

[For Immediate Release]



Tradelink Rebrands With New Logo to Celebrate 35th Anniversary Strives to Maximise Digital Efficiency for Customers

(Hong Kong, 3 January 2023) **Tradelink Electronic Commerce Limited** (“Tradelink” or “the Group”) (SEHK Stock Code: 0536) is pleased to announce that it has rebranded with a new logo, effective from 3 January 2023, to better position itself in the I.T. solutions industry and to celebrate its 35th anniversary. The rebranding exercise will allow the Group to further affirm its commitment to maximising digital efficiency for its customers in this ever-changing market environment.

Over the decades, Tradelink has pioneered numerous digital innovations in Hong Kong and is well known for its leadership in the Government Electronic Trading Services market. With an aim to more fully reflect its current business and revitalise its image, the Group has launched this rebranding project. With a knowledgeable and talented team possessing in-depth experience in developing and deploying quantifiable digital efficiency advantages, the Group has utilised its resources and market knowledge to grow its footprint across trade compliance, intelligent supply chain, identity management, and payment technology solutions for the Hong Kong Government, multinationals and small and medium businesses over the past 35 years. As a digital efficiency pioneer in Hong Kong with a mission to “empower clients with business-enabled e-solutions for their commercial and financial activities”, Tradelink is dedicated to helping organisations with I.T. challenges to “have a prosperous Hong Kong where companies and people can readily achieve and enjoy the benefits of digital efficiency” as our new vision.

The Tradelink logo and corporate identity have been simplified to reflect how the Group streamlines digital process for its customers. Formed by seven equilateral triangles, the new logo reflects a strong and stable organisational structure. The top panel represents the clients, which is supported by the bottom panel, representing Tradelink, signifying teamwork and synergy. The 3D structure reflects how digital technology is evolving into a parallel dimension that will benefit the world, with the forward-pointing arrow expressing the Group’s quest to maximise digital efficiency. It affirms how Tradelink works to help organisations get the most from their investment in the digital world.

Mr. K.K. Tse, CEO of Tradelink said, “2023 marks the 35th anniversary of the Group’s establishment. We have worked to deliver the benefits of technology to the city since we were set up in 1988. With the launch of this new brand image, we want to reiterate our dedicated service commitment to Tradelink’s customers. We will continue to help businesses run in a smoother, more efficient and cost-effective way through smart e-solutions. We will continue to offer innovations that enhance the digital efficiency of Hong Kong’s public and private sector organisations.”

Visit www.tradelink.com.hk to explore the new website.

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About Tradelink Electronic Commerce Limited

Established in 1988, and listed in 2005, Tradelink (HKEX 0536) is Hong Kong’s digital efficiency champion. Since 1997 the company has successfully brought the advantages of its e-solutions to tens of thousands of organisations. Tradelink has pioneered numerous innovative business technology applications in Hong Kong, including EDI, digital certification, biometric ID and warehouse automation. In addition to offering expertise in supply chain, identity management and paytech solutions, the company leads in the city’s business-to-government document compliance market. Tradelink customers span all industry sectors. The company has earned the trust of governments, multinationals, and small and medium businesses alike. Hong Kong-based organisations seeking to measurably benefit from greater digital efficiency have a reliable partner with Tradelink.

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