, please note: (i) recipients of the analyses or reports are to contact UOBKH (and not the relevant foreign research house) in Singapore in respect of any matters arising from, or in connection with, the analysis or report. and (ii) to the extent that the analyses or reports are delivered to and intended to be received by any person in Singapore who is not an accredited investor, expert investor or institutional investor, UOBKH accepts legal responsibility for the contents of the analyses or reports only to the extent required by law.
Thailand	This report is distributed in Thailand by UOB Kay Hian Securities (Thailand) Public Company Limited, which is regulated by the Securities and Exchange Commission of Thailand.
United Kingdom	This report is being distributed in the UK by UOB Kay Hian (U.K.) Limited, which is an authorised person in the meaning of the Financial Services and Markets Act and is regulated by The Financial Conduct Authority. Research distributed in the UK is intended only for institutional clients.
United States of America ('U.S.')	This report cannot be distributed into the U.S. or to any U.S. person or entity except in compliance with applicable U.S. laws and regulations. It is being distributed in the U.S. by UOB Kay Hian (US) Inc, which accepts responsibility for its contents. Any U.S. person or entity receiving this report and wishing to effect transactions in any securities referred to in the report should contact UOB Kay Hian (US) Inc. directly.

Copyright 2019, UOB Kay Hian (Hong Kong) Ltd. All rights reserved.

<http://www.utrade.com.hk>