

GURU 2021

FIRST QUARTERLY REPORT



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Guru Online (Holdings) Limited
超凡網絡(控股)有限公司

(Incorporated in the Cayman Islands with limited liability) Stock Code: 8121



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Given that the companies listed on GEM are generally small and mid-sized companies, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.

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This report, for which the directors (collectively the “Directors” and each, the “Director”) of Guru Online (Holdings) Limited (the “Company”, and together with its subsidiaries, the “Group”, “we”, “our” or “us”) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “GEM Listing Rules”) for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this report is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this report misleading.

The board of Directors (the “Board”) of the Company is pleased to present the unaudited condensed consolidated results of the Group for the three months ended 30 June 2021 (the “Period”) together with the unaudited comparative figures for the corresponding period in 2020 as follows:

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the three months ended 30 June 2021

	NOTES	Three months ended 30 June 2021 (unaudited) HK\$'000	2020 (unaudited) HK\$'000
Revenue	4	42,845	30,002
Cost of services		(33,775)	(20,854)
Gross profit		9,070	9,148
Other income, gains or losses	5	229	449
Selling expenses		(3,823)	(4,585)
Administrative expenses		(11,740)	(10,901)
Reversal of impairment loss on trade receivables		407	103
Finance costs		(75)	(44)
Change in fair value of financial assets at fair value through profit or loss		473	42
Loss before tax		(5,459)	(5,788)
Income tax expense	6	(15)	(211)
Loss for the period attributable to owners of the Company	8	(5,474)	(5,999)
Other comprehensive (expense) income <i>Item that will be subsequently reclassified to profit or loss:</i>			
Exchange differences arising on translating foreign operations		(131)	353
Other comprehensive (expense) income for the period		(131)	353
Total comprehensive expense for the period attributable to owners of the Company		(5,605)	(5,646)
Loss per share			
Basic and diluted (HK cent)	9	(0.33)	(0.36)

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the three months ended 30 June 2021

	Share capital HK\$'000	Share premium HK\$'000	Financial asset revaluation reserve HK\$'000	Exchange reserve HK\$'000	Other reserve (Note) HK\$'000	Accumulated losses HK\$'000	Total HK\$'000
At 1 April 2021 (audited)	16,672	78,559	(1,250)	326	46,657	(116,127)	24,837
Loss for the Period	-	-	-	-	-	(5,474)	(5,474)
Other comprehensive expense for the Period							
– Exchange differences arising on translating foreign operations	-	-	-	(131)	-	-	(131)
Total comprehensive expense for the Period	-	-	-	(131)	-	(5,474)	(5,605)
Disposal of financial asset at fair value through other comprehensive income	-	-	1,250	-	-	(1,250)	-
At 30 June 2021 (unaudited)	16,672	78,559	-	195	46,657	(122,851)	19,232

Note:

Other reserve represented the difference between the nominal amount of the share capital and share premium of AdBeyond Holdings Limited and the nominal amount of the share capital issued by the Company pursuant to the group reorganisation on 16 May 2015.

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY (Continued)

For the three months ended 30 June 2020

	Share capital HK\$'000	Share premium HK\$'000	Exchange reserve HK\$'000	Other reserve (Note) HK\$'000	Accumulated losses HK\$'000	Total HK\$'000
At 1 April 2020 (audited)	16,672	78,559	759	46,657	(99,881)	42,766
Loss for the period	-	-	-	-	(5,999)	(5,999)
Other comprehensive income for the period						
– Exchange differences arising on translating foreign operations	-	-	353	-	-	353
Total comprehensive income (expense) for the period	-	-	353	-	(5,999)	(5,646)
At 30 June 2020 (unaudited)	16,672	78,559	1,112	46,657	(105,880)	37,120

Note:

Other reserve represented the difference between the nominal amount of the share capital and share premium of AdBeyond Holdings Limited and the nominal amount of the share capital issued by the Company pursuant to the group reorganisation on 16 May 2015.

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

For the three months ended 30 June 2021

1. GENERAL

The Company was incorporated on 10 January 2014 in the Cayman Islands as an exempted company with limited liability under the Companies Act (as revised) of the Cayman Islands. Its shares (the “**Shares**”) have been listed on GEM of the Stock Exchange since 29 May 2015 (the “**Listing**”). The addresses of the registered office and principal place of business in Hong Kong of the Company are Windward 3, Regatta Office Park, PO Box 1350, Grand Cayman KY1-1108, Cayman Islands and 4/F., KOHO, 73-75 Hung To Road, Kwun Tong, Hong Kong, respectively.

The Company is principally engaged in investment holding. The principal activities of its subsidiaries are investment holding, provision of digital media services and provision of marketing services.

Other than the subsidiaries of the Company established in the People’s Republic of China (the “**PRC**”) and Taiwan whose functional currency is Renminbi (“**RMB**”) and Taiwan dollars (“**TWD**”), the functional currency of the remaining subsidiaries of the Company is Hong Kong dollars (“**HK\$**”).

The unaudited condensed consolidated financial statements of the Group are presented in HK\$, which is the same as the functional currency of the Company.

2. BASIS OF PREPARATION AND SIGNIFICANT ACCOUNTING POLICIES

The unaudited condensed consolidated financial statements has been prepared in accordance with Hong Kong Accounting Standard 34 “Interim Financial Reporting” issued by the Hong Kong Institute of Certified Public Accountants (the “HKICPA”). The unaudited condensed consolidated financial statements should be read in conjunction with the audited consolidated financial statements of the Company for the year ended 31 March 2021 which has been prepared in accordance with all applicable Hong Kong Financial Reporting Standards (“HKFRSs”).

The unaudited condensed consolidated financial statements for the Period comprises the Company and its subsidiaries.

The accounting policies used in the preparation of the unaudited condensed consolidated financial statements are consistent with those used in the preparation of the audited consolidated financial statements for the year ended 31 March 2021.

The unaudited condensed consolidated financial statements has been prepared on the historical cost basis except for certain financial instruments that are measured at fair value. Historical cost is generally based on the fair value of the consideration given in exchange for goods and services.

The preparation of the unaudited condensed consolidated financial statements for the Period requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying amounts of assets and liabilities not readily apparent from other sources. Actual results may differ from these estimates.

3. APPLICATION OF NEW AND REVISED HONG KONG FINANCIAL REPORTING STANDARDS

During the Period, the Group has adopted all the new and revised HKFRSs issued by the HKICPA that are relevant to its operations and effective for its accounting period beginning on 1 April 2021. The application of these new and revised HKFRSs did not result in significant changes to the Group's accounting policies, presentation of the Group's condensed consolidated financial statements and amounts reported for the current period and prior period. The Group has not early applied the new and revised HKFRSs that have been issued but are not yet effective. The Directors anticipate that the application of these new standards, amendments and interpretations will have no material impact on the unaudited condensed consolidated financial statements of the Group.

4. REVENUE

Revenue represents revenue generated from the provision of digital advertisement placement services, social media management services and creative and technology services. The following is an analysis of the Group's revenue for the relevant periods:

	Three months ended 30 June	
	2021 (unaudited) HK\$'000	2020 (unaudited) HK\$'000
Social media management services	10,500	15,189
Digital advertisement placement services	2,261	2,108
Creative and technology services	30,084	12,705
	42,845	30,002

5. OTHER INCOME, GAINS OR LOSSES

	Three months ended 30 June	
	2021 (unaudited) HK\$'000	2020 (unaudited) HK\$'000
Dividends from financial assets at fair value through profit or loss	19	19
Rental income from investment properties	–	38
Gain on disposal of investment properties	93	290
Bank interest income	11	14
Sundry income	106	88
	229	449

6. INCOME TAX EXPENSE

	Three months ended 30 June	
	2021	2020
	(unaudited)	(unaudited)
	HK\$'000	HK\$'000
Current tax:		
Hong Kong Profit Tax	–	–
PRC Enterprise Income Tax	15	211
Taiwan Corporate Income Tax	–	–
	15	211
Deferred tax	–	–
	15	211

No provision for Hong Kong Profits Tax has been made for the Period as there was no assessable profits for the Period. Under the two-tiered profits tax rates regime, the first HK\$2 million of assessable profits of qualifying corporations will be taxed at 8.25%, and assessable profits above HK\$2 million will be taxed at 16.5%. The assessable profits of corporations not qualifying for the two-tiered profits tax rates regime will continue to be taxed at a flat rate of 16.5%.

Under the law of the PRC on Enterprise Income Tax (the “EIT Law”) and Implementation Regulation of the EIT Law, the tax rate of the PRC subsidiaries of the Company is 25% for the Period.

Corporate Income Tax in Taiwan is charged 20% for the Period.

Pursuant to the laws and regulations of the Cayman Islands and the British Virgin Islands (the “BVI”), the Group is not subject to any income tax in the Cayman Islands and the BVI.

7. DIVIDENDS

Dividend recognised as distribution during the periods is as follows:

	Three months ended 30 June	
	2021	2020
	(unaudited)	(unaudited)
	HK\$'000	HK\$'000
Interim dividend	–	–

8. LOSS FOR THE PERIOD

Loss for the relevant periods has been arrived at after charging (crediting):

	Three months ended 30 June	
	2021 (unaudited) HK\$'000	2020 (unaudited) HK\$'000
Directors' and chief executive's emoluments	5,457	3,444
Other staff costs (excluding Directors' and chief executive's emoluments)	11,399	13,526
Retirement benefits scheme contributions (excluding Directors' and chief executive's emoluments)	383	464
Total staff costs	17,239	17,434
Gross rental income from investment properties	–	(38)
Less:		
Direct operating expenses incurred for investment properties that generated rental income during the period	–	7
Direct operating expenses incurred for investment properties that did not generate rental income during the period	12	21
	12	(10)
Depreciation of plant and equipment	652	721
Depreciation of investment properties	91	130
Depreciation of right-of-use assets	1,261	1,354
Net foreign exchange (gain) loss	(338)	586

9. LOSS PER SHARE

The calculation of the basic and diluted loss per Share attributable to owners of the Company is based on the following data:

	Three months ended 30 June	
	2021 (unaudited) HK\$'000	2020 (unaudited) HK\$'000
Loss		
Loss for the period attributable to owners of the Company for the purpose of basic loss per Share	(5,474)	(5,999)
Number of Shares	'000	'000
Weighted average number of ordinary Shares for the purpose of basic and diluted loss per Share	1,667,200	1,667,200

The weighted average number of ordinary shares in issue during the periods ended 30 June 2021 and 2020 represents 1,667,200,000 ordinary shares in issue.

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS REVIEW AND PROSPECTS

The Group offers a range of integrated digital marketing services including (i) social media management services; (ii) digital advertisement placement services; and (iii) creative and technology services.

During the Period, the global outbreak of COVID-19 resulted in economic slowdowns and upheavals in many countries, and the Group's overall performance was also adversely affected by a number of unfavorable factors. The pandemic has battered the tourism and retail industries, prompting customers to postpone or suspend promotional activities. However, as the pandemic eased and as it changed work models around the world which spawned an upsurge in "work-from-home" and distance-learning arrangements, the time spent online by consumers spiked to a record high and also fueled customers' demand for online products or services, thereby creating new opportunities for the Group. In the face of COVID-19 challenges, the Group put in place flexible work arrangements and adopted a remote-work model for use in times of severe epidemic conditions to ensure the safety of employees while maintaining close contacts with customers and to minimise the pandemic's impact on the Group.

The Hong Kong market delivered to the Group a more stable performance than that of other regions. This was due mainly to the fact that the Group has built in the city over the years a solid and diversified customer base, and consumers generally had no choice but to stay home for extended periods due to the pandemic. Hence, brand customers were able to reach out to their target customers more frequently by taking advantage of digital marketing. The Group also observed that certain brand customers had stronger demand for services, such as live broadcasts and AR, as well as online "Chatbot", big data and video products which can meet the different needs of customers. The Group's customers have also launched AR online promotion programs on social platforms which enabled consumers to experience products and get to know them more in a more realistic manner. This has also greatly boosted consumers' desire to shop online from the comforts of home while enjoying greater convenience. Consumers have spent more time online than before the pandemic's easing. Under the "new normal", effective digital marketing services enable companies to maintain interactions with their target audiences and generate marketing benefits.



As for the PRC market, the Group mainly served foreign tourism customers in the past. However, since the global tourism industry grounded to a halt in the wake of the pandemic, related customers cancelled or postponed promotional activities, thereby inevitably affecting the Group's business. The Group originally expected that the launch of vaccination programs in countries around the world would create favorable conditions for the resumption of cross-border travel and tourism. However, preliminary assessments by customers and recent cross-border tourism data have provided indications that the outlook for the related market remains grim.

The Group established an office in the Taiwan in 2019 to support initially the operational needs of Hong Kong customers. During the Period, the office also provided services to local customers, comprised mainly of general consumer goods clients. Although the Taiwan office is relatively small in scale, it offers potential for further expansion in the future.

Financial Review

Revenue and gross profit

The Group's revenue was generated from the integrated digital marketing business which was derived from the provision of (i) social media management services; (ii) digital advertisement placement services; and (iii) creative and technology services.

For the Period, the Group's revenue generated from (i) social media management services amounted to approximately HK\$10.50 million (three months ended 30 June 2020: approximately HK\$15.19 million), accounting for approximately 24.50% of our total revenue (three months ended 30 June 2020: approximately 50.63%); (ii) digital advertisement placement services amounted to approximately HK\$2.26 million (three months ended 30 June 2020: approximately HK\$2.10 million), accounting for approximately 5.27% of our total revenue (three months ended 30 June 2020: approximately 7.00%); and (iii) creative and technology services amounted to approximately HK\$30.09 million (three months ended 30 June 2020: approximately HK\$12.71 million), accounting for approximately 70.23% of our total revenue (three months ended 30 June 2020: approximately 42.37%).

The Group's total revenue increased by approximately 42.83% from approximately HK\$30.00 million for the three months ended 30 June 2020 to approximately HK\$42.85 million for the Period. The increase in total revenue was mainly attributable to the increase in revenue from creative and technology services, offset by the decrease in revenue from social media management services. The Group's gross profit margin decreased from approximately 30.49% for the three months ended 30 June 2020 to approximately 21.17% for the Period. The decrease in gross profit margin was mainly attributable to the increase in revenue while the increase in operation costs incurred in cost of services simultaneously. As a result, the Group's gross profit slightly decreased by approximately 0.87% from approximately HK\$9.15 million for the three months ended 30 June 2020 to approximately HK\$9.07 million for the Period.

Other income, gains or losses

The Group's other income, gains or losses decreased from approximately HK\$0.45 million for the three months ended 30 June 2020 to approximately HK\$0.23 million for the Period, which was mainly attributable to the decrease in gain on disposal of investment properties.

Selling expenses

The Group's selling expenses decreased by approximately 16.78% from approximately HK\$4.59 million for the three months ended 30 June 2020 to approximately HK\$3.82 million for the Period. The selling expenses mainly comprised sales staff costs, sales commission and marketing-related expenses. The decrease in selling expenses for the Period was mainly due to the decrease in marketing-related expenses and staff costs.



Administrative expenses

The Group's administrative expenses increased by approximately 7.71% from approximately HK\$10.90 million for the three months ended 30 June 2020 to approximately HK\$11.74 million for the Period. The administrative expenses mainly comprised administrative staff costs, depreciation of right-of-use assets, utility expenses, building management fees, recruitment-related expenses, and legal and professional fees. The increase in administrative expenses for the Period was mainly due to the increase in administrative staff costs.

Finance costs

The Group's finance cost amounted to approximately HK\$0.08 million for the Period (three months ended 30 June 2020: approximately HK\$0.04 million). This item comprised interest expenses on lease liabilities.

Income tax expenses

The Group's income tax expense amounted to approximately HK\$0.02 million for the Period (three months ended 30 June 2020: approximately HK\$0.21 million), which was attributable to the PRC Enterprise Income Tax.

Loss for the period attributable to owners of the Company

For the Period, loss attributable to owners of the Company amounted to approximately HK\$5.47 million (three months ended 30 June 2020: approximately HK\$6.00 million). The decrease in loss attributable to owners of the Company was mainly due to the continuing implementation of the expense control policy, via which there was a decrease in marketing-related expenses incurred in selling expenses.

EVENT AFTER THE REPORTING PERIOD

On 11 June 2021, the Company announced that the Board proposed to implement the share consolidation (the "**Share Consolidation**") on the basis that every ten (10) issued and unissued shares of HK\$0.01 each in the share capital of the Company be consolidated into one (1) consolidated share of HK\$0.10 each.

Pursuant to an ordinary resolution passed on 14 July 2021, the Share Consolidation was approved by the shareholders of the Company and has become effective on 16 July 2021. Immediately after the Share Consolidation, the total number of issued shares of the Company was adjusted from 1,667,200,000 to 166,720,000. Following the Share Consolidation, there was no change to the amount of share capital and share premium of the Company.

Save as disclosed in this report, there was no significant event subsequent to 30 June 2021 and up to the date of this report.

CHANGE IN INFORMATION OF DIRECTORS

Mr. Chan Pak San has been appointed as an executive Director with effect from 6 August 2021. For further details, please refer to the announcement of the Company dated 6 August 2021.

INTERIM DIVIDEND

The Board resolved not to declare an interim dividend for the Period (three months ended 30 June 2020: Nil).

SIGNIFICANT INVESTMENTS HELD

Financial asset at fair value through other comprehensive income (“FVTOCI”)

	As at 30 June 2021 (unaudited) HK\$’000	As at 31 March 2021 (audited) HK\$’000
Unlisted investments	–	1,250

The above unlisted equity investments represent investment by the Group in unlisted equity securities issued by private entities incorporated in Cayman Islands.

During the Period, the Group has disposed of the equity investment designated at FVTOCI at consideration of HK\$1,250,000. At the date of disposal, the fair value of such investment was HK\$1,250,000 and the gain on disposal was nil. The management considered the investee would be unlikely to be profitable in the future and therefore disposed of the investment.

Financial asset at fair value through profit or loss

The following table sets out the particulars and movement of our financial asset at fair value through profit or loss (“**FVTPL**”) at the end of the reporting period:

Name/fund details	Nature of business	Number of shares/units held as at 30 June 2021	Carrying amount as at 31 March 2021 HK\$'000	Acquisition (Disposal) during the Period HK\$'000	Unrealised gain (loss) on change in fair value during the Period HK\$'000	Realised gain (loss) on disposal during the Period HK\$'000	Carrying amount as at 30 June 2021 HK\$'000	Percentage to the Group's total assets as at 30 June 2021	Dividend received during the Period HK\$'000
SIS International Holdings Limited	Note	50,000	67	-	24	-	91	0.10%	-
Listed equity security			67	-	24	-	91	0.10%	-
Baillie Gifford Worldwide Funds Plc – Long Term Global Growth A-USD-acc	Investment in fund	8,302.18	1,435	-	118	-	1,553	1.80%	-
BlackRock Global Funds SICAV – Next Generation Technology A2-USD-capitalisation	Investment in fund	7,413.68	1,432	-	134	-	1,566	1.81%	-
Morgan Stanley Inv. Funds SICAV – Global Endurance Fund	Investment in fund	2,715.12	1,416	-	198	-	1,614	1.87%	-
Listed fund investments			4,283	-	450	-	4,733	5.48%	-
ManuLife Inv Allianz and Growth Fund (dist)	Investment in fund	128,187.25	1,013	-	(1)	-	1,012	1.17%	19
Unlisted fund investments			1,013	-	(1)	-	1,012	1.17%	19
Total			5,363	-	473	-	5,836	6.75%	19

Note: Distribution of mobile and IT products, investments in promising businesses and investments in real estate.

Investment Properties

As at 30 June 2021, the Group had investment properties measured at cost less accumulated depreciation and impairment, the aggregate carrying amount of which amounted to approximately HK\$9.07 million (31 March 2021: approximately HK\$9.13 million), which consisted of 2 car parks spaces and 1 leasehold premises (31 March 2021: 2 car parks spaces and 1 leasehold premises). The Group intends to hold the investment properties for capital appreciation.

Save as disclosed above and the investment in subsidiaries and associates by the Company, the Group did not hold any significant investments during the Period.

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES

As at 30 June 2021, the interests and short positions of the Directors and the chief executive of the Company in the shares, underlying shares or debentures of the Company or its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO")) (i) which were required to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they were taken or deemed to have under such provisions of the SFO); or (ii) which were required, pursuant to Section 352 of the SFO, to be entered in the register referred to therein; or (iii) which were required to be notified to the Company and the Stock Exchange pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules, were as follows:

Long positions in the Shares of the Company

Name	Nature of interest	Total number of Shares held	Percentage of shareholding
Mr. Yip Shek Lun ("Mr. Alan Yip") (Chief executive officer and chairman of the Board)	Interests held jointly with another person (Note 1)	225,260,000	13.51%
	Interest in controlled corporation (Note 2)/Interest of spouse (Note 3)	249,120,000	14.94%
Ms. Wan Wai Ting ("Ms. Karin Wan")	Interests held jointly with another person (Note 1)	225,260,000	13.51%
	Interest in controlled corporation (Note 2)/Interest of spouse (Note 3)	249,120,000	14.94%
Mr. Ng Chi Fung ("Mr. Jeff Ng")	Interests held jointly with another person (Note 1)	291,500,000	17.48%
	Beneficial owner	182,880,000	10.97%

Notes:

- Mr. Alan Yip, Ms. Karin Wan, Mr. Jeff Ng and Ms. Wang Lai Man, Liza ("Ms. Liza Wang") are persons acting in concert and accordingly each of them is deemed to be interested in the Shares held by the others. By a deed of confirmation and undertaking entered into among Mr. Alan Yip, Mr. Jeff Ng, Ms. Karin Wan and Ms. Liza Wang dated 2 January 2014 (the "Acting in Concert Confirmation and Undertaking"), each of Mr. Alan Yip, Ms. Karin Wan, Mr. Jeff Ng and Ms. Liza Wang confirmed that, inter alia, they had exercised their voting rights at the meetings of the shareholders and/or directors of members of the Group in unanimity since 1 April 2011 and had undertaken to continue to do so upon the execution of the Acting in Concert Confirmation and Undertaking and during the period they (by themselves or together with their associates) remain in control of the Group until the Acting in Concert Confirmation and Undertaking is terminated by them in writing.

2. These Shares are held by Cooper Global Capital Limited (“**Cooper Global**”), which is owned as to 50.00% by Mr. Alan Yip and 50.00% by Ms. Karin Wan. By virtue of the SFO, Mr. Alan Yip and Ms. Karin Wan are deemed to be interested in the Shares held by Cooper Global.
3. Mr. Alan Yip is the spouse of Ms. Karin Wan. Under the SFO, Mr. Alan Yip is deemed to be interested in all the Shares in which Ms. Karin Wan is interested. Ms. Karin Wan is the spouse of Mr. Alan Yip. Under the SFO, Ms. Karin Wan is deemed to be interested in all the Shares in which Mr. Alan Yip is interested.

Save as disclosed above, as at 30 June 2021, none of the Directors nor chief executive of the Company has registered an interests and short positions in the shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) (i) which were required to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which were taken or deemed to have under such provisions of the SFO); or (ii) which were required, pursuant to Section 352 of the SFO, to be entered in the register referred to therein; or (iii) which were required to be notified to the Company and the Stock Exchange pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules.

SUBSTANTIAL SHAREHOLDERS’ INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES

So far as the Directors are aware, as at 30 June 2021, the following persons (other than the Directors or chief executive of the Company) had or deemed or taken to have an interest and/or short position in the Shares or the underlying Shares which were required to be recorded in the register of interests required to be kept by the Company pursuant to Section 336 of the SFO, or which would fall to be disclosed under the provisions of Divisions 2 and 3 of Part XV of the SFO:

Long positions in the Shares of the Company

Name	Nature of interest	Total number of Shares held	Percentage of shareholding
Cooper Global	Beneficial owner	249,120,000	14.94%
Ms. Liza Wang	Interests held jointly with another person (Note 1)	432,000,000	25.91%
	Beneficial owner	42,380,000	2.54%
Mr. Luk Ting Kwan, Jerry	Interest of spouse (Note 2)	474,380,000	28.45%

Notes:

- Mr. Alan Yip, Ms. Karin Wan, Mr. Jeff Ng and Ms. Liza Wang are persons acting in concert and accordingly each of them is deemed to be interested in the Shares held by the others. By the Acting in Concert Confirmation and Undertaking, each of Mr. Alan Yip, Ms. Karin Wan, Mr. Jeff Ng and Ms. Liza Wang confirmed, inter alia, that they have exercised their voting rights at the meetings of the shareholders and/or directors of members of the Group in unanimity since 1 April 2011 and have undertaken to continue to do so upon the execution of the Acting in Concert Confirmation and Undertaking and during the period they (by themselves or together with their associates) remain in control of the Group until the Acting in Concert Confirmation and Undertaking is terminated by them in writing.
- Mr. Luk Ting Kwan, Jerry is the spouse of Ms. Liza Wang. Under the SFO, Mr. Luk Ting Kwan, Jerry is deemed to be interested in all the Shares in which Ms. Liza Wang is interested.

Save as disclosed above, as at 30 June 2021, the Directors were not aware of any other persons (other than the Directors or chief executive of the Company) who had or deemed or taken to have any interests or short positions in the Shares or underlying Shares which would fall to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO or which were required to be recorded in the register of interests required to be kept by the Company under Section 336 of the SFO.

SHARE OPTION SCHEME

The Company's share option scheme (the "**Share Option Scheme**") was conditionally approved by the Company pursuant to the written resolutions of all the then shareholders of the Company dated 20 May 2015. The terms of the Share Option Scheme are in accordance with Chapter 23 of the GEM Listing Rules. As at 30 June 2021, the outstanding number of share options available for grant under the Share Option Scheme is 166,720,000 share options to subscribe for Shares, which, if granted and exercised in full, represent 10% of the Shares in issue as at 30 June 2021.

DIRECTORS' INTERESTS IN COMPETING BUSINESS

The Directors are not aware of any business or interest of the Directors nor the controlling shareholders of the Company nor any of their respective close associates that competes or may compete, directly or indirectly, with the Group's business and any other conflicts of interest which any such person has or may have with the Group during the Period.

DEED OF NON-COMPETITION

A deed of non-competition dated 20 May 2015 has been entered into by Mr. Alan Yip, Mr. Jeff Ng, Ms. Karin Wan, Ms. Liza Wang and Cooper Global, all being the Company's controlling shareholders, in favour of the Company regarding certain non-competition undertakings. The details of the deed of non-competition have been disclosed in the section headed "Relationship with Our Controlling Shareholders" in the Prospectus of the Company dated on 22 May 2015.



CODE OF CONDUCT FOR DIRECTORS' SECURITIES TRANSACTIONS

The Company has adopted a code of conduct regarding securities transactions by Directors on terms no less exacting than the required standard of dealings concerning securities transactions by the Directors as set out in Rules 5.48 to 5.67 of the GEM Listing Rules (the "**Model Code**") as its own code governing securities transactions of the Directors. Having made specific enquiry of all the Directors, all of them confirmed that they have fully complied with the required standard of dealings as set out in the Model Code during the Period and up to the date of this report.

Pursuant to Rule 5.66 of the Model Code, the Directors have also requested any employee of the Company or director or employee of a subsidiary of the Company who, because of his office or employment in the Company or a subsidiary, is likely to possess inside information in relation to the securities of the Company, not to deal in securities of the Company when he would be prohibited from dealing by the Model Code as if he or she were a Director.

PURCHASE, SALE OR REDEMPTION OF SECURITIES

For the Period, neither the Company nor any of its subsidiaries have purchased, sold or redeemed any securities of the Company.

COMPLIANCE WITH THE CORPORATE GOVERNANCE CODE

The Board strives to uphold the principles of corporate governance as set out in the Corporate Governance Code (the “**CG Code**”) contained in Appendix 15 to the GEM Listing Rules, and has adopted various measures to enhance the internal control system, the Directors’ continuous professional development and other areas of practice of the Company. While the Board strives to maintain a high level of corporate governance, it also works hard to create values and achieve maximum return for its shareholders. The Board will continue to conduct review and improve the quality of corporate governance practices with reference to local and international standards.

During the Period, the Company has complied with the code provisions, other than Provisions A.2.1 of the CG Code.

Provision A.2.1 of the CG Code stipulates that the roles of chairman and chief executive should be separate and should not be performed by the same individual. Mr. Alan Yip is the chairman of the Board and the chief executive officer of the Company and has been managing the Group’s business and overall strategic planning since its establishment. The Directors believe that the vesting of the roles of chairman of the Board and chief executive officer in Mr. Alan Yip is beneficial to the business operations and management of the Group as it provides a strong and consistent leadership to the Group and that the current management has been effective in the development of the Group and the implementation of business strategies under the leadership of Mr. Alan Yip. In allowing the two roles to be vested in the same person, the Group believes that both positions require in-depth knowledge and considerable experience of the Group’s business and Mr. Alan Yip is the most suitable person to occupy both positions for effective management of the Group. Accordingly, the Company has not segregated the roles of its chairman of the Board and chief executive officer of the Company as required by Provision A.2.1 of the CG Code.



AUDIT COMMITTEE

The Company established an audit committee (the “**Audit Committee**”) with written terms of reference in compliance with Rules 5.28 and 5.29 of the GEM Listing Rules. The Audit Committee comprises three members, namely, Mr. Tso Ping Cheong, Brian, Mr. David Tsoi and Mr. Hong Ming Sang, who are independent non-executive Directors. Mr. Tso Ping Cheong, Brian, who has appropriate professional qualifications and experience in accounting matters, is the chairman of the Audit Committee. The primary duties of the Audit Committee are, among other things, to make recommendations to the Board on the appointment, re-appointment and removal of external auditor, review the financial information, oversee the Group’s financial reporting process, internal control, risk management systems and audit process and perform other duties and responsibilities assigned by the Board.

The auditor of the Company has not audited or reviewed the condensed consolidated results of the Group for the Period, but the Audit Committee has reviewed the unaudited condensed consolidated results of the Group for the Period and is of the opinion that such results complied with the applicable accounting standards, the requirements under the GEM Listing Rules and other applicable legal requirements, and that adequate disclosures had been made.

By order of the Board

Guru Online (Holdings) Limited

Yip Shek Lun

Chief Executive Officer, Chairman of the Board and Executive Director

Hong Kong, 13 August 2021

As at the date of this report, the executive Directors are Mr. Yip Shek Lun, Mr. Ng Chi Fung, Ms. Wan Wai Ting and Mr. Chan Pak San; the non-executive Directors are Ms. Cheung Laam and Mr. Wang Zhong Lei, and the independent non-executive Directors are Mr. Tso Ping Cheong, Brian, Mr. David Tsoi, Mr. Hong Ming Sang and Mr. Lam Tung Leung.