

# SinoMedia

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



## 2025 Annual Results

31 March 2026

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## Business Review

**Overview of Business Segments**

**Media Resources Management**

**Integrated Communication Services**

**Digital Marketing**

**Content Operations and Others**



# Overview of Business Segments

## TV Advertising & Integrated Communication

- I. **Media Resources Management**
- II. **Integrated Communication Services**

## Digital Marketing & Content Operations

- I. **Digital Marketing**
- II. **Content Operations and Others**

# Media Resources Management

**CCTV-2**  
(Financial)



Boutique  
Financial  
Records

**CCTV-9**  
(Documentary)



All programs on  
CCTV- 9

**CCTV-14**  
(Children)

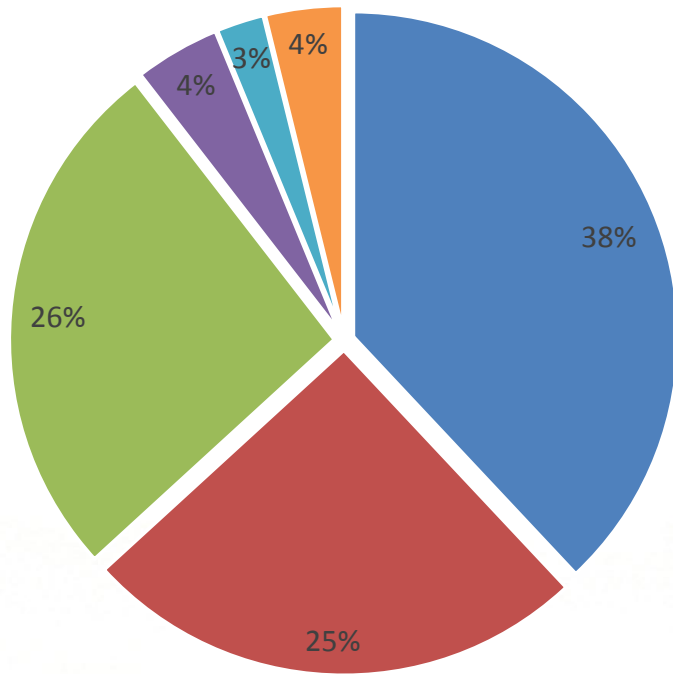


All programs on  
CCTV- 14

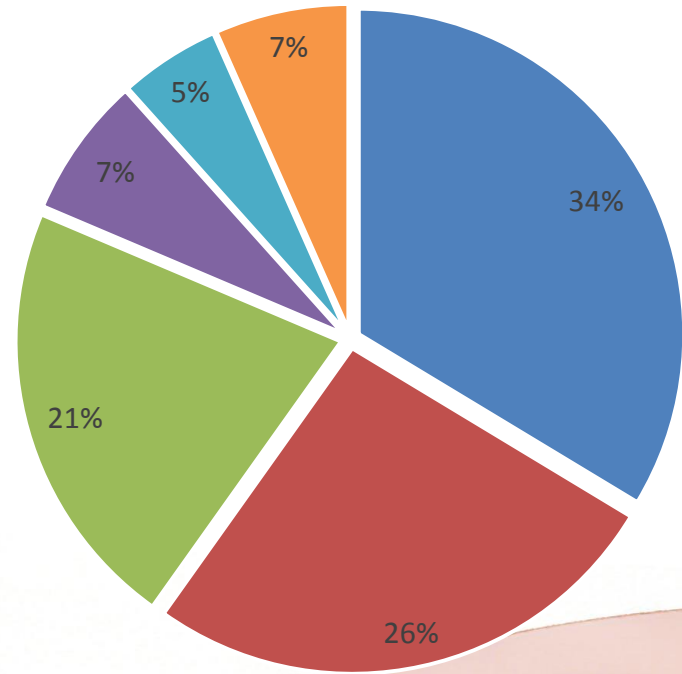
Exclusive underwriting right for a total of 84,639 minutes advertising resources

# Media Resources Management clientele

2025



2024



■ food & beverage

■ baby care products

■ tourism & exhibition

■ health & medicinal

■ banking & insurance

■ others

# Other Integrated Communication Services



# Digital Marketing



Relying on customer resources, media advantages, and data technology, the Group focuses on the core competitiveness of digital marketing by strengthening its Internet integration service capabilities, and offers clients customized one-stop digital marketing solutions.

Meanwhile, the Group actively developed AI-algorithm-powered ad delivery systems and explored the application of AIGC and multimodal large models in digital marketing to enhance its marketing and service capabilities in the Internet sector.

# Content Operations

The Group continued to develop its content marketing business centered on video content R&D and production, providing clients with comprehensive and professional video creation and production services while delivering brand communication value through content marketing.



The Group enhanced its investment in technical equipment and talent during the year, strengthening the technological R&D capabilities of its Imaging Technology Development Department. This enabled the application and integration of AIGC technology across advertising creative development, content production, and intelligent ad placement, thereby enhancing advertising production efficiency and campaign effectiveness.

## Financial Review

**Financial Summary**

**Segment Revenue**

**Strict Expenses Control**

**Healthy Balance Sheet**

**Trade Debtors in Control**

**Non-current Assets**

**Cash Flows**



# Financial Summary

For the year ended 31 December

<i>(RMB '000)</i>	2025	2024	Change
<b>Revenue</b>	<b>382,288</b>	612,517	-38%
<b>Gross profit</b>	<b>136,372</b>	201,566	-32%
<i>Gross profit margin (%)</i>	<i>35.7%</i>	<i>32.9%</i>	2.8pts
<b>Profit from operations</b>	<b>67,745</b>	122,072	-45%
<b>Net finance income</b>	<b>28,373</b>	26,081	+9%
<b>Income tax</b>	<b>(15,699)</b>	(41,799)	-62%
<b>Profit attributable to equity shareholders</b>	<b>80,043</b>	106,961	-25%
<i>Basic earnings per share (RMB cents)</i>	<i>17.1</i>	<i>23.2</i>	-26%

# Segment Revenue

For the year ended 31 December

<i>(RMB '000)</i>	2025	2024	Change
<b>Media resources management and Integrated communication</b>	<b>219,783</b>	392,976	-44%
<b>Digital marketing, content operations and others</b>	<b>137,153</b>	184,245	-26%
<b>Rental income</b>	<b>25,352</b>	35,296	-28%

# Strict Expenses Control

For the year ended 31 December

(RMB '000)	2025	2024
Total operating expenses as a % of revenue	19.1%	14.2%
<b>Selling &amp; marketing expenses</b>	<b>30,829</b>	36,724
% of revenue	8.0%	6.0%
<b>General &amp; administrative expenses</b>	<b>42,372</b>	50,063
% of revenue	11.1%	8.2%

	2025	2024
Included in Cost & Expenses:		
- Staff costs	48,049	48,976
- Depreciation & Amortisation	22,396	22,135
- Reversal of impairment losses	(9,324)	(4,722)

# Healthy Balance Sheet

At 31 December

(RMB '000)

	2025	2024
Cash and bank deposits	655,031	936,695
Trade debtors (net of impairment)	64,720	76,387
Current assets	828,157	1,063,703
PPE and Investment Property	654,409	669,003
Other financial assets	585,758	375,993
Total assets	1,996,427	2,110,338
Current liabilities	107,210	164,508
Net assets / Total equity	1,889,217	1,944,993

# Trade Debtors in Control

At 31 December

(RMB '000)

	2025	2024
<b>Within 3 months</b>	<b>38,070</b>	65,833
<b>3 months to 6 months</b>	<b>16,103</b>	7,902
<b>6 months to 12 months</b>	<b>10,193</b>	2,179
<b>Over 12 months</b>	<b>354</b>	473
<b>Trade debtors (net of impairment losses)</b>	<b>64,720</b>	76,387
<i>Turnover days</i>	<b>66</b>	51

# Property and Financial Assets

At 31 December

(RMB '000)	2025	2024
Property, plant and equipment	161,558	161,319
Investment property	492,851	507,684
	654,409	669,003

(RMB '000)	2025	2024
<b><i>Financial assets measured at FVPL</i></b>		
Equity securities listed in Hong Kong	202,078	20,407
<b><i>Equity securities designated at FVOCI</i></b>		
Equity securities listed in Hong Kong	323,653	-
Investments in unlisted equity securities	60,027	355,586
	585,758	375,993

# Cash Flows

For the year ended 31 December

<i>(RMB '000)</i>	<b>2025</b>	<b>2024</b>
<b>Cash generated from operating activities</b>	<b>39,424</b>	66,512
<b>Cash generated from/(used in) investing activities</b>	<b>195,249</b>	(196,140)
<b>Cash used in financing activities</b>	<b>(136,592)</b>	(69,250)
<b>Net change in cash and cash equivalents</b>	<b>98,081</b>	(198,878)
Cash and cash equivalents at 1 January	<b>217,422</b>	416,005
Effect of exchange rate changes	<b>688</b>	295
<b>Cash and cash equivalents at 31 December</b>	<b>316,191</b>	217,422
<b>Bank deposits at 31 December</b>	<b>338,840</b>	719,273
<b>Cash and bank deposits at 31 December</b>	<b>655,031</b>	936,695

# Outlook

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- I. Domestic economic restructuring and transformation of growth drivers continue to advance. With macroeconomic policies maintaining their momentum, the consumer market is expected to gradually recover.
- II. The Group maintains a cautiously optimistic outlook on the fundamental trend of sustained long-term growth in its future development. The Group will adhere to a business philosophy that balances innovation and stability. We will steadily advance the development of new businesses, committed to achieving diversified and sustainable growth for the Group.
- III. The Group will continue to optimize its governance structure, enhance the professional capabilities of its team, and build a talent system that supports diversified development, thereby providing a solid foundation for the steady advancement of all its business operations.
- IV. The Group will also seize development opportunities, actively promote the development of new businesses driven by the application of AI agents and data technologies, in order to provide customers with superior and diversified products and services, and generate sustained and stable medium-to-long-term value for shareholders.