



TOM Group Limited  
An associate of Hutchison Whampoa Limited  
TOM集團有限公司  
和記黃埔有限公司聯營機構

## Press Release 新聞稿

### **TOM Group aims value accretion through assets enhancement**

Hong Kong, 27 February 2014 - TOM Group Limited (HKEx: 2383, "TOM Group" or "the Group"), today announced its final results for the year ended 31 December 2013.

Ken Yeung, Chief Executive Officer and Executive Director said, "The Group's e-commerce business marked an important milestone after Ule has realised the value and gained investors' endorsement with the completion of the latest round of financing, bringing Ule's post money valuation to HK\$6,474 million (US\$830 million). Following Ule's successful placement, the Group will continue to reconfigure and consolidate resources to focus on technology-centric investments, so as to enhance our business portfolio and unlock the asset value of each of our businesses."

#### **E-Commerce – unique O<sub>2</sub>O business model**

Ule, which was founded by the Group and China Post Group, enjoys the benefits of a unique e-commerce business model with focus on offline to online ("O<sub>2</sub>O") and mobile integration. Leveraging on China Post Group's existing extensive nationwide network, Ule is the exclusive e-commerce business platform of China Post which has access to 54,000 post offices and over 200,000 postal affiliated outlets across the nation's villages and towns to serve the users. The Chinese government's effort in boosting domestic consumption and nurturing a modernised agricultural industry presents another great and unique opportunity for Ule. An online agricultural product platform is established to sell farm produces from the place of origin. An enterprise and government procurement platform is also built to offer services for government departments and enterprises. In addition, Ule also offers e-commerce services to corporations in finance, telecommunications, insurance and airline sectors.

In 2013, Ule maintained its strong momentum. Gross merchandise value ("GMV") of the Ule platform was RMB1,432 million in 2013, a 175% increase from previous year. Repeated buyers accounted for 66% of the total buyers in the fourth quarter last year, demonstrating strong user loyalty. Average sales per order for branded goods jumped to RMB448 as at the end of December last year.

#### **Mobile Internet – a launching platform for new services**

The Mobile Internet Group has consolidated its loyal user community from 2.5G WVAS to the mobile Internet open platform via the Group's popular games and music services. With the buildout of the platform, the Group will begin to offer services and applications that are tailored for mobile phone users, such as mobile phone safety, followed by the beta launch of online video meeting service Zoom in October 2013. The Group will continue to develop its platform and services portfolio and target to realise the asset value at appropriate time.



### **Publishing – stable development with strong growth in digital business**

The Publishing Group's business reported stable performance in the reporting period with revenue maintained at HK\$1,030 million. Business Weekly continued to be the market leader. Pixnet ranked the first among Taiwan domestic social network platform. Digital publishing business continued to grow, with digital revenues accounted for 10% of total revenue of the Publishing Group.

### **Outdoor Media – upgrade to LED and integrate with digital technology**

During the reporting period, revenues of the Outdoor Media Group reached HK\$366 million from previous year. The Group will continue to invest in LED billboards to enhance assets value, as well as to tap the mobile Internet trend, and offer integrated advertising solutions.

### **Television and Entertainment – loss narrowed significantly**

Television and Entertainment Group maintained its revenue compared with previous year, segment loss narrowed by 53% from a year earlier as a result of improved operating efficiency.

The Group has made an approximately HK\$1,700 million non-cash goodwill impairments relating primarily to the exit from 2.5G wireless value-added services ("WVAS") businesses in Mainland China, due to the tightened regulatory environment and outdated products and services; as well as the Outdoor Media Group and Television and Entertainment Group.

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### **TOM Group Limited**

TOM Group Limited (stock code: 2383) is listed on The Main Board of the Stock Exchange of Hong Kong. A leading Chinese-language media conglomerate in Greater China, TOM Group has diverse business interests in E-Commerce, Mobile Internet, Publishing, Outdoor Media, Television and Entertainment and across markets in Mainland China, Taiwan and Hong Kong. In each of the areas it operates, TOM Group has secured market leadership.

The Group was founded in October 1999 as a joint venture between Hutchison Whampoa, Cheung Kong (Holdings) Limited, and other strategic investors. Headquartered in Hong Kong, the Group has regional headquarters in Beijing, Shanghai and Taipei with about 2,600 employees in about 20 cities.

#### **Media enquiries:**

TOM Group Limited

Ada Lee

Vice President –

Corporate Communications and Investor Relations

Tel: (852) 2121 7814

Fax: (852) 2127 7576

Email: [corp-comm@tomgroup.com](mailto:corp-comm@tomgroup.com)