

# SinoMedia

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



## 2019 Interim Results

21 August 2019

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## 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

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

## Digital marketing & Internet media

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- I. Digital marketing
- II. Internet media

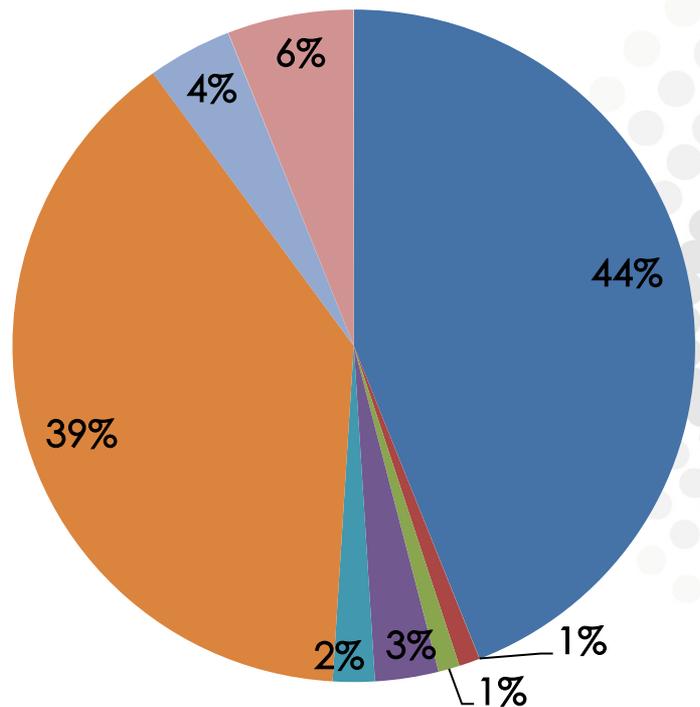
# TV media resources management (MRM)



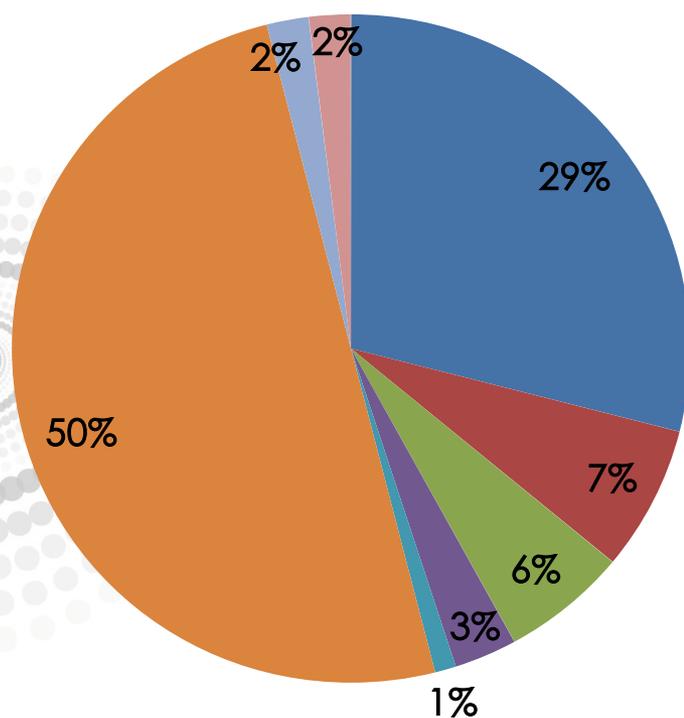
Exclusively underwritten **6,032** minutes of advertising time in **CCTV-1, CCTV-2, CCTV-4** and all **29,342** minutes of **CCTV-14**

# MRM clientele

2019



2018



Tourism & City image

Agriculture

Automobile

Real estate & Building materials

Energy

Consumer goods

Finance & Insurance

Others

# Integrated communication services (ICS)



# Content operations



Creative production of commercial advertisement



Independent developed 120 episodes video programs



Content marketing by title sponsorship



Tailored program content embedding plans

# Digital marketing & Internet media

 <sup>TM</sup> Intelligent programming advertising placement platform, provides precision digital marketing solutions by big data technologies



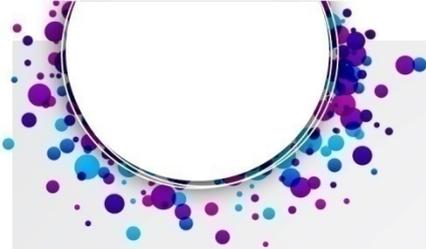
Healthy lifestyle video platform



Boosj Talented Kid Channel : integrated and created video content for children's intellectual development and talented enlightenment



Boosj Square Dance Channel : explore health, entertainment and social life for middle-aged and elderly people by integrating online content and offline activities



## Financial Review

**Financial summary**

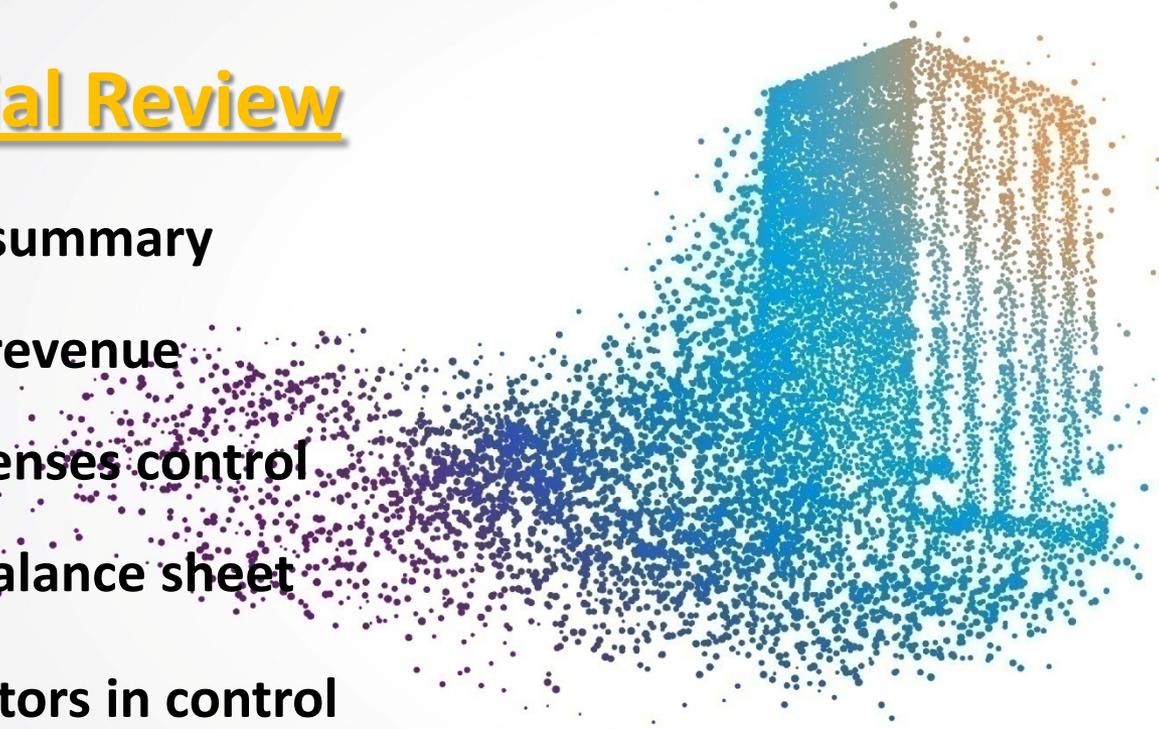
**Segment revenue**

**Strict expenses control**

**Healthy balance sheet**

**Trade debtors in control**

**Cash flows**



# Financial summary

Six months ended 30 June

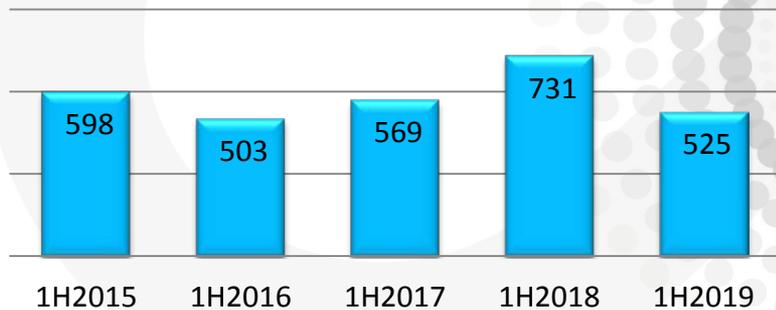
<i>(RMB '000)</i>	2019	2018	Change
<b>Revenue</b>	656,714	819,066	-20%
<b>Gross (loss)/profit</b>	(38,084)	149,096	-126%
<b><i>Gross (loss)/profit margin (%)</i></b>	<b><i>(5.8)%</i></b>	18.2%	-24pts
<b>(Loss)/profit from operations</b>	(105,059)	67,898	-255%
<b>(Loss)/profit attributable to equity shareholders of the Company</b>	(96,792)	41,882	-331%
<b>Basic (losses)/earnings per share <i>(RMB)</i></b>	<b>(0.196)</b>	0.082	-339%

# Segment revenue

## MRM - Revenue

## Core TV programmes ad time

RMB Million



	2019	2018
Minutes Acquired	1,418	1,426
Minutes Sold	741	1,115

# Segment revenue

Six months ended 30 June

(RMB '000)

	2019	2018	Change
Integrated communication services	47,828	28,864	+66%
Content operations	2,859	4,098	-30%
Digital marketing & Internet media	56,101	33,967	+65%
Rental income	29,749	28,853	+3%

# Strict expenses control

Six months ended 30 June

(RMB '000)

	2019	2018
<i>Total operating expenses as a % of revenue</i>	<b>10.5%</b>	9.9%
<b>Selling &amp; marketing expenses</b>	<b>26,750</b>	29,631
<i>% of revenue</i>	<b>4.1%</b>	3.6%
<b>General &amp; administrative expenses</b>	<b>42,339</b>	51,940
<i>% of revenue</i>	<b>6.4%</b>	6.3%
<b>Included in Cost &amp; Expenses:</b>	<b>2019</b>	<b>2018</b>
- Depreciation & Amortisation	<b>13,166</b>	13,383
- Impairment losses on doubtful debts	<b>4,126</b>	5,418

# Healthy balance sheet

(RMB '000)

	At 30 June 2019	At 31 December 2018
Cash and cash equivalents	593,257	715,109
Trade debtors (net of impairment)	213,436	153,468
Current assets	1,000,071	1,154,105
Total assets	1,868,418	1,989,793
Current liabilities	416,969	400,439
Net assets	1,450,853	1,589,354

# Trade debtors in control

(RMB '000)

	At 30 June 2019	At 31 December 2018
<b>Within 3 months</b>	<b>107,290</b>	96,050
<b>3 to 6 months</b>	<b>58,164</b>	18,094
<b>6 to 12 months</b>	<b>28,002</b>	13,296
<b>Over 12 months</b>	<b>19,980</b>	26,028
<b>Trade debtors (net of impairment losses)</b>	<b>213,436</b>	153,468
<i>Turnover days</i>	<b>50</b>	34

# Cash flows

Six months ended 30 June

(RMB '000)

	2019	2018
Net cash used in operating activities	(87,521)	(102,558)
Net cash (used in)/generated from investing activities	(25,343)	7,194
Net cash used in financing activities	(8,913)	(12,227)
Net change in cash and cash equivalents	(121,777)	(107,591)
Cash and cash equivalents at 1 January	715,109	678,791
Effect of exchange rate changes	(75)	(319)
Cash and cash equivalents at 30 June	593,257	570,881

## Outlook

- I. Advertising industry will still face enormous challenges in 2019**
- II. SinoMedia will retain existing high quality clients of MRM and put efforts in new client development**
- III. Further adjust and optimize internal organization and implement measures to reduce operating expenses**
- IV. Seek for cooperation opportunities by integrating experiences and capabilities in video content creativity and brand communication**
- V. Involve in industrial operation of IP business by conducting R&D, investment and management**