

SinoMedia®

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



2017 Interim Results

28 August 2017

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This presentation incorporates information contained in the interim results announcement (the “Results Announcement”) for the six months ended 30 June 2017 of SinoMedia Holding Limited (the “Company”). This presentation should be read in conjunction with the Results Announcement and is qualified in its entirety by the more detailed information and financial information contained in the Results Announcement.

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Content

Keynotes in 1H2017

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Outlook

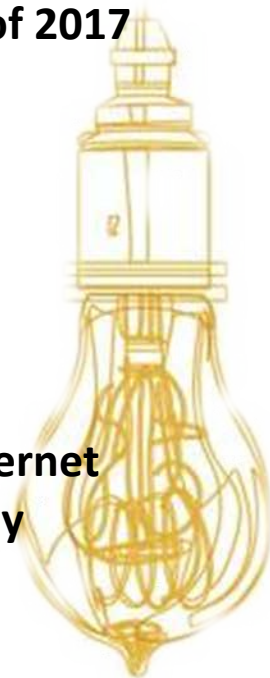


Keynotes in 1H2017



Turnaround from loss to profit in the first half of 2017

Revenue of digital marketing and internet media increased by 218% yoy



Develop content operations business with documentary films

Leading market share of TV advertising, city travel communication enjoys superiority



Business Review

Overview of business segments

TV media resources management (MRM)

Integrated communication services (ICS)

Content operations

Digital marketing

Internet media

Overview of business segments

TV advertising & Content operations

- I. TV media resources management (MRM)
- II. Integrated communication services (ICS)
- III. Content operations

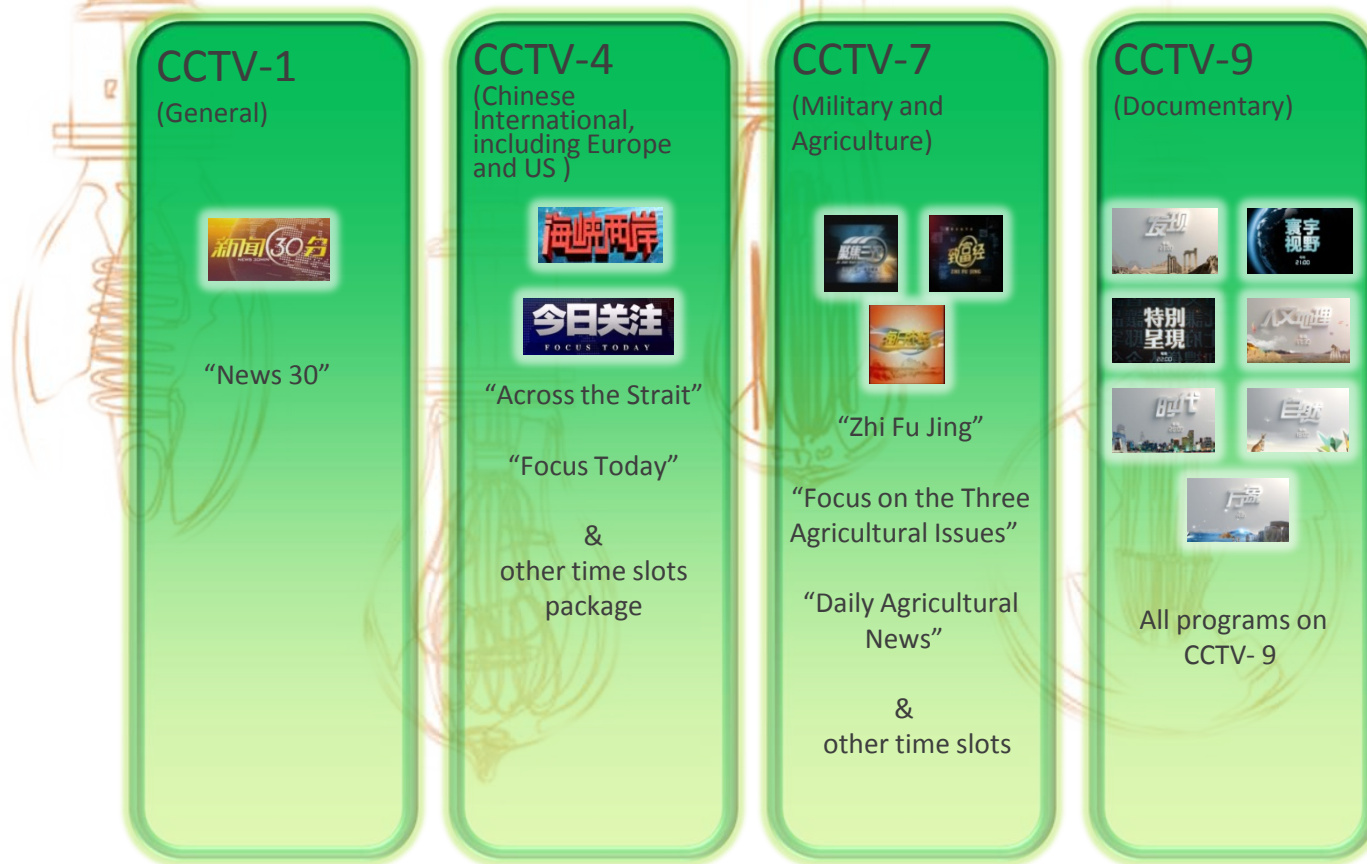
Digital marketing & Internet media

- I. Digital marketing
- II. Internet media

iBCP™



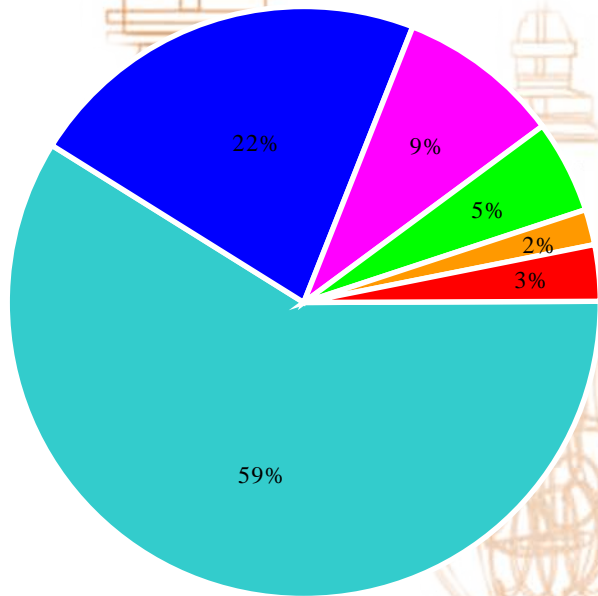
TV media resources management (MRM)



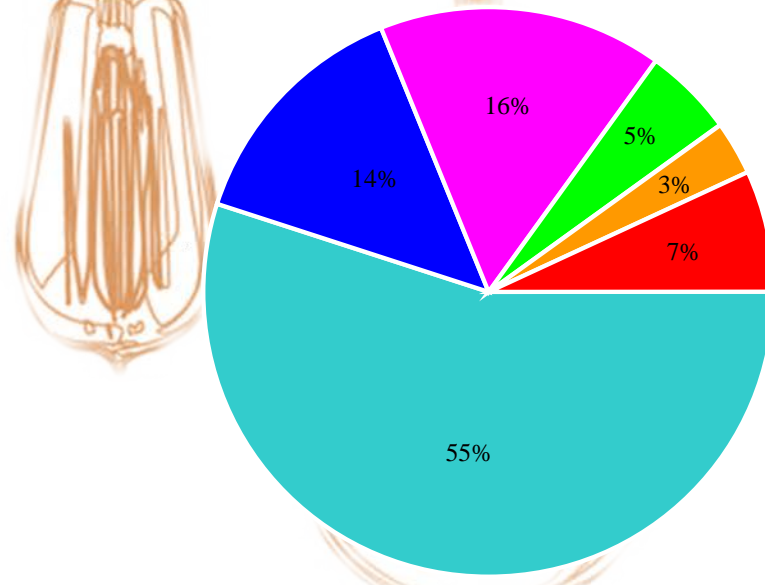
Exclusively underwritten 5,142 minutes of advertising time in CCTV-1, 4, 7 and all ad resources of CCTV-9.

MRM clientele

2017 1H



2016 1H



Tourism and City Image

Automobile and transportation

Health and Medicines

Consumer Goods

Real Estate and building materials

Others

Integrated communication services (ICS)



Content operations



**Creative production
of commercial ads**



**Documentary
operation**



**SinoMedia
PSA platform**

Digital marketing

iBCP™

**360-degree inter-screen
advertising eco-chain**

**Leading
technologies**

**TV + Internet +
Mobile Media +
Offline Media**

Big data

Internet media



**Leading new media
in agriculture and
poverty alleviation
of China**



**Daily active users of
Square Dance APP
and Talented Kid APP
doubled yoy**



**Promote commercial
transformation of
inspiration travelers
resources and tourism
content**

Financial Review



Financial summary

Segment revenue

Strict cost control

Healthy balance sheet

Trade debtors in control

Cash flows

Financial summary

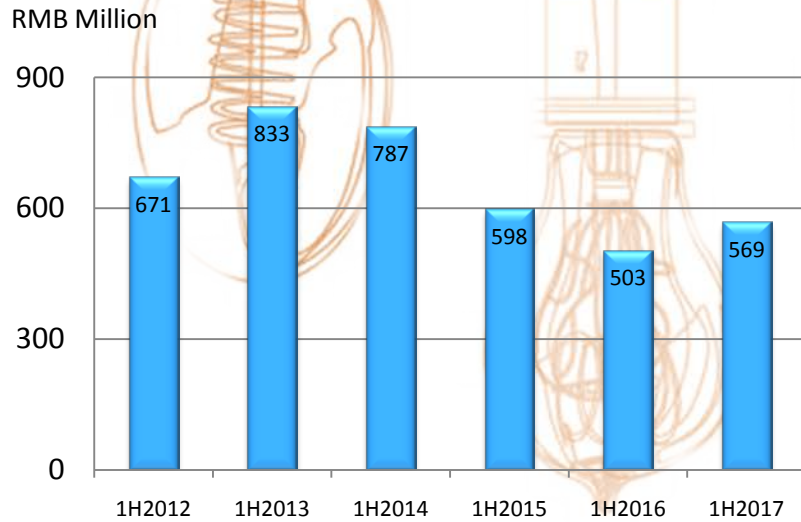
(RMB '000)

Six months ended 30 June

	2017	2016	Change
Revenue	689,058	581,876	+18%
Gross profit/(loss)	94,325	(864)	>100%
Gross profit margin (%)	13.7%	(0.1)%	13.8pts
Profit/(Loss) from operations	18,579	(71,888)	>100%
Profit/ (Loss) attributable to equity shareholders	9,518	(56,465)	>100%
Basic earnings/ (losses) per share(RMB)	0.018	(0.103)	>100%

Segment revenue - MRM

Revenue



Core TV programmes ad time

	2017	2016
Minutes Acquired	3,554	3,623
Minutes Sold	1,811	1,434

Segment revenue – ICS

Six months ended 30 June

(RMB '000)	2017	2016	Change
Turnover	353,098	537,562	-34%
Revenue <i>(after netting off procurement cost under IFRS)</i>	48,723	38,720	+26%

Segment revenue – Content operations

Six months ended 30 June

(RMB '000)

	2017	2016	Change
Content operations	18,308	13,012	+41%

Segment revenue

– Digital marketing & Internet media

Six months ended 30 June

(RMB '000)	2017	2016	Change
Digital marketing & Internet media	35,994	11,306	+218%

Segment revenue – Rental income

Six months ended 30 June

(RMB '000)	2017	2016	Change
Rental income	22,945	21,100	+9%

Strict cost control

Six months ended 30 June

(RMB '000)	2017	2016
Total operating expenses as a % of revenue	11.6%	14.6%
Selling & marketing expenses	27,235	27,529
<i>as a % of revenue</i>	<i>4.0%</i>	<i>4.7%</i>
General & administrative expenses	52,724	57,594
<i>as a % of revenue</i>	<i>7.6%</i>	<i>9.9%</i>
Included in Cost & Expenses:	2017	2016
- Depreciation & Amortisation	13,523	16,127
- Impairment losses on assets	3,741	(911)

Healthy balance sheet

(RMB '000)

	At 30 June 2017	At 31 December 2016
Cash and cash equivalents	612,177	552,531
Trade debtors (net of impairment)	203,383	117,423
Current assets	1,144,585	1,087,262
Total assets	2,014,514	1,973,937
Current liabilities	498,923	454,231
Net assets	1,515,591	1,519,706

Trade debtors in control

(RMB '000)

	At 30 June 2017	At 31 December 2016
Neither past due nor impaired	136,912	70,790
Less than 6 months past due	43,817	27,597
More than 6 months but less than 12 months past due	13,244	10,986
More than 12 months past due	9,410	8,050
Trade debtors and bills receivable (net of impairment losses)	203,383	117,423
<i>Turnover days</i>	<i>42</i>	<i>30</i>

Cash flows

(RMB '000)

Six months ended 30 June

	2017	2016
Net cash generated from operating activities	132,077	18,638
Net cash generated from investing activities	1,046	35,220
Net cash (used in) / generated from financing activities	(73,274)	52,484
Net change in cash and cash equivalents	59,849	106,342
Cash and cash equivalents at 1 January	552,531	418,098
Effect of exchange rate changes	(203)	1,440
Cash and cash equivalents at 30 June	612,177	525,880

Outlook

- I. Advertisers still take a prudential attitude towards the advertising budget of 2017
- II. SinoMedia will adhere to the established strategies, improve industry chain layout, and develop inter-screen operation
- III. Further optimise marketing strategies of MRM, and enhance capability in brand communication and precision marketing
- IV. Expand the investment, production and operation in documentary films
- V. Improve operational efficiency by further adjusting less efficient business of the Group