



Ipsos Business Consulting

Press Release

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Ipsos Business Consulting engaged by Dragon King Group Holdings Limited as Industry consultant in its successful IPO on the HKEX

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Ipsos Business Consulting engaged as Industry Consultant by Dragon King Group Holdings Limited for its listing on the GEM Board of the Hong Kong Stock Exchange (stock code: 8493.HK) on Jan 16, 2018. The group positions itself as a Cantonese full-service restaurant group operating Cantonese cuisine restaurants under four bands.

Ipsos Business Consulting's IPO consulting team conducted an Independent Market Review, covering the industry development trend, market demand and competitive landscape of Cantonese full-service restaurant industry in Hong Kong, Shanghai and Macau. During the IPO process, Ipsos Business Consulting collaborated with the Group, IPO sponsor and its legal advisors to complete the contents of the prospectus as well as address all follow-up questions from the HKEX.

According to Ipsos Business Consulting's analysis, the revenue of the Cantonese full-service restaurant industry in Hong Kong experienced a growth from HK\$ 16,812.9 million in 2011 to HK\$ 17,461.7 million in 2016, representing a CAGR of approximately 0.8%. During the forecast period from 2017 to 2020, the estimated revenues of Cantonese restaurant industry is expected to increase at a CAGR of approximately 2.4%.