

**GURU ONLINE (HOLDINGS) LTD:  
A COMPANY, BORN OF THE HUMAN CAPITAL  
FROM WHICH HONGKONG BECAME FAMOUS,  
INTERNATIONALLY**

With the pretentious corporate name of Guru Online (Holdings) Ltd ([ ]), one might be tempted to ask as to the bone fides of the senior people, running this company, but, all things considered, this medium, having studied this company's published data, is of the opinion that it appears that it is a fairly decent company, at least on paper.

(**TARGET** [ ] can recall quite a number of other companies that have gone public on The Stock Exchange of Hongkong Ltd, over the years, that could never have been labelled as being decent.)

Guru Online published and disseminated its Placing Prospectus on May 22, 2015, and, seven days later, trading in its shares commenced on The **G**rowth **E**nterprise **M**arket (The **GEM**) of The Stock Exchange of Hongkong Ltd, the Company, having been assigned Stock Code, Number 8121.

Originally, Guru Online intended to Place 400 million New Shares (Nominal Value: One cent Per Share) at the Indicative Placing Price Per Share, ranging from a low of 21 cents to a high of 25 cents.

On tallying the number of applications for New Shares, however, the Company boosted the original number of Shares to 515.20 million, of which number, 467.20 million were New Shares; and, the Placing Price Per Share was struck at 25 cents.

Of the total number of Shares that were Placed, 48 million shares were those that were Placed by the 'Selling Shareholders' – HGI Finanves Capital Ltd and HGI Growth Capital Ltd – both of these companies, being wholly owned by Mr Patrick Cheung Wing Hon (), a Non-Executive Director of Guru Online.

Thus, Mr Patrick Cheung Wing Hon walked away with \$HK12.00 million, before expenses, and Guru Online ended up with about \$HK91.80 million, net of expenses.

The net proceeds of the Placings of the 467.20 million New Shares in the Issued and Fully Paid-Up Share Capital of Guru Online is expected to be utilised as to:

1. About \$HK24.00 million, representing approximately 26.10 percent, '*for expanding our client base and business operations*';
2. About \$HK25.30 million, representing approximately 27.60 percent, '*for strengthening and broadening our existing range of digital marketing services*';
3. About \$HK34.20 million, representing approximately 37.30 percent, '*for pursuing growth through selective mergers and acquisitions*'; and,
4. About \$HK8.30 million, representing approximately 9.00 percent, '*for the funding of our working capital and general corporate purposes*'.

## The Business of Guru Online

Guru Online defines its business operations as being that of a digital marketing service provider in the HKSAR.

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