

# China Online Advertising Chartbook – 1Q19

*Performance diverging amid economic slowdown*

**Brian Li**

Analyst

+852 3163 3384

brian.li@amtdgroup.com

**Michelle Li**

Analyst

+852 3163 3383

michelle.li@amtdgroup.com

17 July 2019

---

# Table of content

---

<b>Key summary</b> .....	<b>2</b>
<b>Online advertising revenue</b> .....	<b>3</b>
<b>Advertising ARPU</b> .....	<b>6</b>
<b>China Internet Users</b> .....	<b>9</b>
<b>Valuation</b> .....	<b>11</b>

# Key summary

---

## Online Advertising Revenue in 1Q19: Performance-based advertising revenue more resilient than brand advertising

- The YoY growth of combined online advertising revenue of 18 listed companies (as shown in page 3) we track had slowed down for the sixth straight quarter to 26.2% in 1Q19, amid economic headwinds. Online advertising revenue from **e-commerce**, where performance-based ads dominate, maintained a decent YoY growth of more than 25%. In contrast, the YoY growth of online advertising revenue from **online video and traditional news portal**, where brand ads dominate, **slowed notably to single digit**, that is because, **Toutiao** and **Douyin (Tik Tok)** may have taken away some traffic and ads revenue.

## Advertising ARPU: E-commerce' ad ARPU maintained growth while some social media and online video platforms' ARPU fell

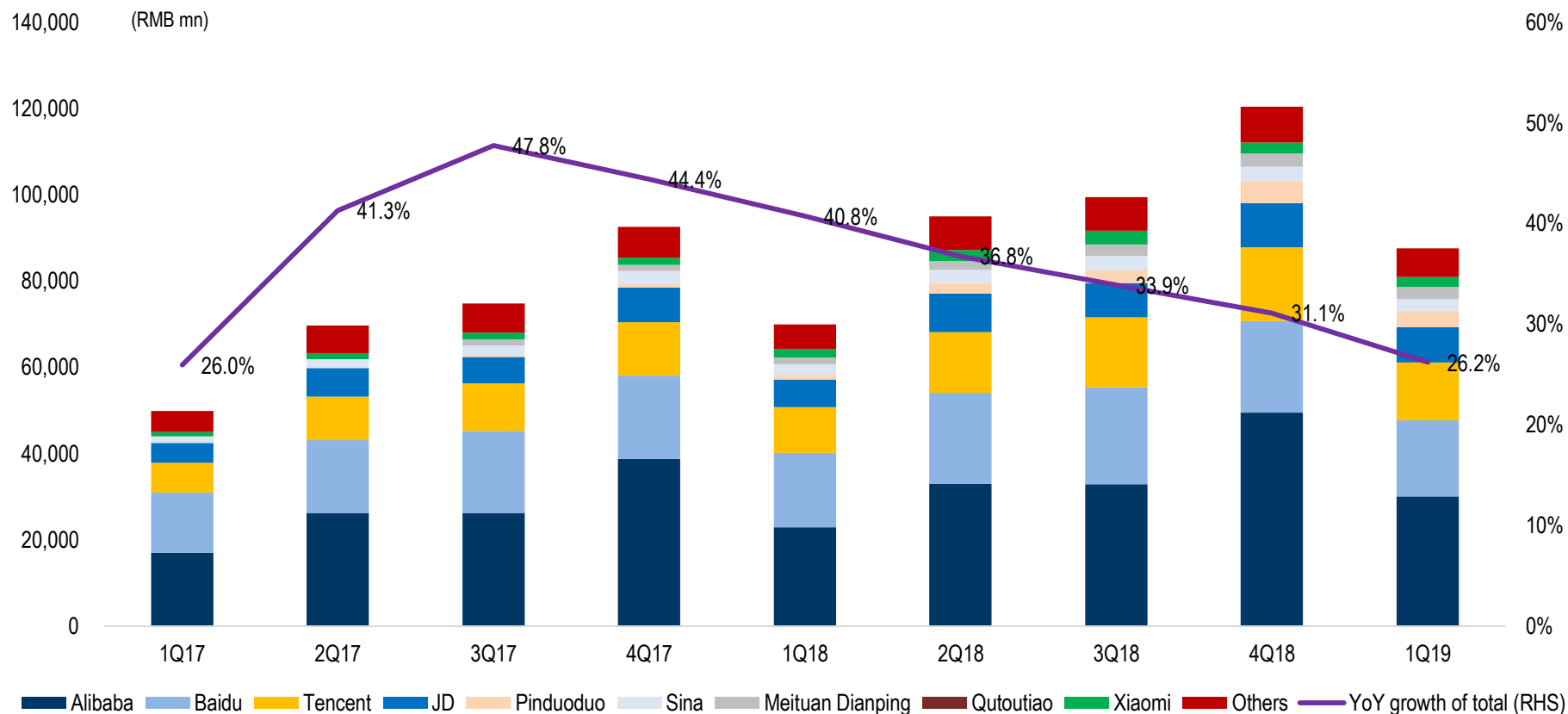
- **E-commerce** advertising ARPU was still growing in 1Q19. However, **Weibo** has experienced YoY contraction in advertising ARPU since 3Q18. Advertising ARPU of online video platforms, such as **Tencent media** (video) and **Baidu iQiyi**, was trending down as well. In addition, advertisers were more willing to pay for traffic from **Tencent media** (video), **Alibaba**, and **Qutoutiao** within each of their own segment in terms of same measurement. We believe these companies have more marketing resources and higher traffic quality than their respective rivals.

## MAU/DAU trend: Opposite to an overall stagnant MAU growth, penetration into lower-tier cities gives Qutoutiao a highest YoY growth; lower-tier cities will be a key growth driver for most

- Competition in traffic intensified. Social media platforms, such as **Tencent-WeChat/QQ**, **Sina-Weibo** and e-commerce platforms, such as **Pinduoduo**, all reported a slower QoQ MAU growth of 1.3%, 0.6% and 6.3% in 1Q19. Worth noted, **Qutoutiao** had the highest DAU growth of 300.7% in 1Q19 among peers, using clickbait and free cash tactics to attract traffic in fourth-tier, fifth-tier cities and even rural areas.

# Online Advertising Revenue – Overview

**Figure 1: The YoY growth of total online advertising revenue of 18 listed companies had slowed down for the sixth straight quarter to 26.2% in 1Q19**

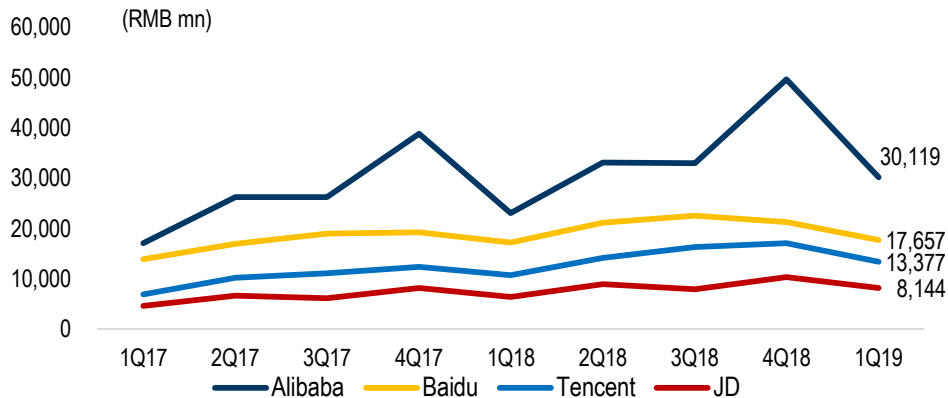


Source: Company data, AMTD research

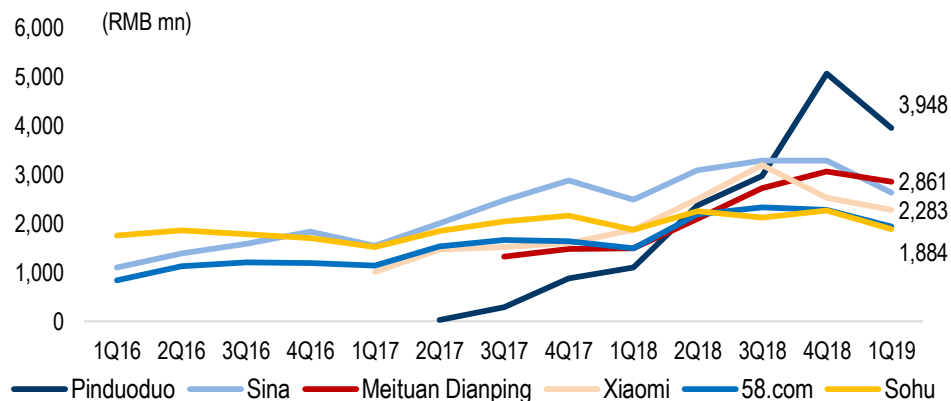
\*Note: 1) We use JD's marketplace and advertising revenues, Alibaba's China retail customer management revenue, Pinduoduo's online marketing services revenue as their online advertising revenues, respectively; 2) assuming USDCNY=6.8 for Sohu and Sina's revenue; 3) others includes: 58.com, Sohu, Bitauto, Autohome, Ctrip, NetEase, BILI, Momo, Huya; 3) assuming USDCNY=6.8 for Sohu and Sina's revenue

# Online Advertising Revenue – by Revenue Size

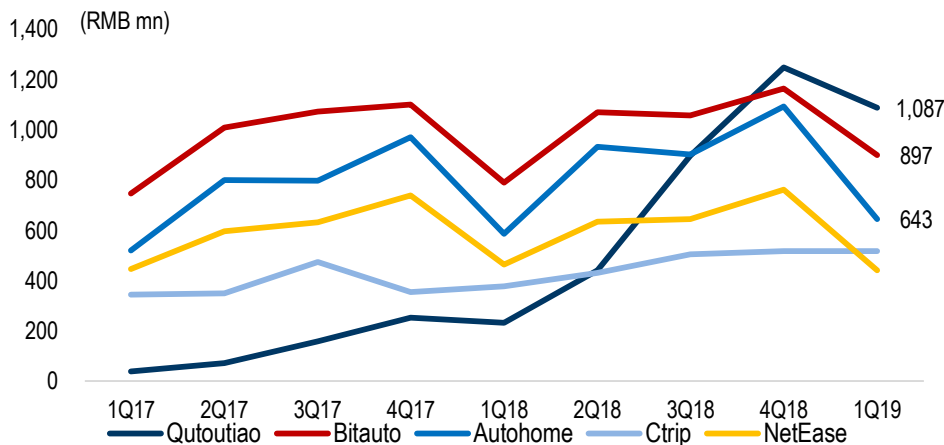
**Figure 2: Quarterly online advertising revenue over RMB8bn (Alibaba had highest growth within this group)**



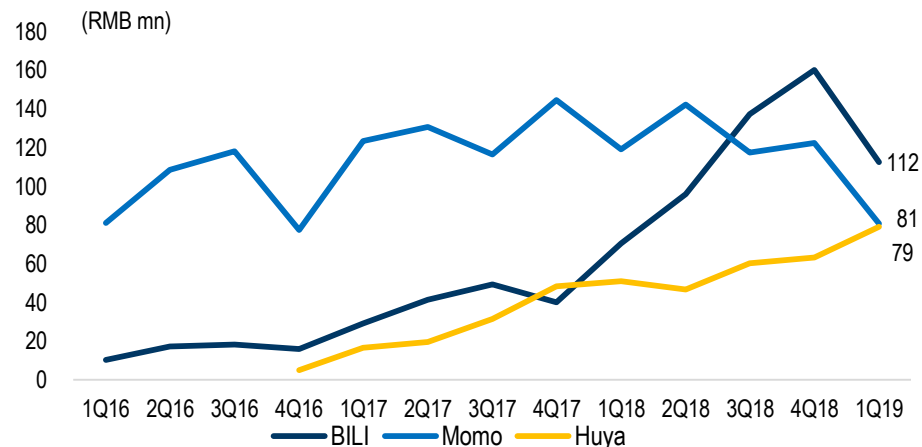
**Figure 3: Quarterly online advertising revenue between RMB1bn and RMB5bn (Pinduoduo had highest growth within this group)**



**Figure 4: Quarterly online advertising revenue between RMB500mn and RMB1bn (Qutoutiao had highest growth within this group)**



**Figure 5: Quarterly online advertising revenue below RMB500mn (Bilibili had highest growth within this group)**



Source: Company data, AMTD research

\*Note: 1) We use JD's marketplace and advertising revenues, Alibaba's China retail customer management revenue, Pinduoduo's online marketing services revenue as their online advertising revenues, respectively; 2) assuming USDCNY=6.8 for Sohu and Sina's revenue

# Online Advertising Revenue – by Applications

**Figure 6: In 1Q19, Online advertising revenue from online shopping (E-commerce) maintained stable YoY growth, while growth of online video and search engine dropped to single digit, as a result of some traffic and revenue dispersing to Toutiao and Tik Tok. Traditional news portal sector also saw a decline trend**

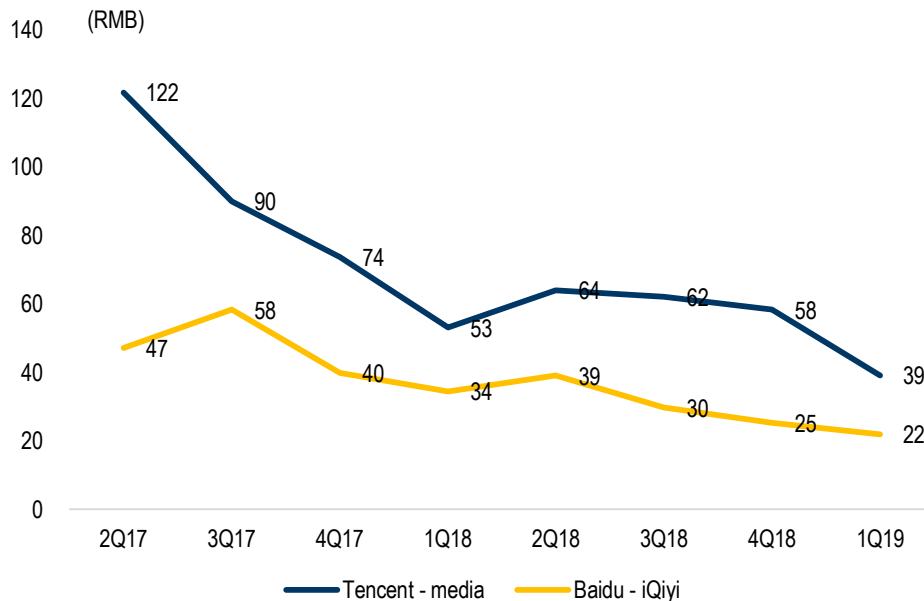
YoY growth of online advertising revenue		1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19
<b>Online video</b>										
	Tencent - media	20.7%	47.7%	28.7%	22.0%	31.5%	16.0%	23.5%	25.9%	5.5%
	Baidu - iQiyi (net)			62.0%	59.9%	51.7%	45.3%	-3.6%	8.9%	0.4%
	Ali - digital (Youku)	234.5%	30.2%	33.0%	33.2%	34.3%	46.4%	23.8%	19.9%	7.6%
<b>Online shopping</b>										
	Alibaba	40.3%	65.1%	57.8%	39.0%	34.6%	26.1%	25.3%	27.8%	31.0%
	JD	45.3%	53.4%	46.1%	49.7%	40.1%	35.1%	29.1%	27.4%	27.4%
<b>Search engine</b>										
	Baidu - search			17.6%	23.3%	20.3%	22.3%	21.8%	10.1%	3.2%
	Sohu - search (Sogou)	6.2%	16.6%	49.7%	62.0%	55.1%	44.9%	13.2%	12.0%	6.3%
<b>Social platform/IM</b>										
	Tencent - social	67.0%	61.0%	63.0%	67.8%	68.8%	54.5%	61.2%	43.8%	33.9%
	Sina - Weibo	70.6%	71.7%	76.7%	76.9%	84.1%	68.3%	47.6%	20.0%	12.6%
	Momo	52.5%	20.3%	-1.3%	87.0%	-3.6%	8.8%	0.8%	-15.4%	-32.1%
<b>News portal</b>										
	Sina - portal	-6.2%	-1.0%	9.5%	16.5%	13.4%	13.7%	-10.4%	-25.8%	-26.9%
	NetEase	13.2%	12.1%	12.1%	10.8%	3.8%	6.5%	2.0%	3.3%	-5.1%
<b>Vertical channel</b>										
	58.com	34.3%	36.6%	38.0%	38.3%	31.2%	42.3%	40.3%	38.3%	30.1%
	Ctrip	108.6%	144.2%	149.9%	47.9%	10.2%	23.6%	6.6%	45.5%	37.1%
	Autohome	17.2%	34.1%	38.1%	32.3%	12.8%	16.4%	13.0%	12.8%	10.1%
	Bitauto	4.3%	13.1%	19.3%	18.2%	16.3%	15.9%	7.7%	15.2%	13.9%
	Xiaomi					85.9%	69.6%	109.8%	57.2%	21.8%
<b>High growth platform</b>										
	BILI	189.3%	143.6%	172.8%	152.6%	143.9%	131.7%	179.2%	302.3%	59.7%
	Huya				880.7%	212.4%	138.1%	92.9%	30.7%	55.5%
	Pinduoduo						7286.3%	927.0%	470.3%	256.3%
	Meituan Dianping							105.0%	106.3%	91.2%
	Qutoutiao			1304.9%	1015.6%	538.9%	525.3%	472.1%	399.4%	371.3%

Source: Company data, AMTD research

# Advertising ARPU – Online Video

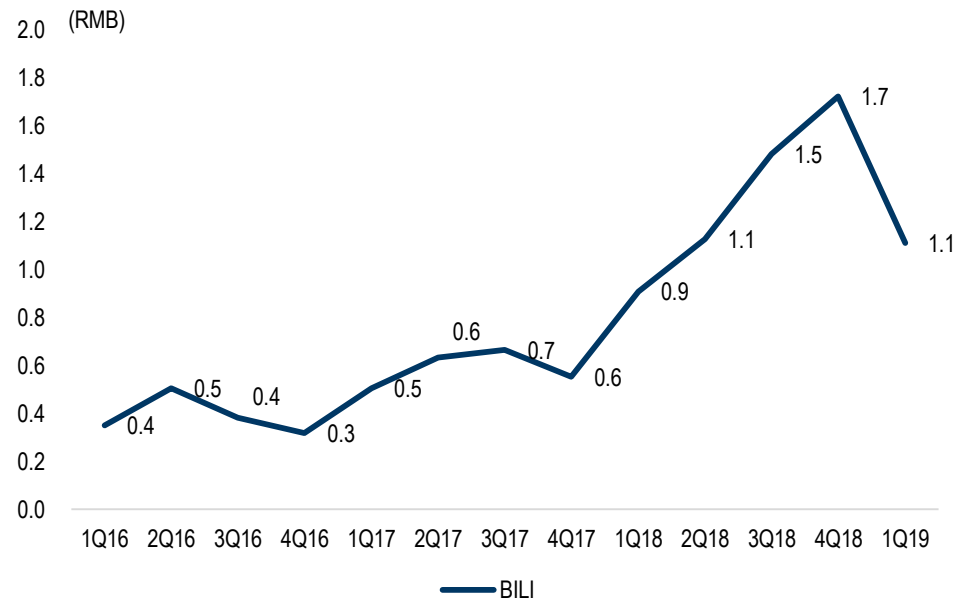
- Both **Tencent media** (video) and **Baidu iQiyi's** advertising ARPUs **were trending down**, however, in terms of same measurement, Tencent media (video) had a premium over iQiyi, indicating that advertisers were more willing to pay for IP traffic from Tencent media (video)'s than from Baidu iQiyi.
- On the other hand, the new online video platform with social features – **Bilibili** has continued to improve its advertising ARPU, mainly due to it proactively speeding up the commercialization of advertisement to release the revenue pressure post IPO in 2018.

**Figure 7: ARPU (quarterly online advertising revenue / end of period subscribers)**



Source: Company data, AMTD research

**Figure 8: ARPU (quarterly online advertising revenue / average MAU of the period)**

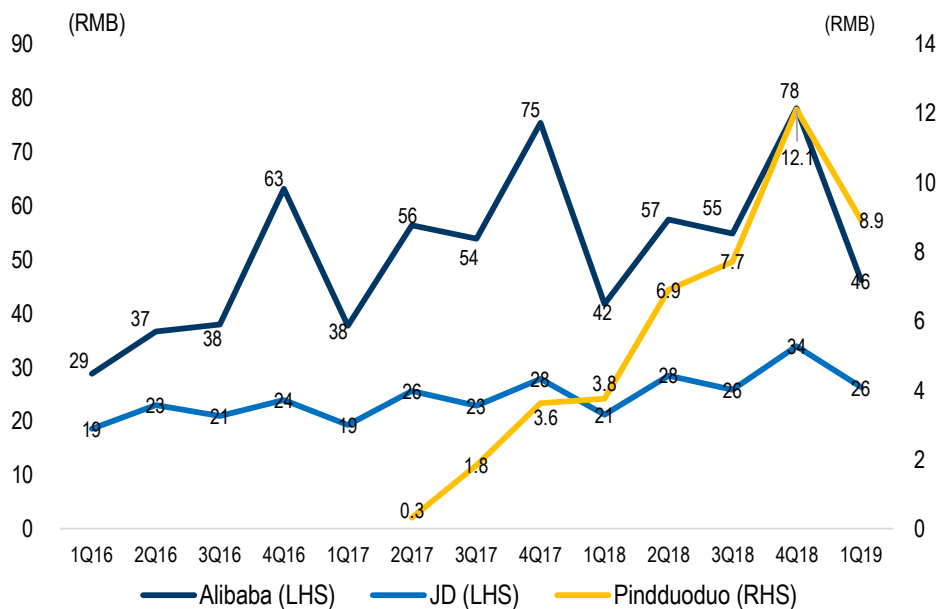


Source: Company data, AMTD research

# Advertising ARPU – E-commerce (Online Goods & Services)

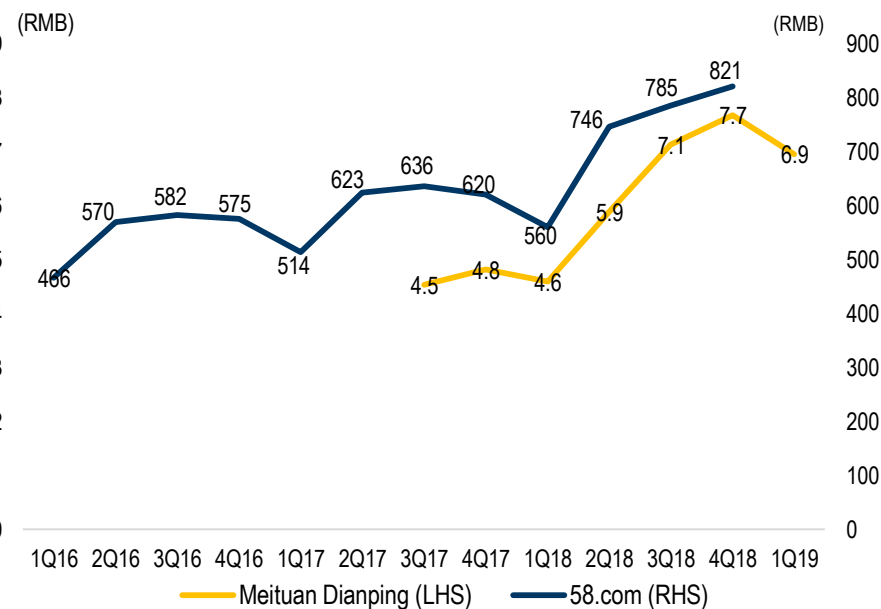
- **E-commerce** was still able to maintain a decent YoY growth despite some slowdown in 1Q19. Both online goods e-commerce platforms, such as Alibaba, JD, and Pinduoduo, and online services e-commerce platforms, such as Meituan Dianping and 58.com, have maintained a stable growth of advertising ARPU.
- Among Alibaba, JD and Pinduoduo, **Alibaba** had the most comprehensive marketing resources with high traffic value.

**Figure 9: ARPU (quarterly online advertising revenue / 12mon active consumers)**



Source: Company data, AMTD research

**Figure 10: Meituan Dianping ARPU vs 58.com ARPU**



Source: Company data, AMTD research

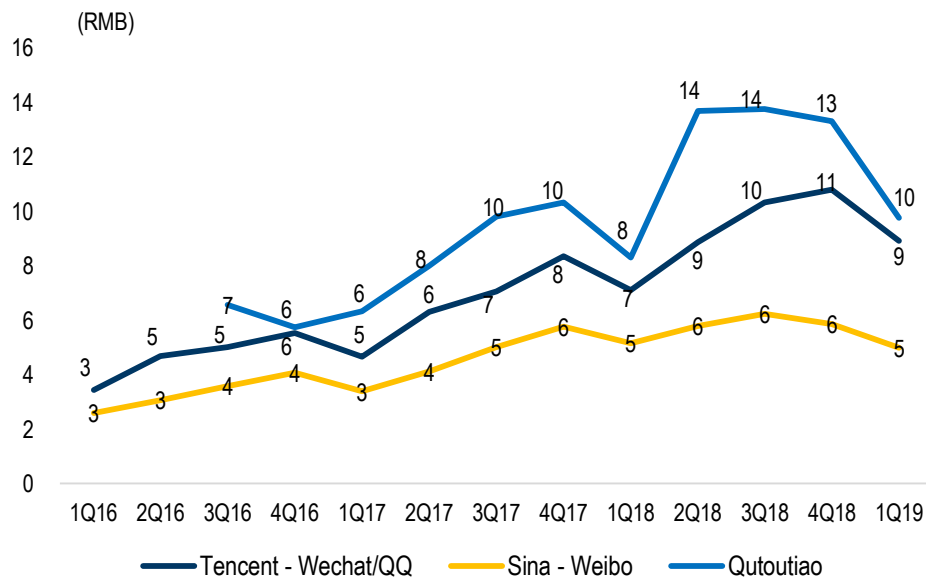
\*Note: Meituan Dianping ARPU = quarterly online advertising revenue / annual transacting users;  
58.com ARPU = quarterly online advertising revenue / paying memberships



# Advertising ARPU – Social Platform & Vertical Channel

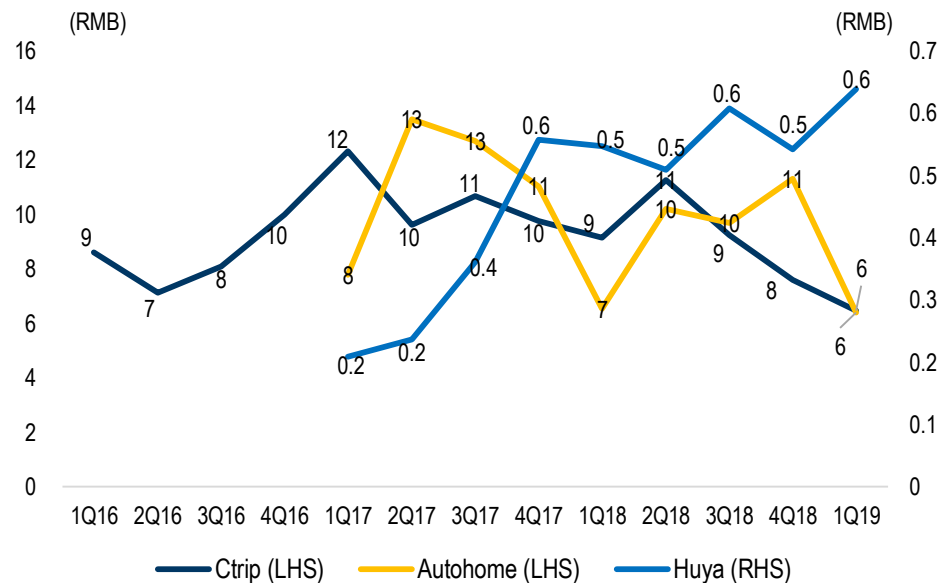
- **Qutoutiao** had a premium over traditional social platform in terms of advertising ARPU. However, sustainability is a key issue. Weakness started to manifest in 2018 despite a YoY growth. **Sina Weibo** has already shown YoY contraction in advertising ARPU since 3Q18.
- Vertical channels had diverging performance. For example, the falling advertising ARPU of **Autohome** was mainly due to the sluggish domestic vehicle sales over the past twelve months while Huya maintained healthy growth.

**Figure 11: Advertising ARPU (quarterly online advertising revenue / average MAU of the period)**



Source: Company data, AMTD research

**Figure 12: Advertising ARPU (quarterly online advertising revenue / average MAU of the period)**



Source: Company data, Questmobile, AMTD research  
 \*Note: Assuming autohome's MAU = reported DUV/30%

# China Internet Users – by Major Internet Companies (QoQ growth)

Figure 13: Overall, user base QoQ growth was moderating

QoQ growth of reported user base		2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19
DAU (mn)	Baidu - search						0.3%	2.3%	4.7%	8.9%	2.0%	6.6%	8.1%
Mobile keyboard DAU (mn)	Sohu - search (Sogou)						9.8%	7.6%	9.7%	5.0%	6.6%	6.2%	3.0%
DAU (mn)	Qutoutiao			200.0%	66.7%	56.0%	64.1%	48.4%	18.9%	11.5%	69.0%	45.1%	21.4%
DAU (mn)	Autohome					-11.0%	6.1%	39.9%	1.9%	1.9%	2.0%	3.9%	4.1%
MAU (mn)	BILI	17.9%	40.5%	4.7%	16.0%	14.3%	12.8%	-2.8%	7.9%	9.7%	9.1%	0.1%	9.2%
MAU (mn)	Huya					5.8%	4.6%	0.5%	7.2%	-1.5%	8.2%	17.8%	6.2%
MAU (mn)	Momo	3.5%	3.5%	4.8%	5.1%	7.2%	3.4%	5.0%	4.2%	4.5%	2.3%	2.5%	1.0%
MAU (mn)	Tencent - Wechat/QQ	5.7%	5.0%	5.1%	5.5%	2.7%	1.8%	0.9%	5.2%	1.7%	2.3%	1.4%	1.3%
MAU (mn)	Sina - Weibo	8.0%	5.3%	5.4%	8.6%	6.2%	4.2%	4.3%	4.8%	4.9%	3.5%	3.6%	0.6%
MAU (mn)	Qutoutiao			129.4%	46.2%	54.4%	81.8%	51.3%	14.9%	15.5%	103.1%	43.9%	18.8%
MAU (mn)	Pinduoduo						116.8%	98.3%	17.9%	17.3%	18.8%	17.7%	6.3%
Mobile MAU (mn)	BILI					9.1%	17.1%	-3.5%	9.5%	12.4%	12.0%	-0.6%	11.4%
Mobile MAU (mn)	Alibaba	4.1%	5.4%	9.6%	2.8%	4.3%	3.8%	5.6%	6.4%	2.8%	5.0%	5.0%	3.1%
Mobile MAU (mn)	Sina - Weibo	13.1%	5.3%	6.6%	9.8%	7.3%	4.2%	5.4%	4.8%	4.9%	3.5%	3.6%	1.7%
Mobile MAU (mn)	Huya					3.0%	12.9%	0.5%	7.0%	2.9%	15.7%	2.6%	6.3%
Subscriptions (mn)	Tencent - media						36.8%	22.2%	11.1%	18.9%	10.8%	8.5%	0.0%
Subscriptions (mn)	Baidu - iQiyi						11.5%	19.0%	20.7%	9.5%	20.3%	8.3%	10.8%
Annual Active Consumer (mn)	Alibaba	2.6%	1.2%	0.9%	2.5%	2.6%	4.7%	5.5%	7.2%	4.3%	4.3%	5.8%	2.8%
Annual Active Consumer (mn)	JD	11.3%	5.6%	14.0%	4.4%	9.2%	3.1%	9.8%	3.2%	4.0%	-2.7%	0.0%	1.7%
Annual Active Consumer (mn)	Pinduoduo						58.2%	55.2%	20.5%	16.5%	12.2%	8.6%	5.9%
Annual Transacting Users (mn)	Meituan Dianping				4.2%	1.7%	6.8%	5.5%	5.3%	9.5%	7.1%	4.7%	2.8%
Paying membership (mn)	58.com	8.6%	4.7%	0.1%	6.9%	11.4%	6.0%	1.6%	0.4%	10.0%	1.2%	-6.7%	22.7%

Source: Company data, AMTD research

# China Internet Users – by Major Internet Companies (YoY growth)

Figure 14: User base still grew strongly YoY, in particular, Qutoutiao had the highest growth among peers

YoY growth of reported user base		1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19
DAU (mn)	Baidu - search						17.0%	19.0%	24.0%	28.0%
Mobile keyboard DAU (mn)	Sohu - search (Sogou)						36.0%	32.0%	30.3%	22.4%
DAU (mn)	Qutoutiao			1180.0%	533.3%	352.0%	223.1%	232.8%	225.3%	231.9%
DAU (mn)	Autohome					34.5%	54.0%	48.0%	10.0%	12.4%
MAU (mn)	BILI	101.1%	94.9%	56.6%	45.3%	35.3%	29.8%	25.4%	29.2%	30.7%
MAU (mn)	Huya					19.1%	10.9%	14.7%	34.5%	33.3%
MAU (mn)	Momo	17.8%	22.1%	22.0%	22.2%	21.2%	18.3%	17.1%	14.3%	10.7%
MAU (mn)	Tencent - Wechat/QQ	23.0%	19.5%	15.8%	11.2%	10.9%	9.9%	10.5%	11.0%	6.9%
MAU (mn)	Sina - Weibo	30.3%	28.0%	26.6%	25.2%	20.9%	19.4%	18.6%	17.9%	13.1%
MAU (mn)	Qutoutiao			841.2%	520.5%	387.7%	264.8%	307.5%	287.6%	300.7%
MAU (mn)	Pinduoduo						494.5%	225.9%	93.3%	74.3%
Mobile MAU (mn)	BILI					35.0%	39.0%	33.0%	37.0%	39.4%
Mobile MAU (mn)	Alibaba	23.7%	23.9%	22.0%	17.6%	21.7%	19.8%	21.3%	20.5%	16.9%
Mobile MAU (mn)	Sina - Weibo	39.5%	32.3%	30.9%	29.4%	23.5%	20.7%	19.9%	17.9%	14.4%
Mobile MAU (mn)	Huya					25.0%	24.9%	28.0%	30.7%	29.9%
Subscriptions (mn)	Tencent - media				121.0%		121.0%	79.0%	58.9%	43.0%
Subscriptions (mn)	Baidu - iQiyi				68.2%		75.2%	89.0%	72.0%	57.9%
Subscriptions (mn)	Ali-Youku		100.0%	180.0%	200.0%	160.0%	200.0%	100.0%	64.0%	50.0%
Annual Active Consumer (mn)	Alibaba	7.3%	7.4%	11.2%	16.3%	21.6%	23.6%	23.2%	23.5%	18.5%
Annual Active Consumer (mn)	JD	39.9%	37.3%	34.0%	29.1%	27.6%	21.5%	14.6%	4.4%	2.9%
Annual Active Consumer (mn)	Pinduoduo						244.6%	144.5%	71.0%	50.3%
Annual Transacting Users (mn)	Meituan Dianping				19.5%	20.7%	30.0%	30.3%	29.4%	26.4%
Paying membership (mn)	58.com	21.7%	24.8%	26.3%	28.2%	20.5%	19.0%	13.7%	4.4%	27.6%

# Valuation

Figure 15: Sector valuation

Ticker		7/16/2019	12/31/2017	YTD %	Mkt cap (USD mn)	P/E			PEG	EPS			P/B			ROE	
		Price	Price			FY18	FY19E	FY20E		FY18	FY19E	FY20E	FY18	FY19E	FY20E	FY18	FY19E
700 HK	Tencent	362.60	314.00	15.5%	441,607	37.8x	32.6x	26.6x	2.07	9.60	11.11	13.65	9.4x	7.2x	5.7x	27.16	24.48
BIDU US	Baidu	114.23	158.60	-28.0%	39,982	14.4x	25.1x	16.3x	(0.59)	7.92	4.56	7.02	1.7x	1.6x	1.5x	19.82	6.33
SINA US	Sina	42.08	53.64	-21.6%	2,919	24.2x	16.1x	13.4x	0.32	1.74	2.62	3.13	1.1x	0.9x	0.8x	4.51	4.92
SOHU US	Sohu	13.79	17.42	-20.8%	541	n.a.	n.a.	n.a.	0.08	(7.59)	(4.63)	(3.72)	0.9x	1.4x	2.6x	n.a.	n.a.
NTES US	NetEase	259.38	235.37	10.2%	33,190	37.3x	23.0x	19.9x	0.37	6.95	11.27	13.01	5.2x	4.1x	3.6x	13.53	16.00
QTT US	Qutoutiao	4.33	6.35	-31.8%	1,252	n.a.	n.a.	n.a.	(0.16)	(1.16)	(1.39)	(0.48)	1.2x	12.0x	10.1x	n.a.	n.a.
BABA US	Alibaba	174.19	137.07	27.1%	453,516	50.8x	25.4x	20.1x	0.25	3.43	6.85	8.67	6.1x	4.9x	4.1x	20.42	16.54
JD US	JD	30.72	20.93	46.8%	44,666	n.a.	44.0x	25.7x	(0.13)	(0.28)	0.70	1.20	5.1x	4.5x	4.1x	n.a.	8.64
PDD US	Pinduoduo	20.12	22.44	-10.3%	23,387	n.a.	n.a.	40.6x	0.51	(2.10)	(0.53)	0.50	4.3x	10.0x	8.4x	n.a.	n.a.
CTRP US	Ctrip	36.86	27.06	36.2%	20,402	36.6x	25.5x	21.3x	0.59	1.01	1.44	1.73	1.6x	1.5x	1.5x	1.30	7.11
ATHM US	Autohome	83.80	78.23	7.1%	9,893	23.0x	19.2x	16.4x	0.97	3.64	4.37	5.12	6.1x	4.7x	3.7x	30.08	27.68
BITA US	Bitauto	11.96	24.77	-51.7%	839	n.a.	8.4x	6.8x	(0.04)	(1.25)	1.43	1.77	0.5x	0.5x	0.4x	n.a.	6.02
MOMO US	Momo	33.69	23.75	41.9%	6,986	16.9x	12.0x	10.3x	0.29	1.99	2.80	3.26	4.2x	2.8x	2.1x	31.88	47.00
BILI US	Bilibili	16.07	14.59	10.1%	5,241	n.a.	n.a.	n.a.	(3.77)	(0.40)	(0.44)	(0.07)	5.1x	5.0x	5.3x	n.a.	n.a.
HUYA US	Huya	24.07	15.48	55.5%	5,248	n.a.	62.8x	32.5x	(0.54)	(2.35)	0.38	0.74	6.0x	4.8x	4.4x	n.a.	10.50
WUBA US	58.com	57.76	54.21	6.5%	8,582	27.2x	20.1x	16.0x	0.57	2.12	2.87	3.61	2.7x	2.5x	2.2x	9.60	11.20
3690 HK	Meituan Dianpin	64.50	43.90	46.9%	47,706	n.a.	n.a.	97.9x	0.89	(3.71)	(0.98)	0.66	3.8x	3.7x	4.0x	n.a.	n.a.
1810 HK	Xiaomi	9.30	12.92	-28.0%	28,606	14.7x	17.7x	13.6x	(1.05)	0.63	0.53	0.68	2.7x	2.3x	1.9x	7.3	6.8

Source: Bloomberg, prices as of 16/7/2019, AMTD research

# Disclosure

---

## IMPORTANT DISCLOSURES

### Analyst Certification

We, Brian Li and Michelle Li, hereby certify that (i) all of the views expressed in this publication material reflect accurately our personal view about the subject country or countries, company or companies therein and its or their securities; and (ii) no part of our compensation was, is or will be, directly or indirectly, related to the specific recommendations or views expressed by us in this presentation material, nor is it tied to any specific investment banking transactions performed by AMTD Global Markets Limited.

### Firm Disclosure

AMTD Global Markets Limited has an investment banking relationship with Xiaomi Corporation, Meituan Dianping and/or its affiliate(s) within the past 12 months.

## GENERAL DISCLOSURES

The presentation material is prepared by AMTD Global Markets Limited (“AMTD”), which is a wholly owned subsidiary of AMTD Group, and is distributed to its selected clients.

This presentation material provides general information only and is not to be construed as an offer to sell or a solicitation of an offer to buy any security in any jurisdiction where such offer or solicitation would be illegal. It does not (i) constitute a personal advice or recommendation, including but not limited to accounting, legal or tax advice, or investment recommendations; or (ii) take into account any specific clients’ particular needs, investment objectives and financial situation. AMTD does not act as an adviser and it accepts no fiduciary responsibility or liability for any financial or other consequences. This presentation material should not be taken in substitution for judgment to be exercised by clients. Clients should consider if any information, advice or recommendation in this presentation material is suitable for their particular circumstances and seek legal or professional advice, if appropriate.

This presentation material is based on information from sources that we considered reliable. We do not warrant its completeness or accuracy except with respect to any disclosures relative to AMTD and/or its affiliates. The value or price of investments referred to in this presentation material and the return from them may fluctuate. Past performance is not reliable indicator to future performance. Future returns are not guaranteed and a loss of original capital may occur.

# Disclosure

---

The facts, estimates, opinions, forecasts and any other information contained in the presentation material are as of the date hereof and are subject to change without prior notification. AMTD, its group companies, or any of its or their directors or employees (“AMTD Group”) do not represent or warrant, expressly or impliedly, that the information contained in the presentation material is correct, accurate or complete and it should not be relied upon. AMTD Group will accept no responsibilities or liabilities whatsoever for any use of or reliance upon the presentation material and its contents.

This presentation material may contain information from third parties, such as credit ratings from credit ratings agencies. The reproduction and redistribution of the third party content in any form by any mean is forbidden except with prior written consent from the relevant third party. Third party content providers do not guarantee the timeliness, completeness, accuracy or availability of any information. They are not responsible for any errors or omissions, regardless of the cause, or for the results obtained from the use of such content. Third party content providers give no express or implied warranties, including, but not limited to, any warranties of merchantability of fitness for a particular purpose or use. Third party content providers shall not be liable for any direct, indirect, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees, or losses (including lost income or profits and opportunity costs) in connection with any use of their content. Credit ratings are statements of opinions and are not statements of fact or recommendations to purchase, hold or sell securities. They do not address the suitability of securities for investment purposes, and should not be relied on as investment advice.

To the extent allowed by relevant and applicable law and/or regulation: (i) AMTD, and/or its directors and employees may deal as principal or agent, or buy or sell, or have long or short positions in, the securities or other instruments based thereon, of issuers or securities mentioned herein; (ii) AMTD may take part or make investment in financing transactions with, or provide other services to or solicit business from issuer(s) of the securities mentioned in the presentation material; (iii) AMTD may make a market in the securities in respect of the issuer mentioned in the presentation material; (iv) AMTD may have served as manager or co-manager of a public offering of securities for, or currently may make a primary market in issues of, any or all of the entities mentioned in this presentation material or may be providing, or have provided within the previous 12 months, other investment banking services, or investment services in relation to the investment concerned or a related investment.

AMTD controls information flow and manages conflicts of interest through its compliance policies and procedures (such as, Chinese Wall maintenance and staff dealing monitoring).

The presentation material is strictly confidential to the recipient. No part of this presentation material may be reproduced or redistributed in any form by any mean to any other person without the prior written consent of AMTD Global Markets Limited.