

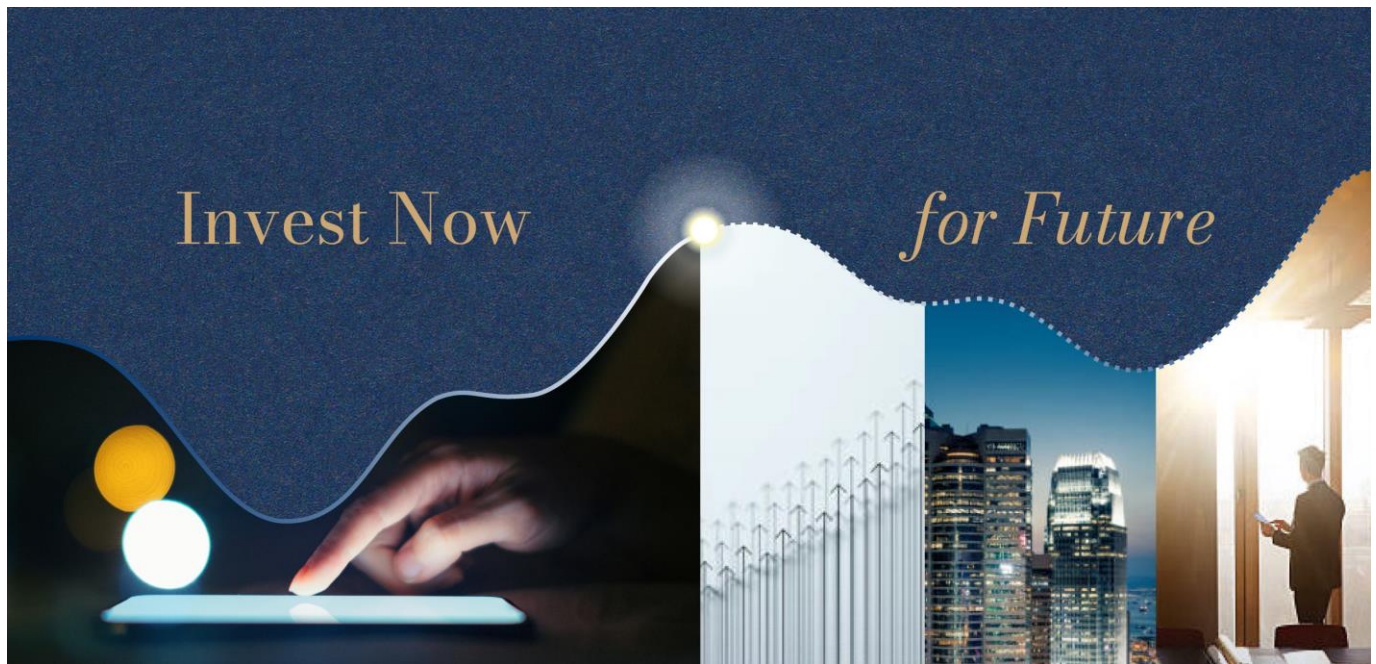
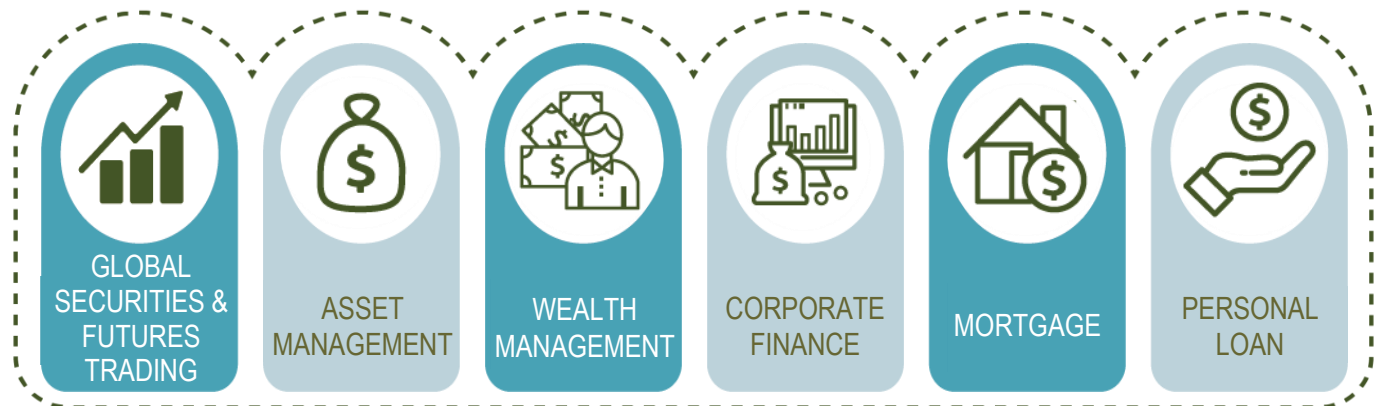


英皇證券集團有限公司 Emperor Capital Group Limited

於百慕達註冊成立之有限公司(股份代號: 717)
Incorporated in Bermuda with limited liability (Stock Code:717)

Company Background

- Established in 1993, Emperor Capital Group (stock code: 717.HK) is a renowned HK-based financial institution, with remarkable development from a local brokerage house to an all-rounded financial institution



Investor Relations Contacts

Anna Luk
Group IR Director
Direct Line: 852-2835 6783
Email: annaluk@EmperorGroup.com

Janice Au
Group IR Manager
Direct Line: 852-2835 6799
Email: janiceau@EmperorGroup.com



英皇證券集團有限公司 Emperor Capital Group Limited

於百慕達註冊成立之有限公司 (股份代號: 717)
Incorporated in Bermuda with limited liability (Stock Code:717)

Company Background

Shareholding Structure



Competitive Strengths

Unique Group Synergies

- Tap into excellent brand reputation, by enjoying well recognition of “Emperor” in Chinese-speaking communities and its synergies effect with intra-group companies

Focused Customer Reach

- Comparing with international investment banks, HK based financial institution is more flexible in satisfying the actual demand of 2nd/3rd tier listed issuers, which are more active than 1st tier giant listed corporations

Solid Fundamentals

- Established for more than 20 years, “Emperor Capital Group” is a prestigious HK based financial institution comprising HK and mainland investors. More than 50% of existing customers have been staying with us for over 10 years
- Create dynamic business model and enhance customers’ value by providing one-stop financial services

High Degree of Professionalism

- Full license covering wide range of financial services
- Comprise of highly qualified and experienced professionals

Branch Network as at 31 March 2022

3 Branches in Hong Kong

- 1) Mongkok
- 2) Sha Tau Kok
- 3) Tsuen Wan

3 Liaison Offices in mainland China

- 1) Beijing
- 2) Guangzhou
- 3) Shanghai

Head Office in Hong Kong

23-24/F, Emperor Group Centre, 288 Hennessy Road, Wan Chai



英皇證券集團有限公司
Emperor Capital Group Limited

於百慕達註冊成立之有限公司(股份代號:717)
Incorporated in Bermuda with limited liability (Stock Code:717)

Loan & Financing Service

Portfolio of Financing Segment

Term Loan: Bridging loan and structured loan

- Provision of tailor-made loan services and one-stop financial advisory services to substantial shareholders of listed companies for their asset reorganization or M&A projects
- Controlling stakes of listed companies are usually pledged as collateral

Margin Financing

- Traditional source of financing, the borrowing power depending on the quality of the underlying securities
- Borrowing power ranges from 10% to 70%, with margin interest rates varies from P+3% to P+8%
- Its performance depends on the turnover of equity market, which serves as a relatively stable source of income

Others: Mortgage, tax loan and petty loan

- Loan period: 1 year - 2 years
- Surging demand for re-mortgage loan from licensed money lenders due to the banks' tightening control over mortgage lending in response to adjustment in property valuation



Bridging Loan Market

Solid Clientele Base

Riding on the renowned reputation of "Emperor" and "Emperor Capital Group", we have established a solid base of clientele comprising 2nd tier and 3rd tier listed companies over the years with abundant experience in local market.

Abundant Market Opportunities

Surging demand for bridging loan which usually ties up huge amount per each transaction.



Interest Income

Monthly interest rate ranges from 1.5% to 3.5%, with loan period from three to nine months.

Prudent Risk

Thorough assessment on the collaterals to minimise default risk.



英皇證券集團有限公司
Emperor Capital Group Limited

於百慕達註冊成立之有限公司(股份代號: 717)
Incorporated in Bermuda with limited liability (Stock Code: 717)

Financial Overview

Financial Summary

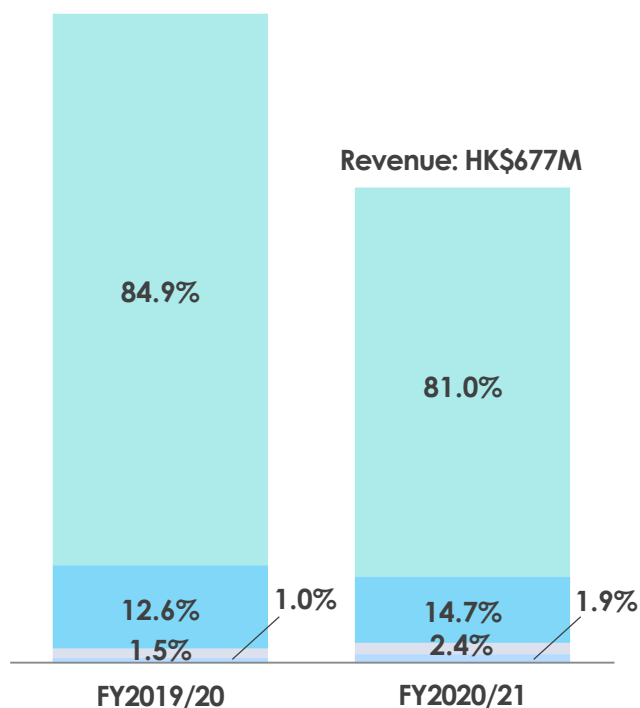
HK\$ million	FY2019/20	FY2020/21	1H2020/21	1H2021/22	Changes
Revenue	917.4	676.8	346.6	244.8	- 29.4%
Impairment Allowance*	1,327.3	939.3	140.1	161.8	+ 15.5%
Net Profit/(Loss)	(689.7)	(576.1)	53.7	(35.0)	N/A
Basic Earnings / (Loss) Per Share (HK cents)	(10.23)	(8.55)	0.80	(0.52)	N/A

* Represents the net impairment allowances for margin loans, and other loans and advances

Segmental Performance

Revenue: HK\$917M

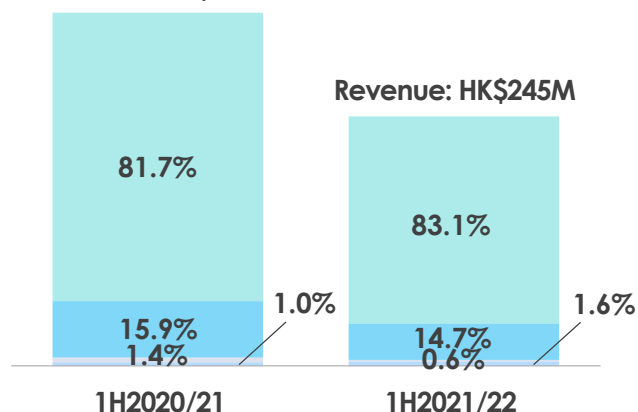
Revenue: HK\$677M



Financing
Brokerage Services
Placing & Underwriting
Corporate Finance

Revenue: HK\$347M

Revenue: HK\$245M





英皇證券集團有限公司
Emperor Capital Group Limited

於百慕達註冊成立之有限公司(股份代號: 717)
Incorporated in Bermuda with limited liability (Stock Code: 717)

Financial Summary

Cost Structure

% of Total Revenue	FY2019/20	FY2020/21	1H2020/21	1H2021/22
Staff Cost	6.8%	11.5%	11.4%	17.0%
Commission and Fee Expenses	4.8%	7.3%	7.0%	8.3%
Interest Expense	12.0%	10.6%	12.7%	5.9%
Advertising Cost	0.1%	0.2%	0.2%	0.1%

Key Financial Indicators

HK\$ million	@30 Sep		@31 Mar
	2020	2021	2022
Net Asset Value	4,425.6	3,849.6	3,814.6
Bank Balances and Cash	852.0	1,024.1	1,043.8
Total Loan Book, excluding IPO financing	4,934.5	3,726.2	3,557.4
Total Borrowings, excluding IPO financing	1,394.6	869.1	725.1
- Bank Borrowings, excluding IPO financing	-	370.0	460.0
- Unsecured Bonds	1,394.6	499.1	265.1
Gearing Ratio (As a % of total borrowings over total equity)	31.5%	22.6%	19.0%

The average cost of funding in 1H2021/22 was 3.6% (1H2020/21: 4.5%; FY2020/21: 4.1%)



英皇證券集團有限公司
Emperor Capital Group Limited

於百慕達註冊成立之有限公司(股份代號:717)
Incorporated in Bermuda with limited liability (Stock Code:717)

Strong Clientele

Solid Customer Base

- Established a solid and loyal base of customers from Hong Kong and mainland China
- Serving over 1,200 CIES customers to facilitate application of residence in Hong Kong
- Active trading activities with average daily turnover reaching HK\$126 million in 1H2021/22

Sound Track Record

- Active engagement in corporate transactions and IPO projects





英皇證券集團有限公司
Emperor Capital Group Limited

於百慕達註冊成立之有限公司(股份代號: 717)
Incorporated in Bermuda with limited liability (Stock Code: 717)

Future Strategies & Awards

Future Strategies

Retail Customer Market

- Update the frontend and backend trading systems further and diversify the digital offerings
- Optimise the trading experience for customers and enhance the Group's retail market segment competitiveness

Wealth Management Business

- Strengthen its wealth management business development by offering more unique and quality investment funds and bond products and services to its clients, in addition to insurance services
- Enrich clients' investment portfolios and enhance their investment experience

New Business Opportunities

- Explore opportunities in penetrating into potential loan products
- Seek for strategic cooperation partners to achieve synergy and jointly capture the market opportunities in Hong Kong and mainland China

Awards



Hong Kong Leaders' Choice 2018 –
Excellent Brand of Financial Instituting Services
Metro Finance
2018



The Greater China Super Brands Award
East Week
2012, 2014, 2016, 2018, 2020



Outstanding Corporate Strategy Award
East Week
2013, 2015, 2017, 2019 & 2021



"Best in Brokerage"
Capital Merits of Achievements in
Banking & Finance Awards
Capital Magazine 2011-2021



HKIRA 4th Investor Relations Award
Certificate of Excellence
Hong Kong Investor Relations Association
2018



Hong Kong Outstanding Enterprise
Economic Digest
2013, 2015, 2017