



Icicle Announces its First Annual Results after Listing Revenue from Digital Media Production More than Double

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Poised to Capture Growing Social Media and Digital Content Marketing Opportunities

(Hong Kong, 19 March 2018) **Icicle Group Holdings Limited** (“Icicle” or the “Group”; HKEX stock code: 8429), in 2017, has captured the growing social media and digital content marketing opportunities. Its revenue from digital media production services surged by 111.1%, which is very encouraging. This is its first annual results for the year ended 31 December 2017 (“FY2017”) after its listing on GEM of The Stock Exchange of Hong Kong Limited on 8 December 2017.

In FY2017, benefitting from the rapid growth in demand for digital production in the market and growing trust of clients on its visual merchandising production projects, the Group made revenue of HK\$93.9 million, increased by 3.3% against the previous year. Net off against the one-off non-recurring listing expenses of HK\$12.5 million, the adjusted profit after income tax remained stable at HK\$10.2 million, the adjusted net profit margin was 10.9% and the adjusted basic earnings per share were 2.75 HK cents.

Ms. Bonnie Chan Woo, Chairperson, CEO and Executive Director of Icicle, said, “2017 was a milestone year for Icicle. Through listing, we have established a solid platform now on which to grow our business. In partnership with a US-based world-leading social media marketing company, we successfully piloted a social media influencer project across several countries in Asia. In addition, we have enhanced our work environment after we moved our headquarters into a brand new office in Hong Kong. We are well-positioned to effectively capture the many business opportunities in the highly dynamic marketing service sector.”

Business Review

Icicle generates revenue mainly from providing overall project management and marketing production services, including physical media production and management, digital media production, and cross media development.

Physical Media Production and Management – Remains the key revenue contributor

Physical media production and management services continued to be the key revenue contributor of the Group. Revenue remained stable at HK\$82.2 million, accounting for 87.6% of total revenue. Thanks to the dedicated efforts of its talent, the Group had significant increase in the number of high-value projects of visual merchandising, retail displays and venue decoration, which translated into an impressive surge in revenue of 223.8% to HK\$3.8 million.

Digital Media Production – Organic growth momentum coupled with collaboration with a social media influencer marketing partner to fuel growth

The Group's decision to extend the scope of its business to cover emerging digital media has started to bear fruit. Owing to the increased number of video production projects, revenue from this segment leaped by 111.1% to HK\$6.4 million, representing 6.8% of total revenue. In addition, it started working jointly with the US-based world-leading social media marketing company in July 2017 to connect international brands with Asian markets and received positive market response.

Cross Media Development – Provides flexible and effective solutions for brand owners to embrace the business success

Revenue from cross media development services maintained at a stable level of HK\$5.3 million, accounting for 5.6% of total revenue. The Group will continue to develop the overall marketing concepts and ideas which are customised to address its clients' needs.

Prospects

In this era of brand power, for an organisation to succeed, one needs to convey its messages effectively across multiple media to guarantee it has multiple touch points to reach its target group. That is where Icicle comes in. Armed with various production talent, Icicle can offer clients solutions that can help them reach their target market efficiently and effectively.

To capture the immense opportunities ahead, the Group will continue to boost its social media and digital content marketing production capability and offerings, including setting up a data management team and expanding the social media production team. Furthermore, it will enhance its service portfolio by expanding its different teams of talent and upgrading infrastructure. The Group also plans to bolster business development and mount more sales and marketing activities in Greater China to help it capture opportunities in the market.

Ms. Bonnie Chan Woo concluded, "In the coming year, Icicle will stay ahead of the curve by attracting and bringing into it the best and the most flexible creative minds in the industry to help it stay at the forefront of the marketing service sector and capture opportunities presented by the continuous shift in the way brands can reach consumers. These approaches will enable us to deliver satisfactory returns to shareholders in the long run."

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FY2017 Annual Results Presentation Join us on Facebook Live Tomorrow!

Speakers	Ms. Bonnie Chan Woo, Chairperson, CEO and Executive Director Ms. Stephenie Chan, Financial Controller
Date	20 March 2018 (Tuesday)
Time	11:00 a.m. (Hong Kong Time)
Language	Cantonese
Facebook page	https://www.facebook.com/IcicleGroup/

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Anyone and everyone! Simply join us on Icicle's Facebook page. Feel free to leave comments or questions and we will try our best to answer your questions!

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About Icicle Group Holdings Limited (HKEX stock code: 8429)

Commencing business in the late 1990s, the Group is a marketing production company headquartered in Hong Kong. The Group's business covers overall project management and marketing production services, focusing on physical media production and management, digital media production, and cross media development, helping clients to implement their branding and marketing strategies in a diversified, flexible, consistent and cost-effective way. It has an extensive and diversified client base comprising global financial institutions, luxury brand retailers, local retail chain stores and multinational corporations from different business sectors. For more information about Icicle, please visit the Group's website: <https://www.iciclegroup.com/>

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