



PRESS RELEASE

FOR IMMEDIATE RELEASE

Haitong International Acts as Sole Sponsor for Qunabox Group Limited IPO Deal

Hong Kong, 27 May 2024 - Haitong International Securities Group ("Haitong International" or the Group) today completed an IPO deal in Hong Kong for Qunabox Group Limited ("Qunabox", "the Company", 0917.HK), in which Haitong International acted as Sole Sponsor, Sole Overall Coordinator, Sole Global Coordinator, Joint Bookrunner and Joint Lead Manager.

Qunabox is a marketing service provider in China, focusing on outdoor marketing for fast moving consumer goods ("FMCG"). With the broad network of vending machines with interactive marketing functions across China and a technology backed online platform, the Company has developed and equipped its vending machines with various modules to facilitate technology-driven interactive functions that are crucial for successful marketing events, including scent emitting, movement recognition and voice interaction to provide customers with convenient and interesting experience. As of December 31, 2023, the Company operated 7,543 vending machines in 22 cities in 14 provincial administrative regions across China. According to the prospectus, the Company is the fourth largest FMCG outdoor marketing service provider in China, in terms of revenue in 2023.

Haitong International served as the major communication channel with the HKEX and CSRC and took the lead to coordinate efforts to facilitate the listing process, ensuring the timely execution of all work streams across different parties according to the timetable. In terms of the project execution, appropriate solutions were always formulated to push ahead the IPO filing process, owing to Haitong International's thorough understanding of the issuer. Meanwhile, Haitong International maintained close communication with regulatory authorities to grasp their concerns, assisting the issuer to obtain the approval for the listing application. Haitong International introduced dozens of high-quality investors during the market promotion period, and actively arranged non-deal roadshows and site visits to help investors better understand the industry and the business. During the final phase, Haitong International assisted the issuer to secure the orders and completed the final settlement.

The shares were priced at HKD 25, raising approximately HKD 493 million. The stock opened above the listing price.

Qunabox has strengths and advantages in its industry with its market values and growth prospects being highly recognized. Haitong International will continue to support the Company's business development by providing a full spectrum of investment banking services via bolstering business collaboration with our Parent Company under the "One Haitong" philosophy.



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Haitong International Securities Group Limited

Haitong International Securities Group Limited ("Haitong International") is an international financial institution with established presence in Hong Kong and a rapidly expanding network across the globe. It strives to serve as a bridge linking up the Chinese and overseas capital markets. The parent company of Haitong International is Haitong Securities Co. Ltd ("Haitong Securities", Stock Code: 600837.SH; 6837.HK).

Haitong International is well positioned to serve corporate, institutional, as well as high-net worth clients worldwide. Its well-established financial services platform provides a full spectrum of financial offerings including private wealth management, corporate finance, asset management and global markets (key businesses include sales and trading of both equity and fixed income products, prime brokerage and risk management solutions, and research advisory) businesses. Haitong International possesses a sound risk management system that is in line with international standards. Haitong International is also a high performer in terms of ESG and corporate governance. It has been assigned an "A" in ESG rating by MSCI. Haitong International has a global financial servicing network covering the world's major capital markets including Hong Kong, Singapore, New York, London, Tokyo, Mumbai and Sydney, thereby making it a world-class Chinese financial institution with international competitiveness, systemic importance and brand influence.

For further information, please contact:

Haitong International Securities Group Limited

Roy Fung

Tel: (852) 2213 8521

Email: roy.hk.fung@htisec.com