



**DIRECTEL HOLDINGS LIMITED**

**直通電訊控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code : 8337)**

## **THIRD QUARTERLY RESULTS ANNOUNCEMENT FOR THE NINE MONTHS ENDED 30 SEPTEMBER 2010**

### **CHARACTERISTICS OF THE GROWTH ENTERPRISE MARKET (“GEM”) OF THE STOCK EXCHANGE OF HONG KONG LIMITED (THE “STOCK EXCHANGE”)**

GEM has been positioned as a market designed to accommodate companies to which a higher investment risk may be attached than other companies listed on the Stock Exchange. Prospective investors should be aware of the potential risks of investing in such companies and should make the decision to invest only after due and careful consideration. The greater risk profile and other characteristics of GEM mean that it is a market more suited to professional and other sophisticated investors.

Given the emerging nature of companies listed on GEM, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board and no assurance is given that there will be a liquid market in the securities traded on GEM.

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*This announcement, for which the directors (the “Director(s)”) of Directel Holdings Limited (the “Company”) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the 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 announcement 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 announcement misleading.*

#### HIGHLIGHTS

- Turnover for the nine months ended 30 September 2010 was approximately HK\$47,662,000, representing an increase of approximately 29.0% as compared with the corresponding period in 2009.
- Profit attributable to shareholders of the Company for the nine months ended 30 September 2010 was approximately HK\$11,942,000, representing an increase of approximately 5.3% as compared with the corresponding period in 2009. Profit attributable to shareholders of the Company before listing expenses was approximately HK\$14,722,000, representing an increase of approximately 29.8% as compared with the corresponding period in 2009.
- The Board does not recommend the payment of any dividend for the nine months ended 30 September 2010.

### **UNAUDITED THIRD QUARTERLY RESULTS FOR THE NINE MONTHS ENDED 30 SEPTEMBER 2010**

The board of Directors (the “Board”) of the Company is pleased to announce the unaudited consolidated results of the Company and its subsidiaries (the “Group”) for the three months and the nine months ended 30 September 2010 together with the unaudited comparative figures for the respective corresponding period in 2009 as follows:

## CONSOLIDATED INCOME STATEMENT

	Note	For the three months ended 30 September		For the nine months ended 30 September	
		2010	2009	2010	2009
		<i>HK\$'000</i> (Unaudited)	<i>HK\$'000</i> (Unaudited)	<i>HK\$'000</i> (Unaudited)	<i>HK\$'000</i> (Unaudited)
Turnover	4	17,720	13,365	47,662	36,936
Cost of sales		(7,134)	(6,299)	(19,568)	(18,712)
<b>Gross profit</b>		<b>10,586</b>	<b>7,066</b>	<b>28,094</b>	<b>18,224</b>
Other revenue		—	—	—	2
Administrative expenses		(4,337)	(2,252)	(13,745)	(7,439)
<b>Profit from operations</b>		<b>6,249</b>	<b>4,814</b>	<b>14,349</b>	<b>10,787</b>
Finance income	5	269	194	420	2,794
<b>Profit before taxation</b>	6	<b>6,518</b>	<b>5,008</b>	<b>14,769</b>	<b>13,581</b>
Income tax	7	(1,079)	(826)	(2,827)	(2,240)
<b>Profit for the period attributable to equity shareholders of the Company</b>		<b>5,439</b>	<b>4,182</b>	<b>11,942</b>	<b>11,341</b>
<b>Earnings per share</b> – Basic and diluted	8	<b>HK\$0.006</b>	<b>HK\$0.006</b>	<b>HK\$0.014</b>	<b>HK\$0.015</b>

## **CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME**

The Group had no components of comprehensive income other than “profit for the period attributable to equity shareholders of the Company” in the periods presented. Accordingly, no separate consolidated statement of comprehensive income is presented as the Group’s “total comprehensive income” was the same as the “profit for the period attributable to equity shareholders of the Company” in the periods presented.

## **NOTES TO THE UNAUDITED CONSOLIDATED QUARTERLY FINANCIAL REPORT**

### **1. BACKGROUND OF THE COMPANY**

Directel Holdings Limited (“the Company”) was incorporated in the Cayman Islands on 28 July 2009 as an exempted company with limited liability under the Companies Law, Chapter 22 (Law 3 of 1961, as consolidated and revised) of the Cayman Islands. The Company has established a place of business in Hong Kong and was registered in Hong Kong under Part XI of the Companies Ordinance as a non-Hong Kong company on 25 September 2009. On 2 June 2010, the Company listed its shares with a par value of HK\$0.01 each on the GEM of the Stock Exchange (the “Listing”).

The Company and its subsidiaries (together referred to as “the Group”) are principally engaged in provision of telecommunications services.

### **2. BASIS OF PREPARATION**

Pursuant to the group reorganisation (the “Reorganisation”) to rationalize the corporate structure in preparation for the listing of the Company’s shares on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited, the Company became the holding company of the Group on 7 September 2009. Details of the Reorganisation are set out in the prospectus of the Company dated 28 May 2010 (the “Prospectus”).

The Group is regarded as a continuing entity resulting from the Reorganisation under common control and has been accounted for on the basis of merger accounting. The quarterly results of the Group for the three months and the nine months ended 30 September 2009 shown as comparatives in the quarterly financial report have been prepared as if the current group structure had been in existence throughout the periods presented, or since the respective dates of incorporation or establishment of the group companies, rather than from the date when the Company became the holding company of the Group pursuant to the Reorganisation.

The quarterly financial report has been prepared in compliance with the applicable disclosure provisions of Chapter 18 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange.

The quarterly financial report has been prepared in accordance with substantially the same accounting policies adopted in the accountants’ report included in the Prospectus, except for the accounting policy changes that are expected to be reflected in the 2010 annual financial statements. Details of these changes in accounting policies are set out in note 3.

The quarterly financial report contains consolidated third quarterly income statement, consolidated statement of comprehensive income and selected explanatory notes. The notes include an explanation of events and transactions that are significant to an understanding of the financial performance of the Group since the 2009 annual financial statements. The consolidated quarterly financial report and notes thereon do not include all of the information required for a full set of financial statements prepared in accordance with International Financial Reporting Standards (“IFRS”).

The quarterly financial report has not been audited by the Company’s auditors, but has been reviewed by the Company’s audit committee.

### 3. CHANGES IN ACCOUNTING POLICIES

The International Accounting Standards Board has issued certain new IFRS, a number of amendments to IFRS and new Interpretations that are first effective for the current accounting period of the Group and the Company. Of these, the following developments are relevant to the Group's financial statements:

- **Improvements to IFRS (2009)**

The improvements to IFRS (2009) have had no material impact on the Group's financial statements as the amendments were consistent with policies already adopted by the Group.

### 4. TURNOVER

	For the three months ended 30 September		For the nine months ended 30 September	
	2010 <i>HK\$'000</i> (Unaudited)	2009 <i>HK\$'000</i> (Unaudited)	2010 <i>HK\$'000</i> (Unaudited)	2009 <i>HK\$'000</i> (Unaudited)
Provision of telecommunications services	16,622	12,106	44,808	31,619
Provision of telesales dealership services	1,098	1,259	2,854	4,814
Others	—	—	—	503
	<u>17,720</u>	<u>13,365</u>	<u>47,662</u>	<u>36,936</u>

Substantially all of the Group's external customers and property, plant and equipment are located in Hong Kong.

### 5. FINANCE INCOME

	For the three months ended 30 September		For the nine months ended 30 September	
	2010 <i>HK\$'000</i> (Unaudited)	2009 <i>HK\$'000</i> (Unaudited)	2010 <i>HK\$'000</i> (Unaudited)	2009 <i>HK\$'000</i> (Unaudited)
Interest income from bank deposits	27	—	43	1
Net foreign exchange gain	242	194	377	2,793
	<u>269</u>	<u>194</u>	<u>420</u>	<u>2,794</u>

## 6. PROFIT BEFORE TAXATION

Profit before taxation is arrived at after charging:

	For the three months ended 30 September		For the nine months ended 30 September	
	2010 HK\$'000 (Unaudited)	2009 HK\$'000 (Unaudited)	2010 HK\$'000 (Unaudited)	2009 HK\$'000 (Unaudited)
(a) Staff costs:				
Salaries, wages and other benefits	902	640	2,207	1,799
Contributions to defined contribution retirement plan	33	30	95	83
	<u>935</u>	<u>670</u>	<u>2,302</u>	<u>1,882</u>
(b) Other items:				
Depreciation	258	372	957	1,105
Bad debts written off	20	—	76	50
Licence charges	580	199	1,622	1,351
Operating lease charges in respect of				
– rental of properties	132	131	396	371
– rental of transmission lines	87	52	249	151
Auditors' remuneration				
– annual audit services	264	6	594	36
– other compliance services	62	—	69	7
Utilities	20	18	50	44
Repair and maintenance	104	115	311	228
Cost of inventories	58	156	528	820
	<u><u>58</u></u>	<u><u>156</u></u>	<u><u>528</u></u>	<u><u>820</u></u>

## 7. INCOME TAX

	For the three months ended 30 September		For the nine months ended 30 September	
	2010 HK\$'000 (Unaudited)	2009 HK\$'000 (Unaudited)	2010 HK\$'000 (Unaudited)	2009 HK\$'000 (Unaudited)
Current tax				
– Hong Kong Profits Tax	1,065	953	2,922	1,804
Deferred tax	14	(127)	(95)	436
Total income tax expense	<u>1,079</u>	<u>826</u>	<u>2,827</u>	<u>2,240</u>

The Company's Hong Kong subsidiaries are subject to Hong Kong Profits Tax. In addition, the Company and Elitel Limited, although incorporated in the Cayman Islands, are also considered as having a taxable presence in Hong Kong, since they are primarily managed and controlled in Hong Kong. They are subject to tax on an entity basis on income arising in or derived from Hong Kong. The provision for Hong Kong Profits Tax for the three months and the nine months ended 30 September 2010 is calculated at 16.5% (three months and nine months ended 30 September 2009: 16.5%) of the estimated assessable profits for the periods. The payments of dividends by Hong Kong companies are not subject to any Hong Kong withholding tax.

## 8. EARNINGS PER SHARE

### (a) Basic earnings per share

The calculation of basic earnings per share for the three months ended 30 September 2010 is based on the unaudited profit attributable to ordinary equity shareholders of the Company of approximately HK\$5,439,000 (three months ended 30 September 2009: approximately HK\$4,182,000) and the weighted average number of 877,427,000 ordinary shares in issue during the period (2009: weighted average number of 750,000,000 ordinary shares after adjusting for the capitalisation issue in 2010).

The calculation of basic earnings per share for the nine months ended 30 September 2010 is based on the unaudited profit attributable to ordinary equity shareholders of the Company of approximately HK\$11,942,000 (nine months ended 30 September 2009: approximately HK\$11,341,000) and the weighted average number of 877,427,000 ordinary shares in issue during the period (2009: weighted average number of 750,000,000 ordinary shares after adjusting for the capitalisation issue in 2010).

### (b) Diluted earnings per share

There were no potential dilutive ordinary shares for each of the three months and the nine months ended 30 September 2009 and 30 September 2010, and therefore, diluted earnings per share are the same as the basic earnings per share.



## 9. MOVEMENT OF EQUITY

	Share capital <i>HK\$'000</i> (Unaudited)	Share premium <i>HK\$'000</i> (Unaudited)	Other reserve <i>HK\$'000</i> (Unaudited)	Retained earnings <i>HK\$'000</i> (Unaudited)	Total <i>HK\$'000</i> (Unaudited)
As at 1 January 2009	—	—	—	3,836	3,836
Total comprehensive income for the period	—	—	—	11,341	11,341
As at 30 September 2009	—	—	—	15,177	15,177
As at 1 January 2010	—	—	—	13,975	13,975
Capitalisation issue	7,500	(7,500)	—	—	—
Shares issued under Placing, net of share issuing expenses	2,875	74,999	—	—	77,874
Total comprehensive income for the period	—	—	—	11,942	11,942
As at 30 September 2010	10,375	67,499	—	25,917	103,791

## MANAGEMENT DISCUSSION AND ANALYSIS

### BUSINESS REVIEW

The Group is a mobile virtual network operator (“MVNO”) which is principally engaged in the provision of mobile phone services. The Group does not have its own telecommunications network infrastructure and its business mainly involves the trading of the airtime sourced from two mobile network operators (“MNOs”) in Hong Kong and one MNO in the PRC, and subsequently sold the airtime through different channels and in various forms to users, dealers or MNOs. The Group’s mobile phone services include “One Card Multiple Number” service and Hong Kong local mobile phone services. The Group also provides services of resale of airtime to MNOs, telesales dealership services and other services.

The Group’s performance kept improving for the nine months ended 30 September 2010 compared to the corresponding period in 2009. Total number of activated phone numbers increased by approximately 44.4% to 207,124 as of 30 September 2010 compared to 143,483 as of 31 December 2009. The monthly average number of activated phone numbers increased by approximately 69.8% to 173,061 in the nine months ended 30 September 2010 when compared to the corresponding period in 2009.

However, owing to the fierce competition in the mobile services industry in Hong Kong and the greater popularity of mobile phone usage, the competitiveness of the Group’s business has been adversely affected and the ARPU of the Group and the revenue per minute of airtime sold had showed a decreasing trend. The ARPU of the Group was approximately HK\$27.1 for the nine months ended 30 September 2010, lower than approximately HK\$30.3 for the same period last year.

The volume of the Group’s airtime sold increased from approximately 65.9 million minutes for the nine months ended 30 September 2009 to approximately 127.7 million minutes for the nine months ended 30 September 2010; and the revenue derived from “One Card Multiple Number” service, Hong Kong local mobile phone services and resale of airtime to MNOs increased from approximately HK\$31.6 million to approximately HK\$44.8 million during the same period. The Group’s revenue per minute of airtime sold decreased from approximately HK\$0.48 for the nine months ended 30 September 2009 to approximately HK\$0.35 for the nine months ended 30 September 2010. Such decrease was mainly attributable to the relatively lower ARPU of most newly activated mobile phone numbers which belong to Hong Kong local mobile phone services plans and the cancellation of domestic roaming fees when making international long distance calls in the PRC since 1 January 2010 under the rules and regulations promulgated by the relevant authorities of the PRC in December 2009.

## FINANCIAL REVIEW

For the nine months ended 30 September 2010, the turnover of the Group increased to approximately HK\$47,662,000 compared to approximately HK\$36,936,000 for the corresponding period last year, represented an increase of approximately 29.0%. The increase in turnover was mainly attributable to the increase in the monthly average number of activated phone numbers which overweighed the decrease in the Group's ARPU.

The Group's cost of sales increased by approximately 4.6% to approximately HK\$19,568,000 for the nine months ended 30 September 2010 compared to approximately HK\$18,712,000 for the corresponding period last year, in which the cost of sales in respect of the provision of mobile phone services and resale of airtime to MNOs increased by approximately 17.3% whereas the cost of sales in respect of the provision of telesales dealership services decreased by approximately 32.4%. The cost of sales was in line with the respective changes regarding the revenue derived from the Group's provision of mobile phone services and resale of airtime to MNOs as well as provision of telesales dealership services.

The gross profit of the Group for the nine months ended 30 September 2010 increased to approximately HK\$28,094,000 compared to approximately HK\$18,224,000 for the corresponding period last year due to an improvement in gross profit margin to 58.9% for the nine months ended 30 September 2010 from 49.3% for the corresponding period last year. The improvement in gross profit and gross profit margin was mainly attributable to the decrease of average unit cost of Hong Kong airtime resulting from mass purchase and then satisfying the minimum monthly airtime purchase amount adopted by two MNOs.

The Group's administrative expenses for the nine months ended 30 September 2010 increased by approximately 84.8% to approximately HK\$13,745,000 compared to approximately HK\$7,439,000 for the corresponding period last year. The increase was mainly attributable to the listing expenses incurred of approximately HK\$2,780,000 in the first half year of 2010.

The Group's finance income for the nine months ended 30 September 2010 decreased by approximately 85.0% to approximately HK\$420,000 compared to approximately HK\$2,794,000 for the corresponding period last year. The decrease was mainly attributed to the foreign exchange gain arising from foreign currency transactions, where in June 2009 the Group fully settled the balances with certain third parties and related parties denominated in RMB with reference to the historical exchange rate in prior years when such balances were made, while no such transaction incurred in the nine months ended 30 September 2010.

The Group's income tax for the nine months ended 30 September 2010 increased by approximately 26.2% to approximately HK\$2,827,000 compared to approximately HK\$2,240,000 for the corresponding period last year. The increase was mainly attributed to the improvement of operation profit, while the listing fee incurred was not tax deductible.

The Group's profit attributable to equity shareholders of the Company for the nine months ended 30 September 2010 increased by approximately 5.3% to approximately HK\$11,942,000 compared to approximately HK\$11,341,000 for the corresponding period last year. The increase was mainly due to improvement of gross profit and set-off by the one-off listing expenses incurred of approximately HK\$2,780,000. Profit attributable to shareholders of the Company before listing expenses was approximately HK\$14,722,000, representing an increase of approximately 29.8% as compared with the corresponding period in 2009.

## USE OF PROCEEDS

As stated in the Prospectus, the Group plans to (i) expand the business of mobile phone services in other Asia Pacific territories; (ii) upgrade the Group's telecommunications equipment to be compatible with the 3G mobile networks in Hong Kong and China; and (iii) introduce RF-SIM to the Group's mobile phone services in Hong Kong and Macau in the forthcoming future. As at the date of this announcement, the Group does not anticipate any change to this plan. During the period between 2 June 2010, being the date of Listing, and 30 September 2010, the proceeds from the Placing were applied by the Company in accordance with the Directors' assessment of the development of the market condition:

- (1) Since the Listing on 2 June 2010, the Group proceeded to commence with its expansion and business development. The remaining proceeds were partially applied by the end of September 2010 after the Group negotiated with suppliers and service providers for better terms;
- (2) On expansion of mobile phone services in Macau, Taiwan and other Asia Pacific territories, the Company is at the negotiation stage on the partnership terms with potential MNO partners and dealers in Macau and Taiwan;
- (3) On upgrading the Group's telecommunications equipment for compatible with the 3G mobile network operated by the Group's service operators in Hong Kong and the PRC, the Company has liaised with two telecommunications equipment manufacturers in relation to the system upgrade, and obtained quotation in respect of the equipment from one of the manufacturers;
- (4) On development and implementation of RF-SIM business plans in Hong Kong and Macau, the Company has purchased some RF-SIM cards for trial, and is at the negotiation stage on the purchase of equipment;
- (5) On expenditure relating to working capital, it mainly consisted of the payment of general and administrative expenses, including staff costs (including directors' remuneration), professional fees and other general operating expenses; and
- (6) The unused net proceeds as at 30 September 2010 have been placed as interest bearing deposits in banks in Hong Kong.

## BUSINESS OUTLOOK

Following the recovery of the global economy since the fourth quarter of 2009, the Group is optimistic and sees enormous opportunities and challenges in the market. Going forward in the fourth quarter of 2010, the Group will continue seeking opportunities in existing business to broaden the Group's customer base and expand the Group's operations by means of strengthening relationship with existing dealers, exploring new qualifying dealers and maintaining its low cost strategy for its marketing activities. Also, the Group will execute its business plan continuously to expand the geographical coverage of mobile phone services provided by the Group through development and expansion of such services in Asia Pacific and the Group will provide a wider variety of value-added services for its users to increase the revenue derived from users' airtime usage through (i) upgrading the Group's telecommunications equipment to be compatible with the 3G mobile networks operated by the Group's service operators in Hong Kong and the PRC as a MVNO enabling its users to enjoy 3G mobile data services; and (ii) introducing RF-SIM in Hong Kong and Macau to broaden the customer base of the Group.

## CONTINGENT LIABILITIES

Elitel Limited failed to register as a non-Hong Kong company within the prescribed time limit under Part XI of the Companies Ordinance, which shall be within one month of the establishment of the place of business in Hong Kong.

As at the date of this announcement, the Companies Registry was still considering whether to take any action against Elitel Limited in relation to its possible breaches of the Companies Ordinance in respect of its failure to register promptly under Part XI of the Companies Ordinance. Elitel Limited may be subject to certain penalty in this respect.

The Group did not recognise any provision in respect of the abovementioned issue as the amount of the obligation cannot be measured with sufficient reliability.

During the nine months ended 30 September 2010, no claims had been made against the Group by the Companies Registry in respect of Elitel Limited's failure to register as a non-Hong Kong company under Part XI of the Companies Ordinance.

Further details are set forth in the "Risk Factors" section of the Prospectus.

## DIVIDENDS

The Board does not recommend the payment of any dividend for the nine months ended 30 September 2010 (2009: Nil).

## DIRECTORS' AND CHIEF EXECUTIVES' INTERESTS AND SHORT POSITIONS IN THE SHARES, UNDERLYING SHARES AND DEBENTURES

As at 30 September 2010, so far as it is known to the Directors, the Directors and the chief executive of the Company had the following interests and short positions in the shares, underlying shares or the debentures of the Company or any of its associated corporations within the meaning of part XV of the Securities and Futures Ordinance (the "SFO"), which would have to be notified to the Company and the Stock Exchange pursuant to the provision of Divisions 7 and 8 of Part XV of the SFO (including interests and/or short positions of which they were taken or deemed to have under such provisions of the SFO) and/or required to be entered in the register required to be kept under Section 352 of the SFO or as otherwise notified to the Company and the Stock Exchange pursuant to Rule 5.46 of the GEM Listing Rules:

### Long position in shares of the Company:

Name of Director	Nature of Interest/ Capacity	Number of Ordinary Shares	Percentage of Shareholding
Mr. Li Kin Shing	Interest of controlled corporation Beneficial owner	716,250,000 (Note)	69.04%
Ms. Kwok King Wa	Interest of controlled corporation Beneficial owner	716,250,000 (Note)	69.04%

*Note:*

The 716,250,000 shares are owned by New Everich Holdings Limited ("New Everich") which is owned by Mr. Li Kin Shing and Ms. Kwok King Wa as to 54% and 46% respectively. Mr. Li Kin Shing is the spouse of Ms. Kwok King Wa. Accordingly, each of Mr. Li Kin Shing and Ms. Kwok King Wa is deemed to be interested in the 716,250,000 shares under the SFO.

Save as disclosed above, as at 30 September 2010, none of the Directors nor the chief executives of the Company had any interests or short positions in any shares, underlying shares and/or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) which were notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interest and/or short positions which were taken or deemed to have under such provisions of the SFO), or which were recorded in the register maintained by the Company pursuant to Section 352 of the SFO, or which would have to be notified to the Company and the Stock Exchange pursuant to Rule 5.46 of the GEM Listing Rules.

## **SUBSTANTIAL SHAREHOLDERS' AND OTHER PERSONS' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES OF THE COMPANY**

As at 30 September 2010, so far as it is known to the Directors, the persons (other than the Directors or chief executive of the Company) with interests or short positions in the shares or underlying shares of the Company 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 would be recorded in the register of the Company required to be kept under section 336 of the SFO or who are directly or indirectly interested in 5% or more of the nominal value of any class of share capital carrying rights to vote in all circumstances at general meetings of any member of the Group were as follows:

### **Long position in shares of the Company:**

<b>Name</b>	<b>Capacity</b>	<b>Number of Ordinary Shares</b>	<b>Percentage of Shareholding</b>
New Everich (Note 1)	Beneficial owner	716,250,000 (Note 2)	69.04%
Cam Global Funds SPC	Beneficial owner	61,600,000	5.94%

*Notes:*

- (1) New Everich, a company incorporated on 23 April 2009 under the laws of the BVI with limited liability, is owned by Mr. Li Kin Shing and Ms. Kwok King Wa as to 54% and 46% respectively.
- (2) The 716,250,000 shares are owned by New Everich which is owned by Mr. Li Kin Shing and Ms. Kwok King Wa as to 54% and 46% respectively. Mr. Li Kin Shing is the spouse of Ms. Kwok King Wa. Accordingly, each of Mr. Li Kin Shing and Ms. Kwok King Wa is deemed to be interested in the 716,250,000 shares under the SFO.

Save as disclosed above, as at 30 September 2010, so far as it is known to the Directors, there was no other person (other than the Directors or chief executive of the Company) with interests or short positions in the shares or underlying shares of the Company 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 would be recorded in the register of the Company required to be kept under section 336 of the SFO or who are directly or indirectly interested in 5% or more of the nominal value of any class of share capital carrying rights to vote in all circumstances at general meetings of any member of the Group.

## **DIRECTORS' RIGHT TO ACQUIRE SHARES OR DEBENTURES**

Save as disclosed in this announcement, during the period under review, there was no right to acquire benefits by means of the acquisition of shares in or debentures of the Company or of any other body corporate granted to any Directors or their respective spouse or children under 18 years of age, or were any such rights exercised by them; or was the Company, its holding company or any of its subsidiaries a party to any arrangements to enable the Directors, their respective spouse or children under 18 years of age to acquire such rights in the Company or any other body corporate.

## **SHARE OPTION SCHEME**

The Company has conditionally adopted the share option scheme in the written resolutions of the shareholders of the Company passed on 20 May 2010 (the "Share Option Scheme").

The Share Option Scheme became unconditional after the listing of the Company's shares on GEM on 2 June 2010. The Company did not grant or cancel any options under the Share Option Scheme any time during the period under review, and as at 30 September 2010, there was no outstanding share option under the Share Option Scheme.

## **CODE ON CORPORATE GOVERNANCE PRACTICES**

In the opinion of the Directors, the Company has complied with all the code provisions as set out in Appendix 15 to the GEM Listing Rules from the date of Listing up to 30 September 2010.

## **CODE OF CONDUCT REGARDING SECURITIES TRANSACTIONS BY DIRECTORS**

The Company has adopted the required standard of dealings as set out in Rules 5.48 to 5.67 of the GEM Listing Rules as the code of conduct regarding the directors' securities transactions in securities of the Company. Having made specific enquiry of all Directors, the Directors have confirmed that they have complied with the required standard of dealings as set out in the adopted code of conduct regarding directors' securities transactions.

## **PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S SHARES**

Save as disclosed in the Prospectus, during the nine months ended 30 September 2010, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any share of the Company.

## COMPETING INTERESTS

During the nine months ended 30 September 2010, save as disclosed below, none of the Directors nor management shareholders (as defined under the GEM Listing Rules) of the Company nor their respective associates is considered to have interests in a business that competes or is likely to compete, either directly or indirectly, with the businesses of the Group other than those businesses where the Directors or management shareholders (as defined under the GEM Listing Rules) have been appointed or were appointed as directors to represent the interests of the Company and/or the Group.

Directel Limited, a company incorporated in the Cayman Islands, is held as to 50% and 50% by Mr. Li Kin Shing, a non-executive director, the chairman of the Company, a controlling shareholder, a management shareholder and a substantial shareholder of the Company, and Ms. Kwok King Wa, a controlling shareholder, a management shareholder and a substantial shareholder of the Company and the spouse of Mr. Li Kin Shing, respectively. According to the GEM Listing Rules, Directel Limited is an associate of Mr. Li Kin Shing and Ms. Kwok King Wa and thus a connected person.

Directel Limited is the legal and beneficial owner of the RF-SIM intellectual property rights in Hong Kong and Macau. Further, Directel Limited is the licensee of the operation rights of RF-SIM in markets other than the PRC in addition to its owned RF-SIM intellectual property rights in Hong Kong and Macau and it has the right to grant licences of the operation rights of RF-SIM intellectual property rights to others in markets other than the PRC. There is a risk that such services provided by Directel Limited may compete with the services provided by the Group as Directel Limited is expected to grant licences of the operation rights of RF-SIM intellectual property rights in other regions in the future.

International Elite Ltd. is a company incorporated in the Cayman Islands and a listed company on the Main Board of The Stock Exchange with Mr. Li Kin Shing and Ms. Kwok King Wa as controlling shareholders. According to the GEM Listing Rules, International Elite Ltd. is an associate of Mr. Li Kin Shing and Ms. Kwok King Wa and thus a connected person. Sunward Telecom Limited (“Sunward Telecom”) and its wholly-owned subsidiaries (collectively, the “Sunward Group”) are wholly-owned subsidiaries of International Elite Ltd. The Sunward Group, as a whole, is principally engaged in (i) the research and development, production and sales of RF-SIM products; and (ii) licensing of the RF-SIM operations rights in markets other than Hong Kong and Macau.

The Directors confirm that as China-Hongkong Telecom Limited, a wholly-owned subsidiary of the Company, has obtained the exclusive licence of the operation rights of RF-SIM intellectual property rights in Hong Kong and Macau and since the services provided by the Group are mainly in Hong Kong and Macau, there will be no direct competition between the services provided by Directel Limited, which are in territories other than the PRC, Hong Kong and Macau. There will also be no direct competition between the services provided by the International Elite Ltd., which its strategy is to concentrate on the application of the RF-SIM intellectual property rights in the PRC. Nevertheless, the management shareholders (including Mr. Li Kin Shing and Ms. Kwok King Wa) and Directel Limited (as Covenantors) executed a deed of non-competition undertaking in favour of the Company on 24 May 2010 pursuant to which the Covenantors have undertaken to the Company *inter alia*, that (i) the Covenantors shall not, directly or indirectly, engage in, invest in, participate in, or attempt to participate in, whether on his/her/its own account or with each other or in conjunction with or on behalf of any person or company, any business which will or may compete with the RF-SIM business of the Group in Hong Kong and Macau; and (ii) in the event the Covenantors or their associates were given any business opportunities that is or may involve in direct or indirect competition with the business of the Group, the Covenantors shall assist the Company in obtaining such business opportunities in the terms being offered to the Covenantors, or more favourable terms being acceptable to the Company.



## INTEREST OF COMPLIANCE ADVISER

As at 30 September 2010, as notified by the Company's compliance adviser, Guotai Junan Capital Limited ("Compliance Adviser"), except for the agreement entered into between the Company and the Compliance Adviser dated 28 May 2010, neither the Compliance Adviser or its directors, employees or associates had any interests as notified to the Group pursuant to Rule 6A.32 of the GEM Listing Rules and all Directors and controlling shareholders and their respective associates as referred to in Rule 11.04 of the GEM Listing Rules.

## AUDIT COMMITTEE

The Company has established an audit committee ("Audit Committee") on 20 May 2010 with written terms of reference in compliance with the GEM Listing Rules. The primary duties of the Audit Committee are, among other things, to review and supervise the financial reporting process and internal control system of the Group. The Audit Committee consists of the three independent non-executive Directors, namely, Ms. Lee Man Yee, Maggie, Mr. Chen Xue Dao and Mr. Chu, Howard Ho Hwa. Ms. Lee Man Yee, Maggie is the chairman of the Audit Committee.

The Group's unaudited results for the nine months ended 30 September 2010 have been reviewed by the Audit Committee in accordance with Rule 5.30 of the GEM Listing Rules and which was of the opinion that such results complied with the applicable accounting standards and that adequate disclosures had been made.

By order of the Board  
Directel Holdings Limited  
Pang Kwok Chau  
Executive Director

Hong Kong, 4 November, 2010

*As at the date of this announcement, the executive Directors are Mr. Pang Kwok Chau and Mr. Li Wang; the non-executive Directors are Mr. Li Kin Shing and Mr. Wong Kin Wa; and the independent non-executive Directors are Ms. Lee Man Yee, Maggie, Mr. Chen Xue Dao and Mr. Chu, Howard Ho Hwa.*

*This announcement will remain on the "Latest Company Announcements" page of the GEM website at [www.hkgem.com](http://www.hkgem.com) for at least 7 days from the day of its publication and on the Company's website at [www.directel.hk](http://www.directel.hk).*