

SinoMedia

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



2018 **Interim Results**

28 August 2018

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Content

Keynotes in 1H2018

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Keynotes in 1H2018

- **Net profit increased by 340%** year-on-year to RMB 42 million
- **Revenue increased by 19%** year-on-year to RMB 819 million
- Leading market share of **TV advertising**
- TV media resources of 10 programs on **CCTV-1, CCTV-2, CCTV-4, CCTV-7,** and all advertising resources of **CCTV-9**
- Strengthen development in **content and creative production**



Business Review

TV media resources management (MRM)

Integrated communication services (ICS)

Content operations

Digital marketing and Internet media



TV media resources management (MRM)

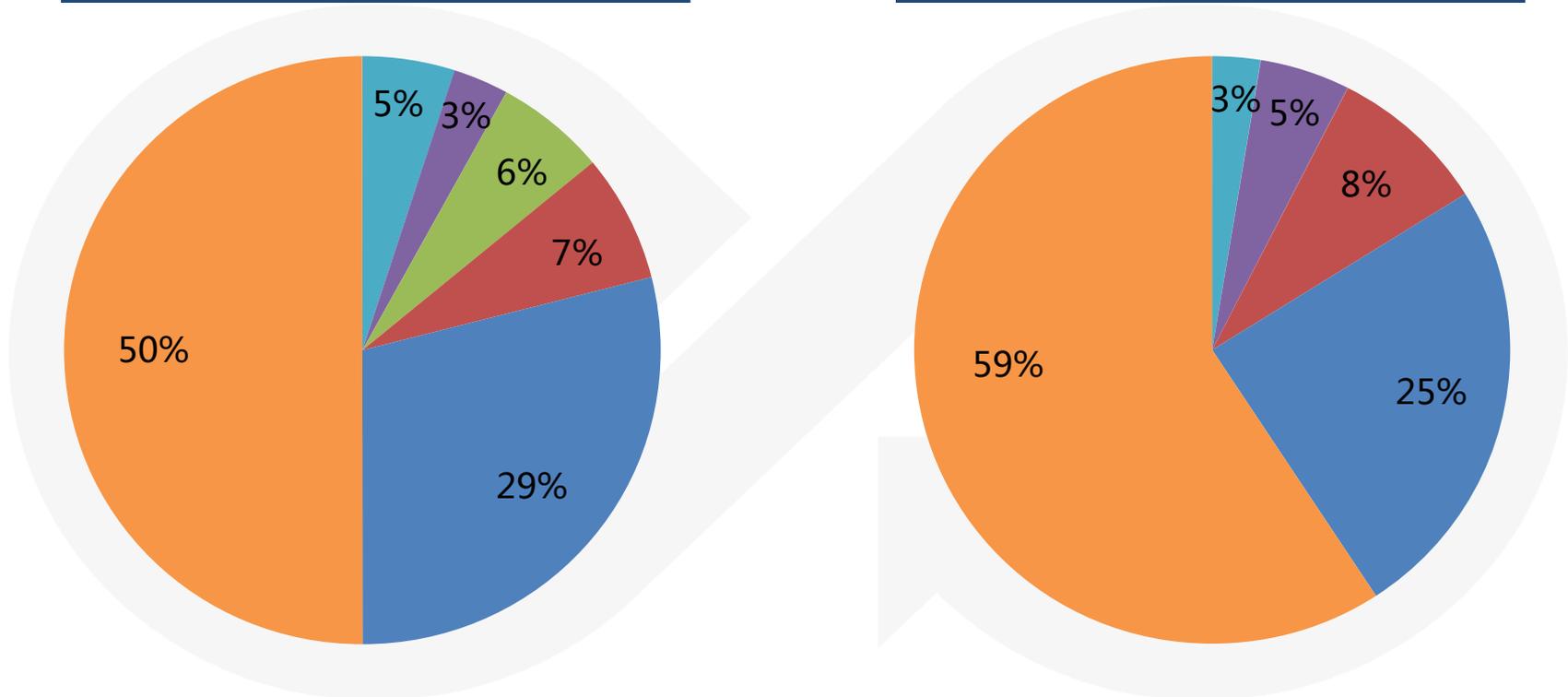


Exclusively underwritten 5,502 minutes of advertising time
in CCTV-1, CCTV-2, CCTV-4, CCTV-7 and all ad resources of CCTV-9

MRM clientele

2018

2017



Tourism & City image

Automobile & Transportation

Real estate & Building materials

Consumer Goods

Finance & Insurance

Others

Integrated communication services (ICS)



Content operations



**Documentary
operation**



**Creative production
of commercial ads**



**Film & movies
investment**

Digital Marketing & Internet media



iBCP™

Self-developed intelligent programming advertising placement platform



Modern agricultural information service platform



Healthy lifestyle video interaction platform



Website of traveling inspiration



Financial Review

Financial summary

Segment revenue

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Healthy balance sheet

Trade debtors in control

Cash flows



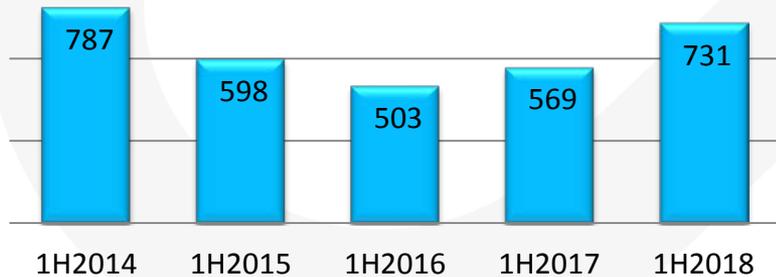
Financial summary

<i>(RMB '000)</i>	Six months ended 30 June		
	2018	2017	Change
Revenue	819,066	689,058	+19%
Gross profit	149,096	94,325	+58%
<i>Gross profit margin (%)</i>	18.2%	13.7%	4.5pts
Profit from operations	67,898	18,579	+265%
Profit attributable to equity shareholders	41,882	9,518	+340%
Basic earnings per share <i>(RMB)</i>	0.082	0.018	+356%

Segment revenue

MRM - Revenue

RMB Million



Core TV programmes ad time

	2018	2017
Minutes Acquired	3,615	3,554
Minutes Sold	2,336	1,811

Segment revenue

Six months ended 30 June

(RMB '000)	2018	2017	Change
ICS - Turnover	459,784	353,098	+30%
ICS - Revenue <i>(after netting off procurement cost under IFRS)</i>	28,864	48,723	-41%

Segment revenue

Six months ended 30 June

<i>(RMB '000)</i>	2018	2017	Change
Content operations	4,098	18,308	-78%
Digital marketing & Internet media	33,967	35,994	-6%
Rental income	28,853	22,945	+26%

Strict expenses control

Six months ended 30 June

(RMB '000)	2018	2017
Total operating expenses as a % of revenue	9.9%	11.6%
Selling & marketing expenses	29,631	27,235
<i>as a % of revenue</i>	<i>3.6%</i>	<i>4.0%</i>
General & administrative expenses	51,940	52,724
<i>as a % of revenue</i>	<i>6.3%</i>	<i>7.6%</i>
Included in Cost & Expenses:	2018	2017
- Depreciation & Amortisation	13,383	13,523
- Impairment losses on doubtful debts	5,418	3,741

Healthy balance sheet

(RMB '000)

	At 30 June 2018	At 31 December 2017
Cash and cash equivalents	570,881	678,791
Trade debtors (net of impairment)	189,368	147,292
Current assets	1,284,129	1,323,330
Total assets	2,131,847	2,183,465
Current liabilities	568,185	608,027
Net assets	1,563,662	1,575,438

Trade debtors in control

(RMB '000)

	At 30 June 2018	At 31 December 2017
Neither past due nor impaired	112,012	99,794
Less than 6 months past due	58,602	19,517
More than 6 months but less than 12 months past due	3,713	18,142
More than 12 months past due	15,041	9,839
Trade debtors (net of impairment losses)	189,368	147,292
<i>Turnover days</i>	37	32

Cash flows

Six months ended 30 June

(RMB '000)

	2018	2017
Net cash (used in)/ generated from operating activities	(102,558)	132,077
Net cash generated from investing activities	7,194	1,046
Net cash used in financing activities	(12,227)	(73,274)
Net change in cash and cash equivalents	(107,591)	59,849
Cash and cash equivalents at 1 January	678,791	552,531
Effect of exchange rate changes	(319)	(203)
Cash and cash equivalents at 30 June	570,881	612,177



Outlook



- I. **International trade conflicts brings uncertainty to China's economic performance in the next stage**
- II. **SinoMedia will fully exert the existing advantages and its core competitiveness**
- III. **Further optimise TV media resources and be client-oriented**
- IV. **Accelerate development of media content and creative production of consumer markets**
- V. **Improve operating efficiency and financial management efficiency**