

**EDENSOFT HOLDINGS LIMITED**  
**SHARE OFFER**

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**Offering Summary:**

Issuer:	<b>EDENSOFT HOLDINGS LIMITED</b> 伊登軟件控股有限公司 (the "Company")
Listing:	Main Board of The Stock Exchange of Hong Kong Limited / Ticker: 1147.HK
<b>Orient Securities Limited's Role:</b>	<b>Co-Lead Manager</b>
Offer Price:	HK\$0.25 per Share
Total No. of Offering Shares:	500,000,000 Shares (subject to the Over-allotment Option)
Initial Offer Structure:	10% Hong Kong Public Offering Shares (total of 50,000,000 New Shares under "Hong Kong Public Offering Shares", subject to reallocation) 90% International Placing Shares (total of 450,000,000 New Shares under "International Placing Shares", subject to reallocation and the Over-allotment Option)
Indicative Deal Size	HK\$ 125.00mil (Pre-shoe) HK\$ 143.75mil (Post-shoe)
Indicative Market Cap	HK\$ 500.00mil (Pre-shoe) HK\$ 518.75mil (Post-shoe)
Over-allotment Option:	Up to 75,000,000 additional Shares (representing 15% of the Offer Shares initially available under the Share Offer)
Board Lot	10,000 Shares
Brokerage fee:	1.00%
Transactional cost:	SFC transaction levy of 0.0027%, and Stock Exchange trading fee of 0.005%
Corporate Information:	
<b>Business:</b>	<p>Established in 2002, the Company is an integrated IT solution and cloud services provider in the PRC. Its business portfolio includes provision of IT infrastructure services, IT implementation and supporting services and cloud services, with over 16 years of experience in the IT services industry in the PRC. According to the Industry Report, the IT services industry is highly fragmented with a large number of market participants, of which the Company was ranked top 60 with market share of 0.1% in terms of revenue in Shenzhen in 2017. The principal business segments of the Company include:</p> <p><b>(i). IT infrastructure services:</b> The Company assesses customers' needs and their existing IT environment and provide IT infrastructure services by advising them on the suitable hardware and/or software products that their IT environment would require and procuring the relevant hardware and/or software products, including but not limited to servers and routers, security software, office-related software and computers from the IT products vendors and installing these IT products in customers' IT environment.</p> <p><b>(ii). IT implementation and supporting services:</b> IT implementation and supporting services generally refers to (i) design of IT solutions; (ii) development and/or implementation of hardware and/or solution based software products; and (iii) provision of technical and maintenance supporting services.</p> <p><b>(iii). Cloud services:</b> The Company's cloud services provided in the modes of PaaS and SaaS, among which PaaS generally includes offering design, management and technical support for using cloud platforms which include self-developed cloud platform, namely Eden Cloud, and other third party cloud platforms. Currently, its cloud platforms provide services, including but not limited to (i) cloud services management platform; (ii) documents sharing; (iii) cloud storage; and (iv) data migration.</p>

	Year ended 31 December				
	2016	2017	2018	2019	
<b>Key Financial Information:</b>	Units: RMB'000				
	Revenue	327,293	468,439	612,092	791,888
	Gross profit	37,856	58,459	76,544	83,202
	Profit before tax	13,797	26,005	31,655	28,874
	Profit and total comprehensive income for the year/period	12,011	22,273	27,130	24,548
Use of Proceeds:	<ul style="list-style-type: none"> <li>✓ approximately 33.0% of the net proceeds from the Share Offer, or approximately HK\$24.4 million, will be used by the first half of the year ending 31 December 2022, for expanding its offices and enhancing the Company's service capacity to capture business opportunities in different regions in the PRC;</li> <li>✓ approximately 35.1% of the net proceeds from the Share Offer, or approximately HK\$26.0 million, will be used by the year ending 31 December 2022, for strengthening and developing the Company's R&amp;D and IT services capabilities and further expanding its cloud services;</li> <li>✓ approximately 16.7% of the net proceeds from the Share Offer, or approximately HK\$12.4 million, will be used by the year ending 31 December 2020, for maintaining fund for performance bond;</li> <li>✓ approximately 5.2% of the net proceeds from the Share Offer, or approximately HK\$3.8 million, will be used by the first half of the year ending 31 December 2022, for strengthening the Company's marketing effort and improving its brand recognition by participating in IT industry exhibitions, IT award competitions and organising marketing events; and</li> <li>✓ approximately 10.0% of the net proceeds from the Share Offer, or approximately HK\$7.4 million, will be used for working capital and general corporate purposes.</li> </ul>				

**Timetable:**

International Placing Bookbuilding:	23-Apr-2020 – 4-May-2020*
Hong Kong Public Offering Opens:	23-Apr-2020 – 29-Apr-2020 (12:00 noon)
Announcement of allotment results:	12-May-2020
Expected Listing Date:	13-May-2020
* The Joint Bookrunners reserve the right to adjust the period for International Placing Bookbuilding.	

<b>link in the HKEX website:</b>	
Chinese:	<a href="https://www1.hkexnews.hk/listedco/listconews/sehk/2020/0423/2020042300030_c.pdf">https://www1.hkexnews.hk/listedco/listconews/sehk/2020/0423/2020042300030_c.pdf</a>
English:	<a href="https://www1.hkexnews.hk/listedco/listconews/sehk/2020/0423/2020042300029.pdf">https://www1.hkexnews.hk/listedco/listconews/sehk/2020/0423/2020042300029.pdf</a>

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