

# SinoMedia

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



## 2021 Annual Results

29 March 2022

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This presentation incorporates information contained in the annual results announcement (the “Results Announcement”) for the year ended 31 December 2021 of SinoMedia Holding Limited (the “Company” or “SinoMedia”). 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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## Business Review

**Overview of Business Segments**

**TV Media Resources Management**

**Content Operations**

**Other Integrated Communication Services**

**Digital Marketing and Internet Media**



# Overview of Business Segments

## TV Advertising & Content Operations

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- I. TV Media Resources Management (MRM)
- II. Content Operations
- III. Other Integrated Communication Services

## Digital Marketing & Internet Media

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- I. Digital Marketing
- II. Internet Media

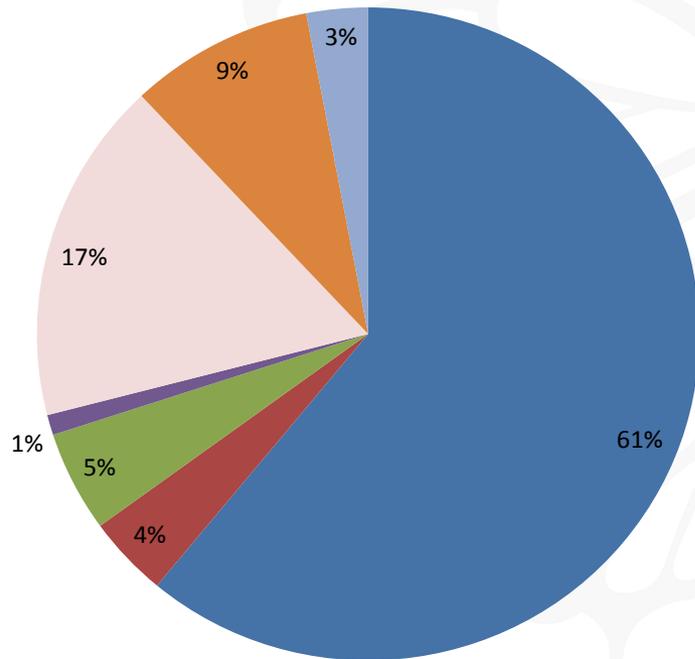
# TV Media Resources Management (MRM)



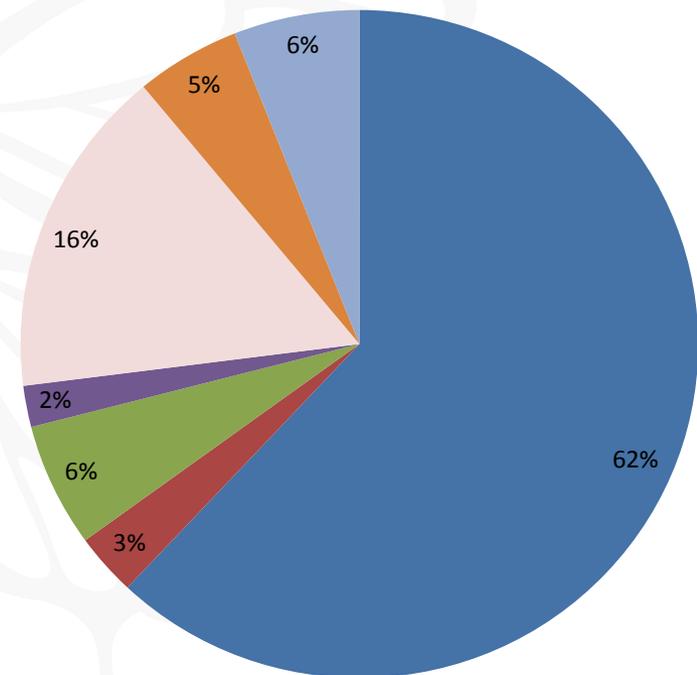
Exclusive underwriting right for a total of **124,067** minutes advertising resources

# MRM clientele

2021



2020



■ Consumer goods

■ Agriculture

■ Real estates & Building materials

■ Tourism & City image

■ Finance & Insurance

■ Home Appliances

■ Others

# Content Operations



Comprehensive and professional commercial advertisement video production services.

Content marketing business provide clients with tailor-made creative content communication services through live broadcast interactions, image IP R&D and design, short video clips, content implantation, program planning, micro-recording and publicity activities.



Strengthen professional ability of creative planning, and create brand empowerment for more growth-oriented consumer goods enterprises.

# Other Integrated Communication Services



# Digital Marketing & Internet Media



Enhancing internet integrated service capability through big data and precision placement technologies, to offer clients with one-stop digital marketing solutions. Expanding high-quality media resources and establish ecological cooperation with hardware manufacturers.



Boosj.com optimizing the operating strategy of "video contents + offline activities" based on market changes and user needs, and strengthening the development of parent-child talent training and healthy life of the middle-aged and elderly.



## Financial Review

**Financial Summary**

**Segment Revenue**

**Strict Expenses Control**

**Healthy Balance Sheet**

**Trade Debtors in Control**

**Cash Flows**



# Financial Summary

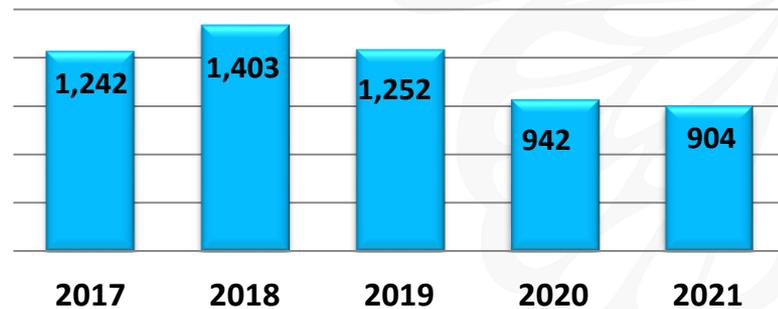
For the year ended 31 December

<i>(RMB '000)</i>	2021	2020	Change
<b>Revenue</b>	<b>1,183,473</b>	1,175,947	+1%
<b>Gross profit</b>	<b>149,297</b>	216,190	-31%
<b><i>Gross profit margin (%)</i></b>	<b>13%</b>	18%	-5pts
<b>Profit from operations</b>	<b>40,625</b>	125,385	-68%
<b>Profit attributable to equity shareholders</b>	<b>37,078</b>	87,213	-57%
<b>Basic earnings per share <i>(RMB cents)</i></b>	<b>8.0</b>	18.1	-56%

# Segment Revenue

## MRM - Revenue

RMB Million



## Advertising resources time

	2021	2020
Minutes Acquired	124,067	125,590
Minutes Sold	67,832	67,636

# Segment Revenue

For the year ended 31 December

(RMB '000)

	2021	2020	Change
Content operations	79,641	31,419	+153%
Other integrated communication services	43,816	68,571	-36%
Digital marketing & Internet media	99,044	78,252	+27%
Rental income	65,401	64,938	+1%

# Strict Expenses Control

For the year ended 31 December

<i>(RMB '000)</i>	<b>2021</b>	<b>2020</b>
<i>Total operating expenses as a % of revenue</i>	<b>8.6%</b>	13.9%
<b>Selling &amp; marketing expenses</b>	<b>33,060</b>	44,176
<i>% of revenue</i>	<b>2.8%</b>	3.8%
<b>General &amp; administrative expenses</b>	<b>68,732</b>	119,263
<i>% of revenue</i>	<b>5.8%</b>	10.1%
<b>Included in Cost &amp; Expenses:</b>		
- Depreciation & Amortisation	<b>25,816</b>	28,882
- Impairment losses on receivables	<b>1,280</b>	40,150
- Impairment losses on other assets	<b>15,455</b>	19,310

# Healthy Balance Sheet

At 31 December

(RMB '000)

	2021	2020
Cash and cash equivalents	849,648	788,084
Trade debtors (net of impairment)	117,588	82,697
Current assets	1,061,027	1,082,674
Total assets	2,037,143	2,073,884
Current liabilities	365,324	434,721
Net assets	1,657,523	1,621,781

# Trade Debtors in Control

At 31 December

(RMB '000)

	2021	2020
<b>Within 3 months</b>	<b>78,689</b>	58,444
<b>3 months to 6 months</b>	<b>30,181</b>	16,486
<b>6 months to 12 months</b>	<b>8,496</b>	7,620
<b>Over 12 months</b>	<b>222</b>	147
<b>Trade debtors (net of impairment losses)</b>	<b>117,588</b>	82,697
<i>Turnover days</i>	<b>30</b>	24

# Cash Flows

For the year ended 31 December

<i>(RMB '000)</i>	<b>2021</b>	<b>2020</b>
<b>Cash generated from operating activities</b>	<b>42,472</b>	290,129
<b>Cash generated from/(used in) investing activities</b>	<b>71,203</b>	(45,211)
<b>Cash used in financing activities</b>	<b>(43,391)</b>	(30,770)
<b>Net change in cash and cash equivalents</b>	<b>70,284</b>	214,148
Cash and cash equivalents at 1 January	<b>788,084</b>	583,677
Effect of exchange rate changes	<b>(8,720)</b>	(9,741)
<b>Cash and cash equivalents at 31 December</b>	<b>849,648</b>	788,084

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- I. The uncertainty of economic growth rate caused by the pandemic, the skyrocketing risk worldwide and the mounting inflationary pressure, the business operation development in 2022 will remain challenging and stressful.
  - II. We are optimistic about the prospects of the Group's core business of brand empowerment through creative communication by virtue of our innovative business strategies.
  - III. We will continue our efforts in the core business market, strengthen our innovation capabilities and operational capabilities amid changes.
  - IV. We will further expand our market layout in the field of parent-child family consumption through our brand investment management business.
  - V. The Group seeks to achieve steady and sound development through innovation, and create long-term value and satisfactory returns for our shareholders.