

**SinoMedia**<sup>®</sup>

中視金橋國際傳媒控股有限公司  
SinoMedia Holding Limited

Stock code 股份编号: 623 ▶



# 2016 Interim Results

*29 August 2016*

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# Content

**Keynotes for 1H2016**

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# Keynotes for 1H2016

- ▶ Kept an absolute leading market share of CCTV media resources
- ▶ Obtained the exclusive underwriting right of all advertising resources of CCTV-9 (Documentary)
- ▶ iBCP upgraded to version 2.0, and made contribution to digital business



# Business review

Overview of business segments

TV media resources management (MRM)

Integrated brand communication services (IBC)

iBCP (Intelligent Brand Cloud Platform)

Internet media



# Overview of business segments

## TV BUSINESS

**MRM**

TV media resources management

**iBCP**<sup>TM</sup>



**IBC**

Integrated brand  
communication  
services

## DIGITAL BUSINESS

# TV Media resources management (MRM)



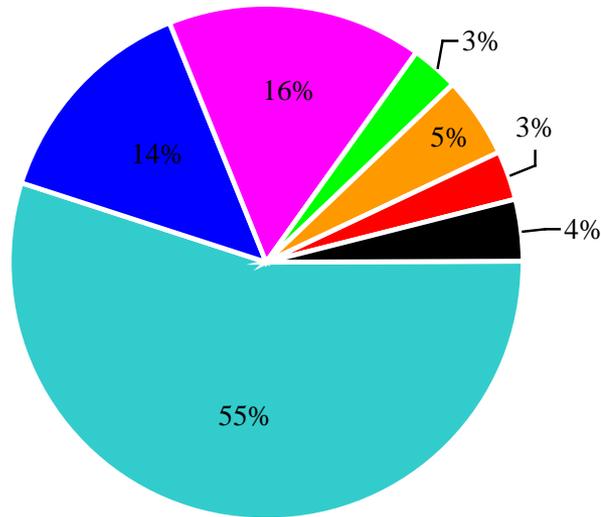
CCTV-1 (General)	CCTV-4 (Chinese International, including Europe and US)	CCTV-7 (Military and Agriculture)	CCTV-9 (Documentary)
			
<p>“Night News” “News 30”</p>	<p>“Across the Strait” “Focus Today” &amp; one time slot package</p>	<p>“Zhi Fu Jing” “Focus on the Three Agricultural Issues” “Daily Agricultural News” “The Rural World” &amp; other time slots</p>	<p>All programs on CCTV- 9</p>

Exclusively underwritten 36,754 minutes of advertising time in 4 channels

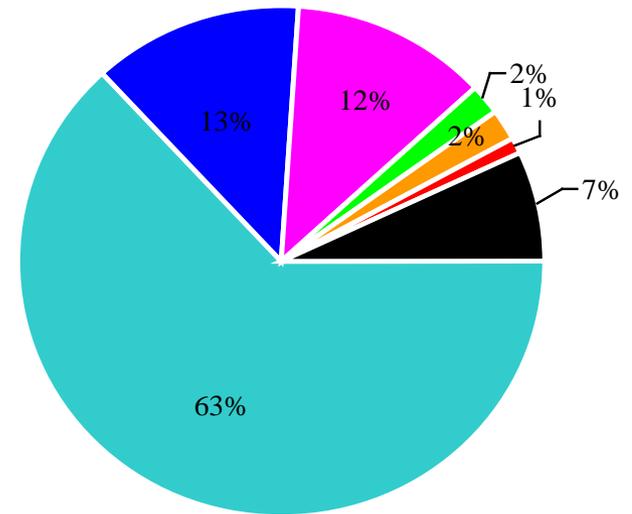
# MRM clientele

CCTV – 1, CCTV – 4, CCTV – 7 & CCTV – 9

**2016 1H**

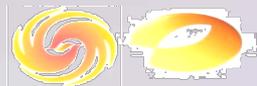


**2015 1H**



- Tourism & City Image
- Health & Medical
- Consumer Goods
- Real Estate & Building Materials
- Automobile & Transportation
- Finance & Insurance
- 
- Others

# Integrated brand communication services (IBC)



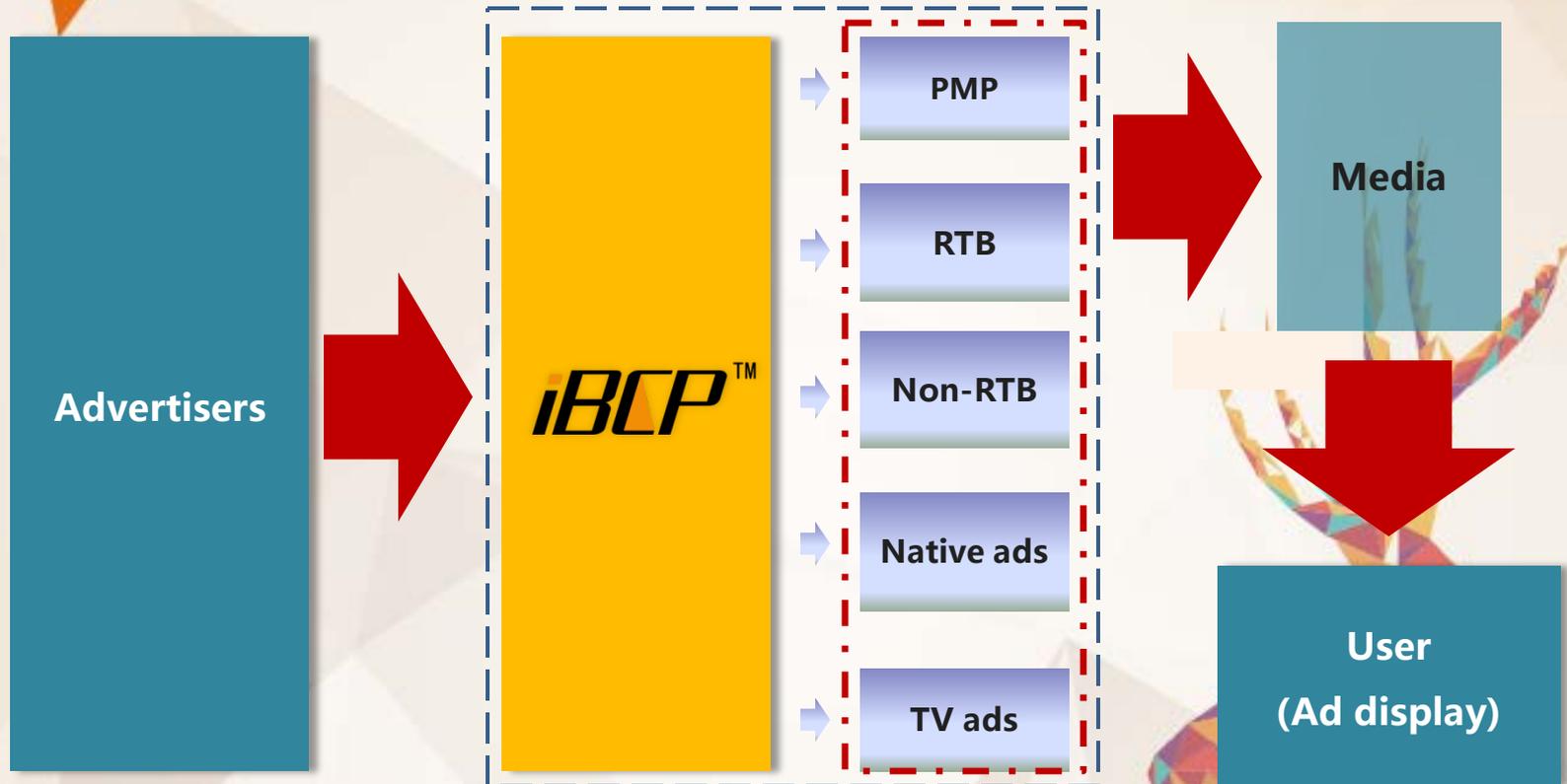
**SinoMedia**<sup>®</sup>

**IBC**

**Media**

**Client**





The daily available advertisement traffic is 24 billion as at 30 June 2016

# Internet media



“Big Health” and  
“Livelihoods”

“Square Dance” channel

“Talented Kids” channel

“Cool Generation” channel

“Wellness Move” channel



PGC content

“Suburb Tour” channel

“Self-Driving Travel” channel

“Superstar” channel

Keyword of “Inspiration”



“Industry Information”

“Brand Services”

“Interactive Activities”

Connected media matrix  
with content pages

Upgraded WAP stations

# Financial review

Financial summary

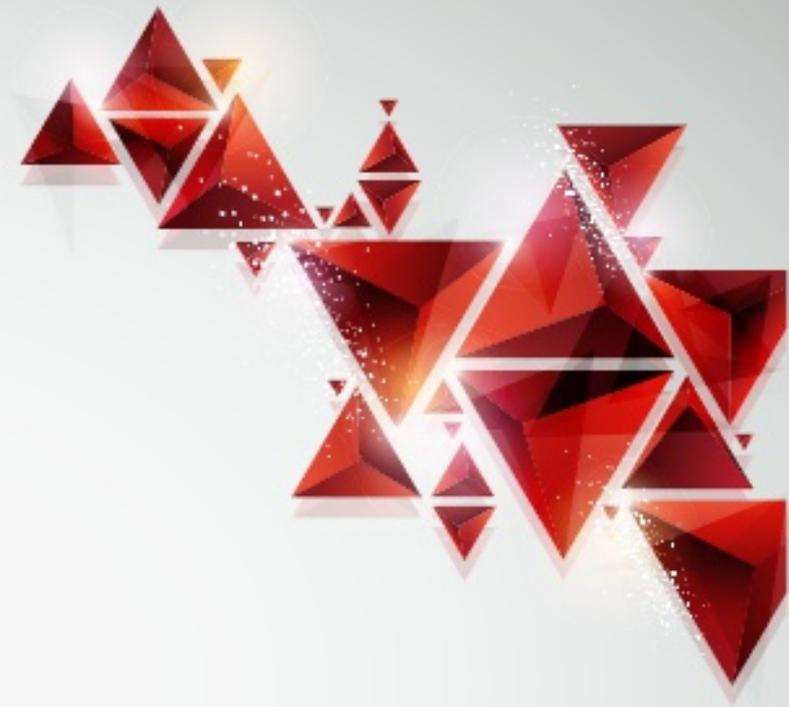
Segment revenue

Stringent cost control

Healthy balance sheet

Trade debtors in control

Cash flows



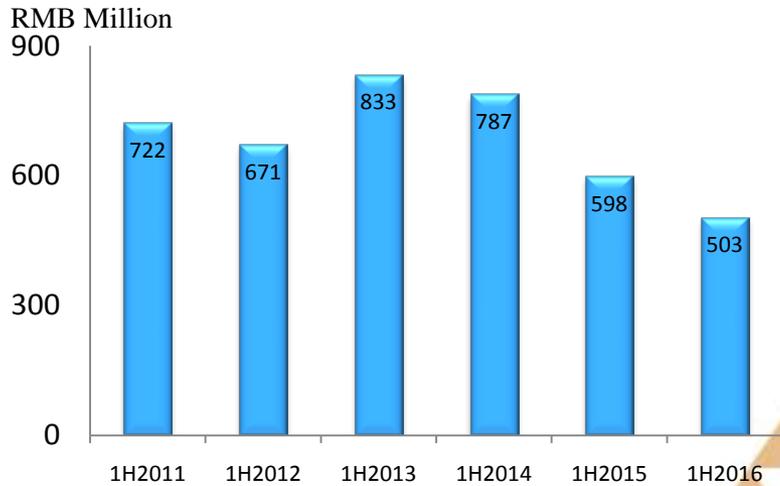
# Financial summary

Six months ended 30 June

<i>(RMB '000)</i>	2016	2015	Change
<b>Revenue</b>	<b>581,876</b>	619,010	<b>-6%</b>
<b>Gross (loss) / profit</b>	<b>(864)</b>	120,323	<b>-101%</b>
<b>Gross (loss) / profit margin (%)</b>	<b>(0.1)%</b>	19%	<b>-19.1pts</b>
<b>(Loss) / Profit from operations</b>	<b>(71,888)</b>	49,172	<b>-246%</b>
<b>(Loss) / Profit attributable to equity shareholders of the Company</b>	<b>(56,465)</b>	35,433	<b>-259%</b>
<b>Net (Loss) / profit margin (%)</b>	<b>(10)%</b>	6%	<b>-16pts</b>
<b>Basic (losses)/earnings per share (RMB)</b>	<b>(0.103)</b>	0.062	<b>-266%</b>

# Segment revenue - MRM

## Revenue



## Core CCTV TV programmes ad time

	2016	2015
<b>Minutes Acquired</b>	3,623	3,624
<b>Minutes Sold</b>	1,434	1,451

# Segment revenue - IBC

Six months ended 30 June

<i>(RMB '000)</i>	2016	2015	Change
<b>Turnover</b>	<b>537,562</b>	590,416	<b>-9%</b>
<b>Revenue</b> <i>(after netting off procurement cost under IFRS)</i>	<b>38,720</b>	(1,610)	<b>&gt;100%</b>

# Segment revenue

Six months ended 30 June

<i>(RMB '000)</i>	2016	2015	Change
<b>Digital Business (iBCP, Internet media and Content operation)</b>	<b>24,318</b>	8,287	<b>+193%</b>
<b>Rental Income</b>	<b>21,100</b>	22,930	<b>-8%</b>

# Stringent cost control

Six months ended 30 June

<i>(RMB '000)</i>	<b>2016</b>	<b>2015</b>
<b>Total operating expenses as a % of revenue</b>	<b>14.6%</b>	<b>11.5%</b>
<b>Selling &amp; marketing expenses</b>	<b>27,529</b>	<b>20,364</b>
<i>As a % of revenue</i>	<b>4.7%</b>	<b>3.3%</b>
<b>General &amp; administrative expenses</b>	<b>57,594</b>	<b>50,928</b>
<i>As a % of revenue</i>	<b>9.9%</b>	<b>8.2%</b>
<b>Included in Cost of services, S&amp;M expenses, and G&amp;A expenses:</b>	<b>2016</b>	<b>2015</b>
<b>- Depreciation &amp; Amortisation</b>	<b>16,127</b>	<b>15,934</b>
<b>- Impairment losses on bad and doubtful accounts &amp; goodwill</b>	<b>(911)</b>	<b>3,532</b>

# Healthy balance sheet

<i>(RMB '000)</i>	<b>At 30 June 2016</b>	<b>At 31 December 2015</b>
<b>Cash and cash equivalents</b>	<b>525,880</b>	418,098
<b>Trade debtors (net of impairment)</b>	<b>210,510</b>	98,033
<b>Current assets</b>	<b>1,069,890</b>	989,596
<b>Total assets</b>	<b>2,001,896</b>	1,929,821
<b>Current liabilities</b>	<b>492,018</b>	305,679
<b>Net assets</b>	<b>1,509,878</b>	1,624,142

# Trade debtors in control

<i>(RMB '000)</i>	<b>At 30 June 2016</b>	<b>At 31 December 2015</b>
<b>Neither past due nor impaired</b>	<b>133,825</b>	63,007
<b>Less than 6 months past due</b>	<b>64,581</b>	18,860
<b>More than 6 months but less than 12 months past due</b>	<b>297</b>	6,139
<b>More than 12 months past due</b>	<b>11,807</b>	10,027
<b>Trade debtors and bills receivable (net of impairment losses)</b>	<b>210,510</b>	98,033
<b><i>Turnover days</i></b>	<b>48</b>	27

# Cash flows

Six months ended 30 June

(RMB '000)

	2016	2015
<b>Net cash generated from/(used in) operating activities</b>	<b>18,638</b>	(72,061)
<b>Net cash generated from investing activities</b>	<b>35,220</b>	147,571
<b>Net cash generated from / (used in) financing activities</b>	<b>52,484</b>	(142,271)
<b>Net change in cash and cash equivalents</b>	<b>106,342</b>	(66,761)
<b>Cash and cash equivalents at 1 January</b>	<b>418,098</b>	801,773
<b>Effect of exchange rate changes</b>	<b>1,440</b>	(6,457)
<b>Cash and cash equivalents at 30 June</b>	<b>525,880</b>	728,555

# Outlook



# Outlook

- ▶ Confident in the medium to long-term prosperity of China , and dedicated to **leading the industry**
- ▶ Provide **convergence media brand communication services** based on “**TV + Internet + Mobile Internet**” to clients
- ▶ Invests in quality media resource, focus on **inter-screen integration** and **digital marketing**
- ▶ **Content marketing** business in under expansion, expected to be a new highlight

