



第七大道
7ROAD.COM

7Road Holdings Limited
第七大道控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 797)

SHAREHOLDERS' COMMUNICATION POLICY
(the "Policy")

1) Purpose

This Policy aims to ensure that the shareholders (the "**Shareholders**") of 7Road Holdings Limited (the "**Company**") and other stakeholders at large are provided with ready, equal, regular and timely access to material information about the Company, in order to maintain an on-going dialogue with the Shareholders and to enable the Shareholders to exercise their rights in an informed manner, and to allow the Shareholders and other stakeholders to strengthen communication with the Company through general meetings or other proper means.

2) General Policy

- a) The board of directors of the Company (the "**Board**") shall maintain an on-going dialogue with the Shareholders and other stakeholders, and will regularly (at least annually) review the implementation and effectiveness of this Policy.
- b) The Company communicates with its Shareholders and other stakeholders through various channels, including the publication of its periodical financial announcements and reports, annual general meetings and other special general meetings (if any), all the disclosures submitted to The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and its corporate communications and other corporate publications on the Company's website.

For the purpose of this Policy, "corporate communication" means any document issued or to be issued by the Company for the information or action of holders of any of its securities, including, but not limited to, the directors' report and annual accounts together with a copy of the auditor's report, the interim report, a notice of meeting, a circular and a proxy form.

- c) The Company will make equal, regular, timely and effective communication and dissemination of information to Shareholders and other stakeholders. The company secretary or head of investor relations of the Company will answer all questions in respect of this Policy.

3) **Communication Strategies**

The Company utilizes a number of mechanisms in order to access its objectives to provide the Shareholders with effective and efficient communication. The Company communicates with the Shareholders in a number of ways, including:

a) for the Shareholders' views and enquiries:

- i) The Shareholders may communicate their views on matters affecting the issuer to the Company's branch share registrar, which will answer the Shareholders' questions regarding their shareholding or corporate communication, the Company's branch share registrar will also refer such views and questions to the Board as a whole as appropriate;
- ii) the Shareholders and other stakeholders may at any time make a request for the Company's information, but only to the extent that such information is available through the Company's designated contacts, email addresses and enquiry hotlines of the Company;

b) by corporate communication:

The Company provides corporate communications in plain language and in both English and Chinese versions to facilitate the Shareholders' understanding. The Shareholders have the right to choose the language or means of receipt of the corporate communications;

c) by posting relevant information on the website:

- i) the Company's website (www.7road.com) contains a dedicated Investor Relations section under which the relevant recent corporate communications as released by the Company to the Stock Exchange will be made available;
- ii) the Company will update the information on its website on a regular basis; and
- iii) any other materials or information deemed necessary for the purposes of the Policy will be made available on the Company's website as soon as practicable;

d) at the general meetings;

- i) the Company should give sufficient notice of the general meetings, ensure that an explanation is provided regarding the detailed procedures for conducting a poll and answer any questions from the Shareholders on voting by poll, and encourage the Shareholders to participate in the general meetings or to appoint proxies to attend and vote at meetings for and on their behalf if they are unable to attend the meetings;
- ii) appropriate arrangements for the general meetings shall be in place to encourage and facilitate the Shareholders' participation, including the procedures and sufficient contact details for putting forward proposals at the general meetings;
- iii) the Company will monitor and review the process of the general meeting on a regular basis, and, if necessary, make changes to ensure that Shareholders' needs are best served;
- iv) the chairman of the Board or his delegates, the chairman of the audit, the chairman of remuneration, the chairman of nomination and the chairman of any other committees (as appropriate), relevant management executives of the Company will attend annual general meetings to answer the Shareholders' questions; the Company should ensure the external auditor attend annual general meetings to answer questions about the conduct of the audit, the preparation and content of the auditors' report, the questions for the accounting policies and auditor independence; and

e) Investment Market Communications

- i) Investor/analysts briefings and one-on-one meetings, roadshows (both domestic and international), media interviews, marketing activities for investors and specialist industry forums etc will be available irregular in order to facilitate communication between the Company, the Shareholders and the investment community, as well as to solicit and understand the views of the Shareholders and other stakeholders; and
- iv) the Company's directors, designated spokespersons and employees who have contacts or dialogues with investors, analysts, media or other interested outside parties are required to comply with the disclosure obligations and requirements under the relevant laws and regulations.

4) Shareholder Privacy

The Company will not disclose the Shareholders' information without their prior consent, unless permitted by law to do so.