

**WISDOM HOLDINGS GROUP:  
WHAT WAS THE 'REAL' REASON  
THAT THIS COMPANY WENT PUBLIC ?**

The share price of Wisdom Holdings Group () (Code: 1661, Main Board, The Stock Exchange of Hongkong Ltd), since its entrance on the premier equity market of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC) as a listed company, has held up very nicely.

Dealings in the shares of this Company began on Thursday, July 11, 2013, and, aside from the usual manner in which, early in a new entrant's listing on The Stock Exchange of Hongkong Ltd, its share price is massaged for a short period of time, there appears to be good and valid reasons for its current, relatively high level of acceptance by HKSAR investors.

The current share price of this Company is about \$HK2.24 which is about 6.16 percent higher than the Offer Price Per Share of \$HK2.11.

The Global Offering Prospectus, dated June 28, 2013, Offered 400 million, \$US0.00025 Shares at the Indicative Offer Price Per Share, ranging from \$HK2.11 to \$HK2.81.

Of the total number of shares on Offer, 40 million shares were reserved for HKSAR Investors, with the remaining 360 million shares, reserved for International Investors.

On July 10, 2013, it was announced that the Offer Price Per Share had been struck at the lowest acceptable level to Management: \$HK2.11.

The Net Proceeds of the **Initial Public Offering (IPO)** came in at \$HK779.10 million after all expenses had been estimated.

That amount of money will be utilised for the following purposes, one is told:

- About \$HK311.60 million, representing about 40 percent of the net proceeds, for the expansion of the Company's *'business of organization, management and promotion of sports competitions and events ...'*;
- About \$HK233.80 million, representing about 30 percent of the net proceeds, for *'the development of our program production business ...'*;
- About \$HK77.90 million, representing about 10 percent of the net proceeds, *'to expand our branding services with a focus on our media investment management business ...'*;
- About \$HK77.90 million, representing about 10 percent of the net proceeds, *'to strengthen our initiatives to enhance our proprietary consumer information database and media information database ...'*; and,
- About \$HK77.90 million, representing about 10 percent of the net proceeds, to be tipped into the General Working Capital Account.

**TARGET** () has no idea what the fourth usage of the net proceeds is supposed to indicate, but somebody in Management, no doubt, understands its meaning.

Not a penny ... [CLICK TO ORDER FULL ARTICLE](#)

***While TARGET makes every attempt to ensure accuracy of all data published,  
TARGET cannot be held responsible for any errors and/or omissions.***

*If readers feel that they would like to voice their opinions about that which  
they have read in **TARGET**, please feel free to e-mail your views to  
[editor@targetnewspapers.com](mailto:editor@targetnewspapers.com). **TARGET** does not guarantee to publish  
readers' views, but reserves the right so to do subject to the laws of libel.*