

# SinoMedia

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



## 2025 Interim Results

*25 August 2025*

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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

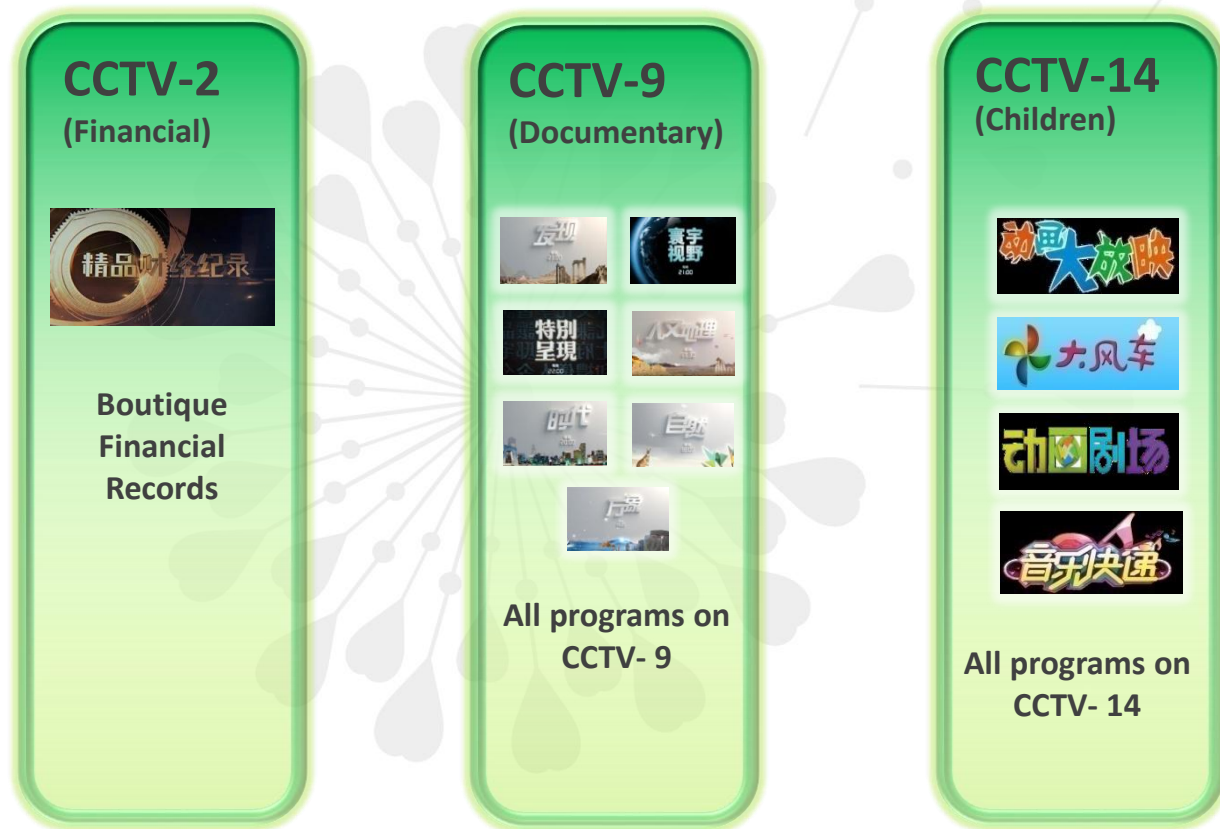
## TV Advertising & Content Operations

- 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)

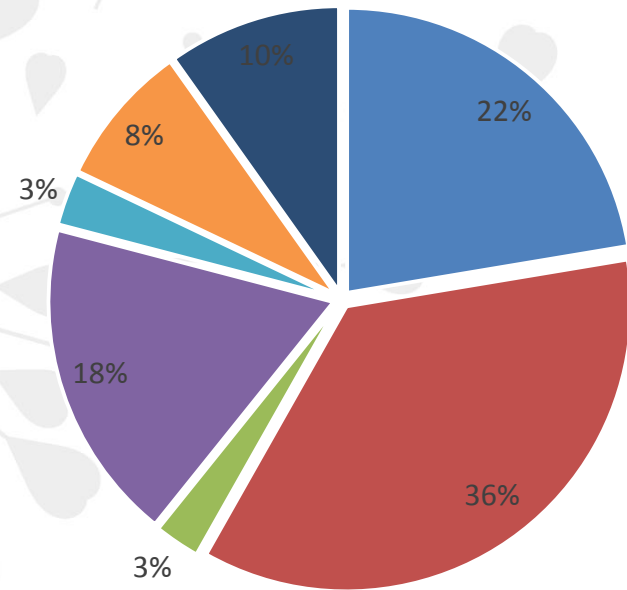
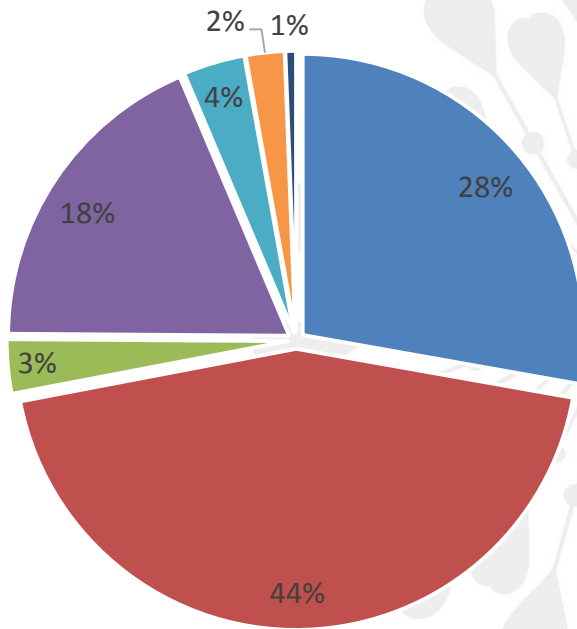


Exclusive underwriting right for a total of 44,116 minutes advertising resources

# MRM clientele

2025 1H

2024 1H



- food & beverage
- baby care products
- other consumables
- tourism & exhibition
- banking & insurance
- health & medical
- others

# Content Operations

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



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



# Other Integrated Communication Services



# Digital Marketing & Internet Media



Relying on customer resources, media advantages, and data technology, strengthening internet integration service capabilities, and offering clients one-stop digital marketing. Actively exploring the use of artificial intelligence algorithms as the engine, continue to integrate high-quality traffic, optimizing advertising placement strategies, and improving advertising placement efficiency.



Focusing on the video content operation in the two vertical areas of parent-child education and middle-aged and elderly healthy life. Enhancing content construction and we-media matrix deployment, combining the MCN streamer matrix to enrich the content and form of live broadcast, providing diversified and customized video creative and internet communication services.

## Financial Review

**Financial Summary**

**Segment Revenue**

**Strict Expenses Control**

**Healthy Balance Sheet**

**Trade Debtors in Control**

**Non-current Assets**

**Cash Flows**

# Financial Summary

Six months ended 30 June

(RMB '000)

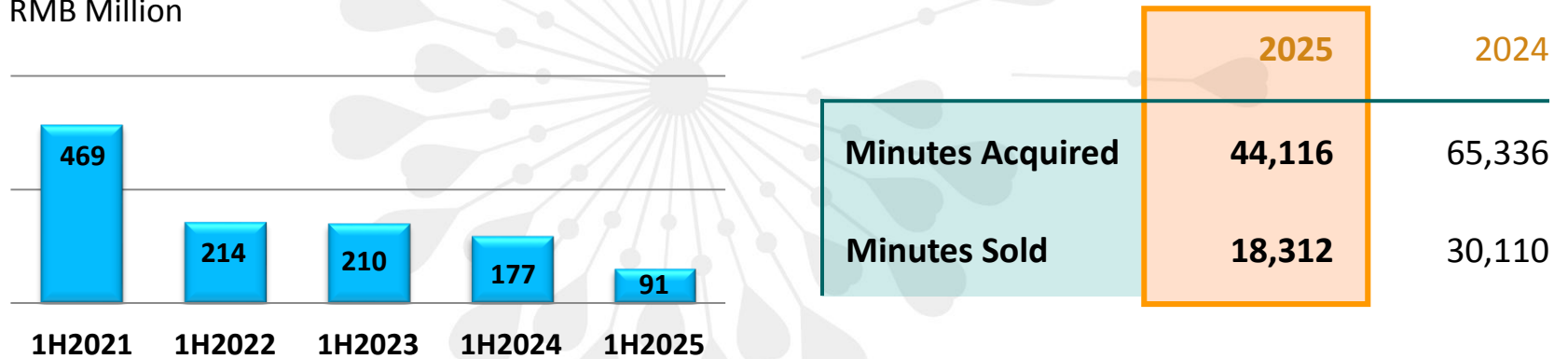
	2025	2024	Change
<b>Revenue</b>	<b>183,368</b>	333,120	-45.0%
<b>Gross profit</b>	<b>52,615</b>	70,523	-25.4%
<i>Gross profit margin (%)</i>	<i>28.7%</i>	<i>21.2%</i>	<i>+7.5pts</i>
<b>Other income / (loss)</b>	<b>2,431</b>	(907)	N/A
<b>Net finance income</b>	<b>21,843</b>	16,828	+29.8%
<b>Profit attributable to equity shareholders</b>	<b>32,948</b>	29,879	+10.3%
Basic earnings per share (RMB cents)	0.071	0.065	+9.2%

# Segment Revenue

**MRM - Revenue**

**Advertising resources time**

RMB Million



# Segment Revenue

Six months ended 30 June

(RMB '000)

	2025	2024	Change
Content operations	11,725	7,961	+47%
Other integrated communication services	24,630	35,770	-31%
Digital marketing & Internet media	41,944	95,550	-56%
Rental income	13,583	17,328	-22%

# Strict Expenses Control

Six months ended 30 June

<i>(RMB '000)</i>	2025	2024
<i>Total operating expenses as a % of revenue</i>	<b>21.8%</b>	14.6%
<b>Selling &amp; marketing expenses</b>	<b>13,086</b>	17,597
<i>% of revenue</i>	<b>7.1%</b>	5.3%
<b>General &amp; administrative expenses</b>	<b>26,946</b>	31,156
<i>% of revenue</i>	<b>14.7%</b>	9.3%
<b>Included in Cost &amp; Expenses:</b>	<b>2025</b>	<b>2024</b>
- Depreciation & Amortisation	<b>10,927</b>	10,993
- (Reversal)/Recognition of impairment losses	<b>(2,917)</b>	1,441

# Healthy Balance Sheet

(RMB '000)

	At 30 June 2025	At 31 December 2024
Cash and bank deposits	1,015,370	936,695
Trade debtors (net of impairment)	74,635	76,387
Current assets	1,164,890	1,063,703
PPE and Investment Property	659,556	669,003
Other non-current financial assets	765,607	375,993
Total assets	2,591,300	2,110,338
Current liabilities	368,557	164,508
Net assets / Total equity	2,221,766	1,944,993

# Trade Debtors in Control

(RMB '000)

	At 30 June 2025	At 31 December 2024
<b>Within 3 months</b>	<b>38,335</b>	65,833
<b>4 months to 6 months</b>	<b>33,355</b>	7,902
<b>7 months to 12 months</b>	<b>1,797</b>	2,179
<b>Over 12 months</b>	<b>1,148</b>	473
<b>Trade debtors (net of impairment losses)</b>	<b>74,635</b>	76,387
<i>Turnover days</i>	<b>74</b>	51

# Non-current Assets

(RMB '000)

	At 30 June 2025	At 31 December 2024
<b>PPE and Investment Property</b>		
Property, plant and equipment	159,289	161,319
Investment property	500,267	507,684
	659,556	669,003

(RMB '000)

	At 30 June 2025	At 31 December 2024
<b>Other non-current financial assets</b>		
Financial assets measured at FVPL	21,054	20,407
Equity securities designated at FVOCI	744,553	355,586
	765,607	375,993


# Cash Flows

Six months ended 30 June

(RMB '000)

	2025	2024
<b>Cash generated from operating activities</b>	<b>51,496</b>	88,020
<b>Cash generated from investing activities</b>	<b>168,471</b>	9,168
<b>Cash generated from/(used in) financing activities</b>	<b>13,687</b>	(452)
<b>Net change in cash and cash equivalents</b>	<b>233,654</b>	96,736
Cash and cash equivalents at 1 January	217,422	416,005
Effect of exchange rate changes	(1,296)	(2,129)
<b>Cash and cash equivalents at 30 June</b>	<b>449,780</b>	510,612
<b>Bank deposits at 30 June</b>	<b>565,590</b>	508,911

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- I. We will continue to integrate own advantages to improve operational efficiency, strengthen the core competitiveness in creative communication and brand strategy, and focus on providing in-depth integrated marketing services. We will keep a constant eye on and capture changes in consumer demand and technological innovation, enhance connections with terminal consumer market, and strive to expand diversified business growth.
  - II. We will adhere to client-oriented product and service strategies, constantly optimize media resources, and enhance clients' brand value by providing one-stop solutions. We will continue leveraging experience and capabilities in video content creation and brand communication to further develop content marketing business, and explore more market opportunities and business models through enhancing technological iteration of intelligent advertising placement business and the application of artificial intelligence technologies.

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- III. Economic indicators showed signs of decline, with the momentum of expansion slowing down. The foundation for economic recovery and growth is not yet solid, confidence in the market still needs to be boosted.
  - IV. We will continue to adhere to a prudent corporate philosophy, optimize the business structure, and strengthen business resilience. We will further expand the path for strategic implementation, lay out in industries which can directly reach global end-consumers through investment management business, so can continuously achieve high-quality and sustainable growth for shareholders.