

SinoMedia

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



2023 Interim Results

28 August 2023

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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

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

Digital Marketing & Internet Media

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

TV Media Resources Management (MRM)

The diagram illustrates the TV Media Resources Management (MRM) for four CCTV channels, each represented in a green rounded rectangle. The resources are categorized by channel and program type.

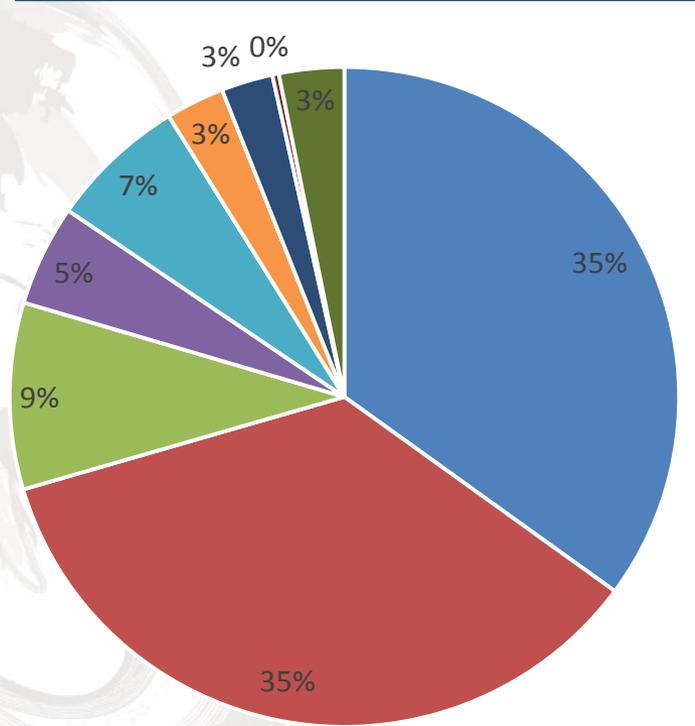
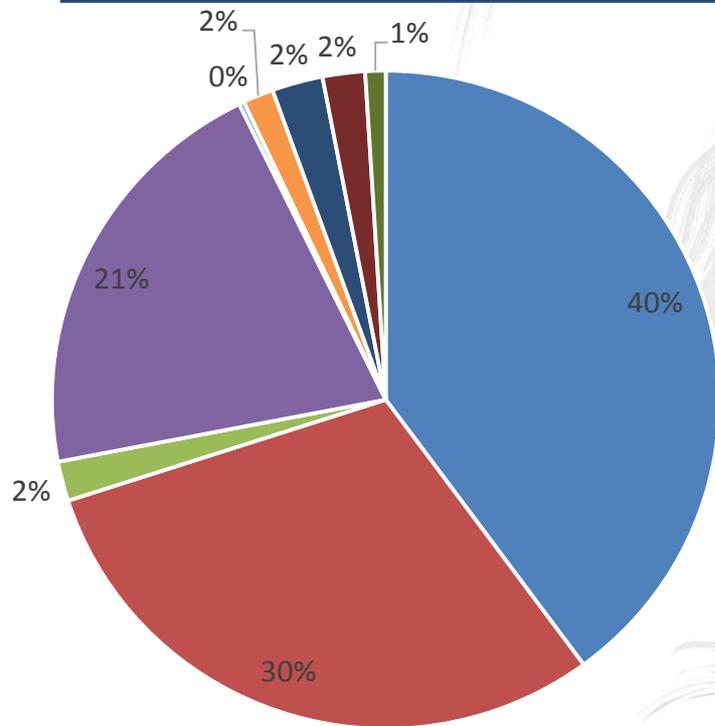
- CCTV-2 (Financial)**: Boutique Financial Records. Represented by a thumbnail of '精品财经纪录' (Boutique Financial Records).
- CCTV-4 (Chinese International)**: Focus Today. Represented by a thumbnail of '今日关注' (Focus Today).
- CCTV-9 (Documentary)**: All programs on CCTV-9. Represented by a grid of thumbnails including '发现' (Discovery), '寰宇视野' (Global Vision), '特别呈现' (Special Presentation), '人文地理' (Human Geography), '时代' (Era), '自然' (Nature), and '万世' (Ten Thousand Generations).
- CCTV-14 (Children)**: All programs on CCTV-14. Represented by a grid of thumbnails including '动画大放映' (Animation Grand Screening), '大风车' (Big Windmill), '动画剧场' (Animation Theater), and '音乐快递' (Music Express).

Exclusive underwriting right for a total of **64,988** minutes of advertising resources

MRM clientele

2023 1H

2022 1H



- baby care products
- tourism & exhibition
- health & medical

- food & beverage
- real estate & materials
- automobiles

- other consumables
- banking & insurance
- 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)

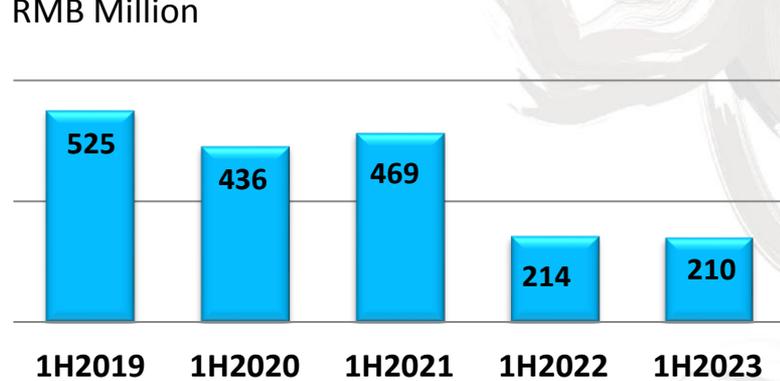
	2023	2022	Change
Revenue	373,097	352,731	+6%
Gross profit	41,109	14,666	+180%
Gross profit margin (%)	11.0%	4.2%	+6.8pts
Profit/(Loss) from operations	51,183	(30,747)	>100%
Profit/(Loss) attributable to equity shareholders	42,470	(22,441)	>100%
Basic earnings/(losses) per share (RMB)	0.092	(0.048)	>100%

Segment Revenue

MRM - Revenue

Advertising resources time

RMB Million



	2023	2022
Minutes Acquired	64,988	59,759
Minutes Sold	30,702	33,733

Segment Revenue

six months ended 30 June

(RMB '000)

	2023	2022	Change
Content operations	14,528	15,142	-4%
Other integrated communication services	37,890	36,452	+4%
Digital marketing & Internet media	87,246	59,488	+47%
Rental income	23,789	27,708	-14%

Strict Expenses Control

six month ended 30 June

(RMB '000)

	2023	2022
<i>Total operating expenses as a % of revenue</i>	15.2%	11.6%
Selling & marketing expenses	16,072	13,630
<i>% of revenue</i>	4.3%	3.9%
General & administrative expenses	40,564	27,291
<i>% of revenue</i>	10.9%	7.7%

	2023	2022
Included in Cost & Expenses:		
- Depreciation & Amortisation	12,569	12,576
- Impairment losses & write-down	10,170	4,207
- Research and development costs	3,082	1,458

Healthy Balance Sheet

(RMB '000)

	At 30 June 2023	At 31 December 2022
Cash and Cash equivalents	459,607	704,635
Bank deposits	497,968	142,923
Trade debtors (net of impairment)	92,092	70,494
Current assets	1,107,446	981,991
Total assets	1,954,570	1,824,852
Current liabilities	315,580	200,521
Net assets	1,638,890	1,609,224

Trade Debtors in Control

(RMB '000)

	At 30 June 2023	At 31 December 2022
Within 3 months	55,964	52,746
3 months to 6 months	29,339	12,859
6 months to 12 months	4,490	2,556
Over 12 months	2,299	2,333
Trade debtors (net of impairment losses)	92,092	70,494
<i>Turnover days</i>	39	46

Cash Flows

six month ended 30 June

(RMB '000)

	2023	2022
Net cash generated from/(used in) operating activities	46,119	(3,824)
Net cash used in investing activities	(302,165)	(3,489)
Net cash used in financing activities	(1,026)	(15,937)
Net change in cash and cash equivalents	(257,072)	(23,250)
Cash and cash equivalents at 1 January	704,635	849,648
Effect of foreign exchange rates changes	12,044	15,312
Cash and cash equivalents at 30 June	459,607	841,710
Bank time deposits at 30 June	497,968	-

Outlook

- I. PMI data shows the domestic economic prosperity level has been falling since the first quarter of 2023, the pace of enterprise production and operation expansion has slowed down significantly, and the downward pressure on the economy has increased.
- II. We will integrate strengths, continue to strengthen the core competitiveness of creative communication and brand strategy, in order to cope with the complex and changing economic environment and operating pressure.
- III. We will adhere to client-oriented product and service strategies, constantly optimize media resources, and enhance clients' brand value by providing one-stop solutions.
- IV. We will continue leveraging experience and capabilities in video content creation and brand communication to further develop content marketing business, and improve the online placement efficiency and brand influence with the expertise in digital marketing.
- V. We will deepen the deployment in family consumption industry through the synergy of creative communication and brand investment management business, and accelerate the cultivation and expansion of independent brand operation business in FMCG.