

Section B: Principal activities**第 B 節：主要活動**

The principal activities of the Group consist of the research, development and marketing of smartphone accessories and of self-branded mobile apps and the development and maintenance of tailor-made mobile apps and mobile webs for clients. Further discussion and analysis of these activities as required by Schedule 5 to the Hong Kong Companies Ordinance, including a discussion of the principal risks and uncertainties facing the Group and an indication of likely future developments in the Group's business, can be found in section C of this report.

本集團的主要業務包括智能手機配件及自家品牌的手機應用程式的研究、開發及市場營銷，以及替客戶開發及維護專屬的手機應用程式及手機版網站。《公司條例》附表 5 要求的進一步的討論及分析(包括本集團面對的主要風險及不明朗因素，以及本集團業務未來可能出現的事態發展)載於本報告第 C 節內。

Section C: Business review (including management discussion and analysis)**第 C 節：業務審視 (包括管理層討論及分析)**

This business review sets out an analysis of the business of the Group through the eyes of the Directors; covers the business affairs of the Group as a whole as well as the management discussion and analysis as required by Appendix 16 of MBLR for the financial year under review; and complement as well as supplement the consolidated financial statements for the same financial year in order to enhance the overall corporate disclosure. The Directors have endeavoured to make this business review understandable, balanced and neutral, and dealing even-handedly.

這份業務審視從公司董事的角度分析本集團的業務，它涵蓋本集團正被審視的財政年度的經營事務及《主板上市規則》附錄 16 要求披露的管理層討論及分析，用以補足在同一財政年度的綜合財務報表不足之處，並為了提升企業整體資訊披露而提供補充資訊。公司董事已盡力使這份業務審視容易理解，持平及保持中立，以及不偏不倚。

Description of the business and the external environment 業務描述及外部環境

The Group is a smartphone accessories and mobile app developer. Its principal activities consist of:

- research, development and marketing of smartphone accessories;
- research, development and marketing of self-branded mobile apps;
- development of tailor-made mobile apps and mobile webs for clients; and
- maintenance of client's mobile apps and mobile webs.

本集團是一家智能手機配件及手機應用程式的開發商。其主要業務包括：

- 智能手機配件的研究、開發及市場營銷；
- 自家品牌的手機應用程式的研究、開發及市場營銷；
- 替客戶開發專屬的手機應用程式及手機版網站；及
- 替客戶維護專屬的手機應用程式及手機版網站。

Smartphone accessories and mobile apps are two rapidly growing markets since 2007 when Apple Inc. launched its first generation of iPhone. The Group transformed to these two markets since 2008 when the Group underwent a group re-structuring at that time. The Group has four core business units namely Smartphone Accessories Unit, Self-brand Mobile App Unit, Client's Mobile App Unit and Technical Support Unit. Four subsidiaries are running these four business units; one for each business unit. The Group has two supporting departments namely Administration and HR Department and Financial Information Department. Each core business unit is led by an executive director with a number IT professionals or designers.

自從蘋果公司於 2007 年推出了第一代 iPhone 以來，智能手機配件及手機應用程式便成為兩個高速增長的市場。本集團於 2008 年實現架構重組，重組後，本集團轉型進入這兩個市場。本集團擁有四大核心業務部，即智能手機配件部，自家品牌手機應用程式部，客戶手機應用程式部及技術支援部。四大核心業務部分別由四家附屬公司經營，每一家附屬公司經營一個業務部。本集團還有兩個支援分部，即行政及人力資源部及財務資訊部。每個核心業務部由一名執行董事帶領着一批資訊科技專業人員或一批設計師營運。