

China Everbright Limited's new economic fund investment project "Three's Company" successfully listed on Shanghai Stock Exchange

On 28 May 2020, Three's Company Media Group Co. Limited ("Three's Company", stock code: 605168.SH), invested by China Everbright Limited's ("CEL", stock code: 165.HK) subsidiary new economic fund, Everbright Zhongying Capital, was listed on the main board of the Shanghai Stock Exchange. This is another Initial public offering (IPO) project of Everbright New Economy Fund after the listing of Meituan-Dianping, IQiyi, NIO, etc. Three's Company publicly issued 17,726,700 shares at the price of RMB 60.62 per share, and raised RMB 1.047 billion in capital.



Three's Company listed on the main board of the Shanghai Stock Exchange

The main scope of business of Three's Company includes digital marketing services, scene activity services and campus media marketing services. As an important project in the field of technology and media in the Everbright New Economy team, since the establishment of Three's Company in 2003, the company has focused on the laying of campus media pipelines and has covered 2,500 colleges and universities of all types across the country, reaching more than 30 million students. Since 2014, Three's Company has successfully upgraded its business and became the fastest growing, full-process integrated marketing service provider in China, with customers from Fortune 500 global companies

including operators, financial institutions and the internet. According to the prospectus, the company's operating income from 2017, 2018 and 2019 were RMB 758 million, RMB 1.10 billion and RMB 1.631 billion respectively, with a compound annual growth rate of 46.67%. The net profit was RMB 98 million, RMB 124 million, RMB 194 million respectively, with a compound annual growth rate of 40.73%.

Zhao Wei, Executive Director and Chief Executive Officer of Everbright, applauded the successful listing of Three's Company and said: "Everbright continues to focus on deploying resources and power to selective, high-quality targets, and optimises the allocation and structure of asset management. Targeting to grow in the infrastructure sector, the listing of Three's Company is Everbright's effort to promote a group of strong companies to become the industry leaders in the sectors of 5G, artificial intelligence and information technologies in a new era. Market feedback showed that the new generation of the digital media industry, represented by Three's Company, has become a strong force in the new growth momentum. Everbright will continue to capture new opportunities, fully leverage the company's advantages, invest in industrial strategies, and grow together with all stakeholders."

Ai Yu, Head of Everbright New Economy Fund, said: "The ability to focus on vertical industries and to collect, integrate, and operate information of customer sales will be required in order to handle the asset of data and promote the Internet of Things in the new economy. The listing of Three's Company is proof of the company's data and servicing capabilities in the digital marketing field. The Everbright New Economy Fund has been focusing on the new development opportunities brought by the information and communications technologies in the new era and prioritising the development of a smart economy, based on artificial intelligence and the Internet of Things. We are happy to announce the new members of listing companies to the Everbright New Economy Fund."

Three's Company has an in-depth penetration to campuses. It accumulates detailed insights on the future mainstream consumer population, which will help understand the users in the new consumption projects. In addition, it also supports the upgrade of artificial intelligence in campuses. Three's Company has become the integration of data, solutions and millennial consumption of the Everbright New

Economy Fund, which will further enhance the investment ecosystem of the fund.

The Everbright New Economy Fund has reached an asset under management of nearly RMB 25 billion in the past four years, completed more than 70 investment projects, captured nearly 20 unicorn companies, diverted 10 companies through IPO or mergers and acquisitions, and cultivated “Terminus”, a world-leading smart solutions provider. Going forward, Everbright New Economy Fund will adhere to the new era investment objective and continue to focus on industrial investment, in order to contribute to China's industrial development.