

# SinoMedia

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



## 2022 Interim Results

29 August 2022

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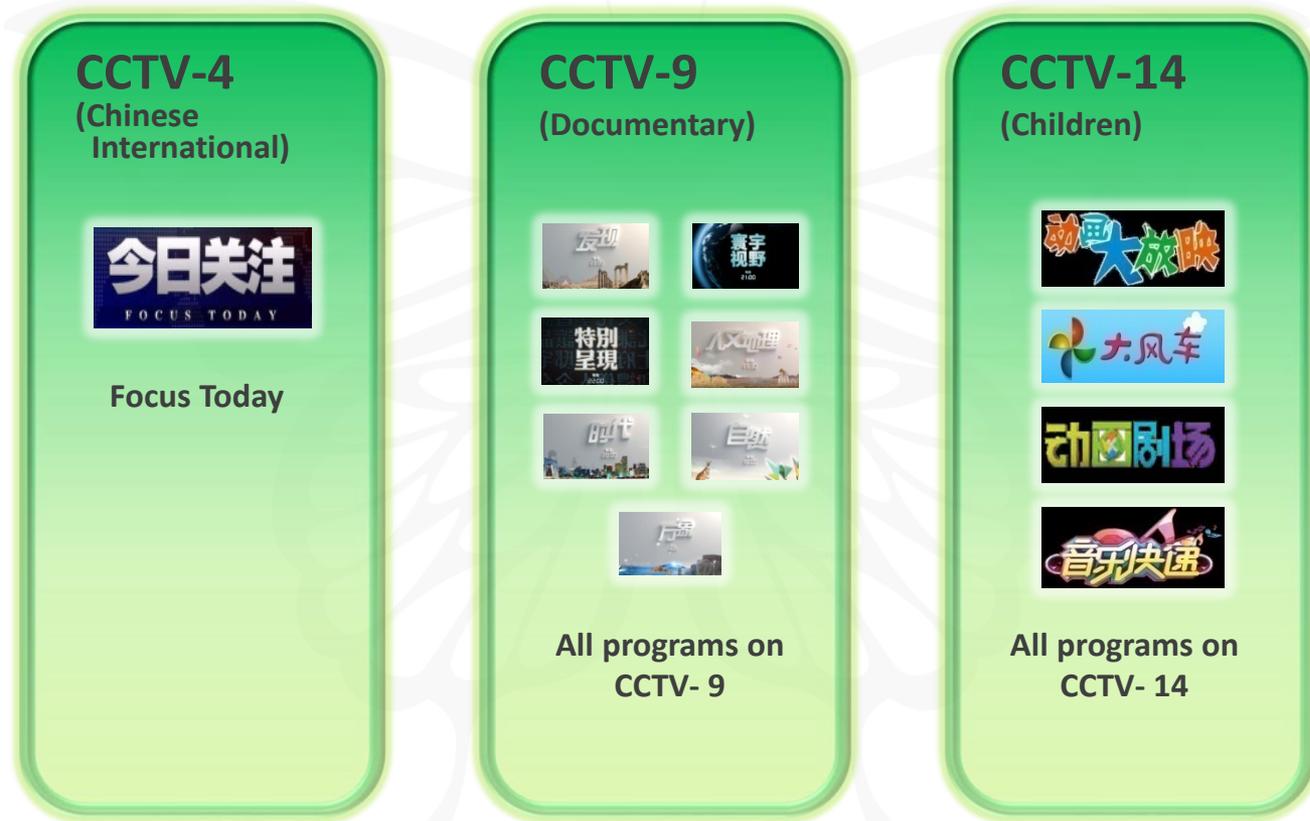
- I. **TV Media Resources Management (MRM)**
- II. **Content Operations**
- III. **Other Integrated Communication Services**

## Digital Marketing & Internet Media

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- I. **Digital Marketing**
- II. **Internet Media**

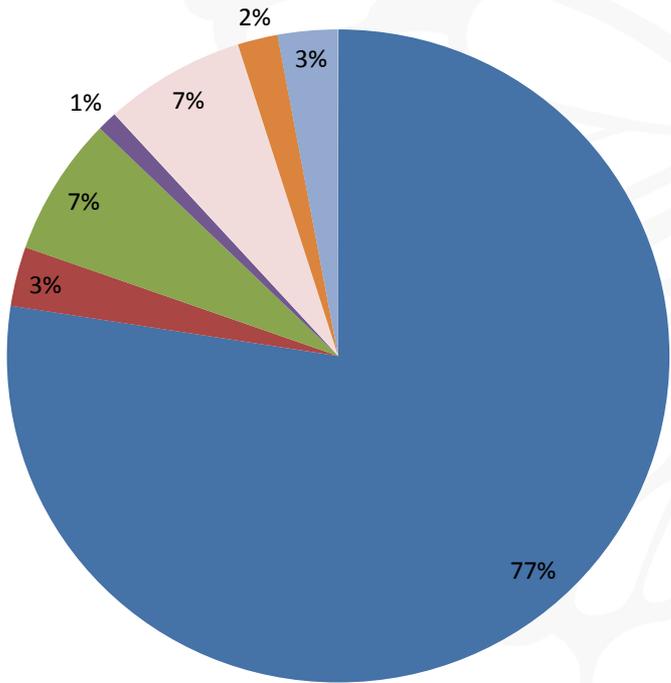
# TV Media Resources Management (MRM)



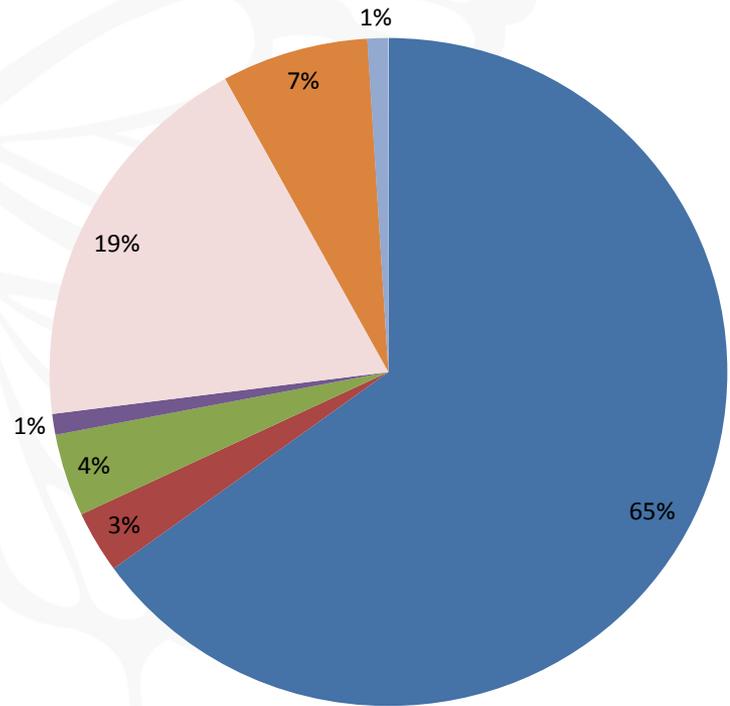
Exclusive underwriting right for a total of **59,759** minutes advertising resources

# MRM clientele

2022 1H



2021 1H



Consumer goods

Agriculture

Real estates & Building materials

Tourism & City image

Finance & Insurance

Healthcare

Others

# Content Operations

Comprehensive and professional video production services involving advertising video shooting, producing and editing, and graphic design.



Content centered on the R&D and production of video program content, and provide tailor-made creative video programs for clients through live broadcast interactions, short video, content implantation, program planning, animation development and publicity activities.

# 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 covering IP customization, identity authorization, publicity and promotion. Following the tendency of integrated media interaction, integrating high-quality media resources to strengthen the core competitiveness of digital marketing.



Boosj.com following the strategy of “online communication + offline activities” and achieved the communication value for brand clients through “video content + marketing products”.



Wugu.com.cn opening up the supply and demand channels between agricultural products and consumers through creative brand marketing and platform-based information communication services.

## 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

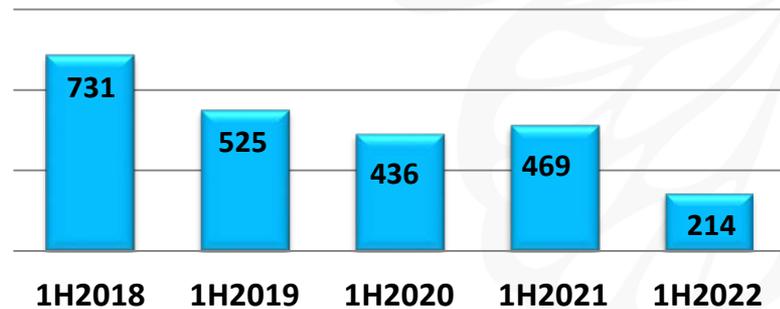
(RMB '000)

	2022	2021	Change
<b>Revenue</b>	<b>352,731</b>	603,029	-42%
<b>Gross profit</b>	<b>14,666</b>	96,310	-85%
<b>Gross profit margin (%)</b>	<b>4.2%</b>	16.0%	-11.8pts
<b>(Loss)/Profit from operations</b>	<b>(30,747)</b>	58,934	-152%
<b>(Loss)/Profit attributable to equity shareholders</b>	<b>(22,441)</b>	40,662	-155%
<b>Basic (losses)/earnings per share (RMB)</b>	<b>(0.048)</b>	0.087	-155%

# Segment Revenue

## MRM - Revenue

RMB Million



## Advertising resources time

	2022	2021
Minutes Acquired	59,759	61,516
Minutes Sold	33,733	32,398

# Segment Revenue

six months ended 30 June

<i>(RMB '000)</i>	2022	2021	Change
<b>Content operations</b>	<b>15,164</b>	26,167	-42%
<b>Other integrated communication services</b>	<b>36,505</b>	15,263	+139%
<b>Digital marketing &amp; Internet media</b>	<b>59,575</b>	65,023	-8%
<b>Rental income</b>	<b>31,543</b>	32,445	-3%

# Strict Expenses Control

six month ended 30 June

(RMB '000)

	2022	2021
<i>Total operating expenses as a % of revenue</i>	<b>11.6%</b>	7.0%
<b>Selling &amp; marketing expenses</b>	<b>13,630</b>	15,543
<i>% of revenue</i>	<b>3.9%</b>	2.6%
<b>General &amp; administrative expenses</b>	<b>27,291</b>	26,887
<i>% of revenue</i>	<b>7.7%</b>	4.4%
<b>Included in Cost &amp; Expenses:</b>	<b>2022</b>	<b>2021</b>
- Depreciation & Amortisation	<b>12,576</b>	12,591
- Impairment losses & write-down	<b>4,207</b>	2,317
- Research and development costs	<b>1,458</b>	1,215

# Healthy Balance Sheet

(RMB '000)

	At 30 June 2022	At 31 December 2021
Cash and cash equivalents	841,710	849,648
Trade debtors (net of impairment)	82,206	117,588
Current assets	969,296	1,061,027
Total assets	1,938,196	2,037,143
Current liabilities	289,492	365,324
Net assets	1,635,708	1,657,523

# Trade Debtors in Control

(RMB '000)

	At 30 June 2022	At 31 December 2021
<b>Within 3 months</b>	<b>38,690</b>	78,689
<b>3 months to 6 months</b>	<b>34,747</b>	30,181
<b>6 months to 12 months</b>	<b>7,635</b>	8,496
<b>Over 12 months</b>	<b>1,134</b>	222
<b>Trade debtors (net of impairment losses)</b>	<b>82,206</b>	117,588
<i>Turnover days</i>	<b>52</b>	30

# Cash Flows

six month ended 30 June

(RMB '000)

	2022	2021
<b>Net cash (used in)/generated from operating activities</b>	<b>(3,824)</b>	36,874
<b>Net cash (used in)/generated from investing activities</b>	<b>(3,489)</b>	68,426
<b>Net cash used in financing activities</b>	<b>(15,937)</b>	(38,445)
<b>Net change in cash and cash equivalents</b>	<b>(23,250)</b>	66,855
Cash and cash equivalents at 1 January	<b>849,648</b>	788,084
Effect of foreign exchange rates changes	<b>15,312</b>	(3,056)
<b>Cash and cash equivalents at 30 June</b>	<b>841,710</b>	851,883

## Outlook

- I. PMI data shows the economic prosperity in China declined and the economic recovery was still on a shaky ground. The service companies' confidence in the business outlook for the coming year improved, but still below the historical average of the index.
- II. We will enhance synergies between business segments to cope with market downturn pressure and business challenges brought by the repeated epidemic outbreaks.
- III. We will continue upholding the client-oriented product and service strategies, optimizing media resources and control the scale and cost. Further develop content marketing business by promoting the combination of brand and creative content.
- IV. We will follow the industry trend and combine the integrated media interaction resources, enhance the online placement efficiency and brand influence with the expertise in precision communication.
- V. We will accelerate the market expansion to the consumption sector through brand investment and brand operation management business, optimize business structure, constantly cultivate future growth points and improve the overall anti-risk ability.