金橋集團控股有限公司
GOLDEN BRIDGE GROUP HOLDINGS LIMITED

2026 Interim Results

28 August 2026

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Business Review

Overview of Business Segments

TV Media Resources Management

Integrated Communication Services

Digital Marketing

Content Operations and Others

Overview of Business Segments

TV Advertising & Integrated Communication

I. **TV Media Resources Management**

II. **Integrated Communication Services**

Digital Marketing & Content Operations

I. **Digital Marketing**

II. **Content Operations and Others**

TV Media Resources Management

CCTV-2
(Financial)

Boutique
Financial
Records

CCTV-9
(Documentary)

All programs on
CCTV- 9

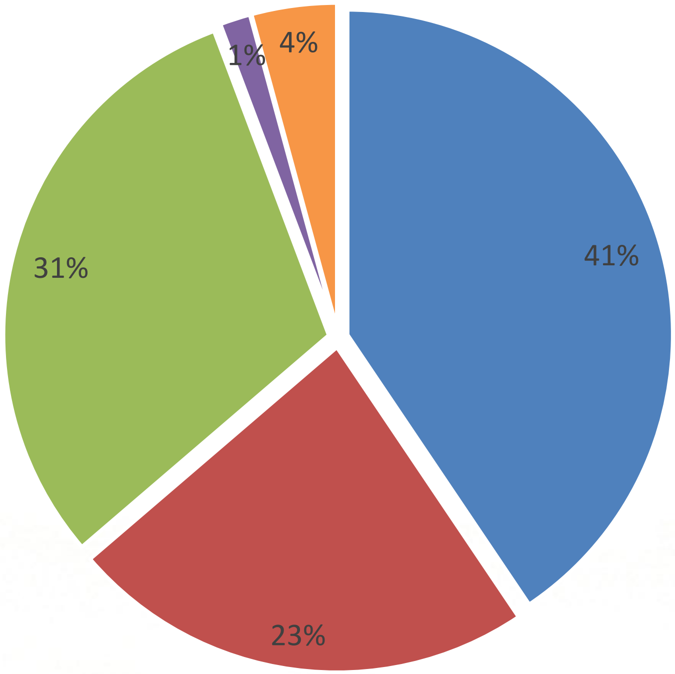
CCTV-14
(Children)

All programs on
CCTV- 14

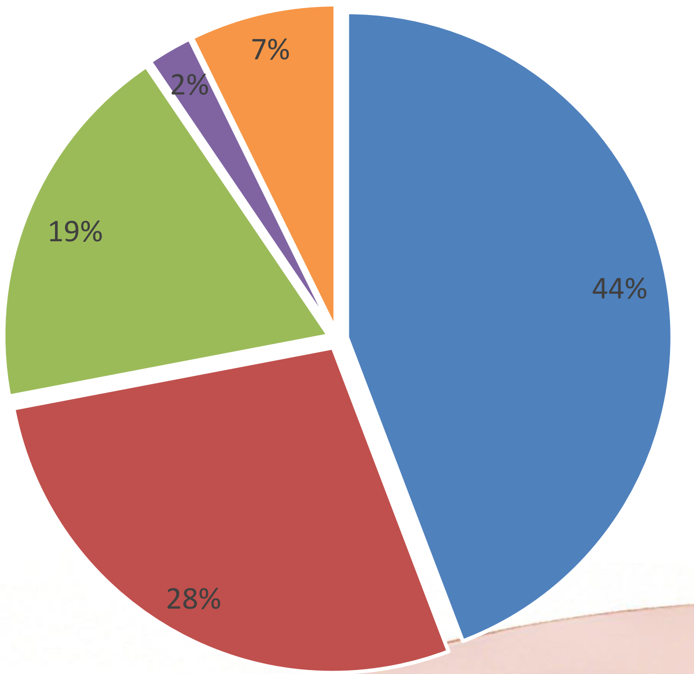
Exclusive underwriting right for a total of 31,079 minutes advertising resources

Media Resources Management clientele

2026 1H



2025 1H



■ food & beverage ■ baby care products ■ tourism & exhibition
■ health & medicial ■ others

Integrated Communication Services

SinoMedia®

Digital Marketing

Relying on customer resources, media advantages, and data technology, the Group focuses on its core competence in digital marketing and continuously strengthened its internet integration service capability to provide customized one-stop digital marketing solutions to its clients.

Meanwhile, the Group actively the use of artificial intelligence algorithms as an engine to integrate high-quality traffic, optimize advertising placement strategies, and improve advertising placement efficiency.

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 created customized creative content strategies for clients through a variety of methods including live-streaming interactions, short videos, content integration, animation development, and promotional campaigns, and provided services such as design, filming, production, and editing. Meanwhile, the Group continuously enhanced the technological R&D capabilities and enabled the application and integration of generative AI ("AIGC") technology across various stages.

Financial Review

- Financial Summary
- Segment Revenue
- Other Income
- Strict Expenses Control
- Healthy Balance Sheet
- Trade Debtors in Control
- Financial Assets
- Cash Flows

Financial Summary

(RMB '000)	Six months ended 30 June		
	2026	2025	Change
Revenue	**114,897**	183,368	-37%
Gross profit	**40,265**	52,615	-23%
Gross profit margin (%)	*35.0%*	*28.7%*	*+6.3pts*
Other income	**311,236**	2,431	+12703%
Profit from operations	**306,317**	15,014	+1940%
Income tax	**(2,554)**	(3,764)	-32%
Profit attributable to equity shareholders	**314,308**	32,948	+854%
Basic earnings per share (RMB cents)	0.672	0.071	+846%

Segment Revenue

(RMB '000)	2026	2025	Change
	Six months ended 30 June		
TV Media resources management and Integrated communication	**62,789**	108,521	-42%
Digital marketing, content operations and others	**40,445**	61,264	-34%
Rental income	**11,663**	13,583	-14%
	114,897	183,368	-37%

Other Income

(RMB '000)	2026	2025	Change
	Six months ended 30 June		
Change in fair value of financial assets measured at fair value through profit or loss	**84,474**	966	+8645%
Gains on disposal of financial asset	**223,157**	—	N/A
Government grants	**2,712**	826	+228%
Others	**893**	639	+40%
	311,236	2,431	+12703%

Strict Expenses Control

(RMB '000)	Six months ended 30 June 2026	2025
Total operating expenses as a % of revenue	*39.3%*	*21.8%*
Selling & marketing expenses	**12,623**	13,086
% of revenue	*11.0%*	*7.1%*
General & administrative expenses	**32,561**	26,946
% of revenue	*28.3%*	*14.7%*

	2026	2025
Included in Expenses:		
- Staff costs	**21,775**	26,965
- Depreciation & Amortisation	**11,760**	10,927
- Recognition/(reversal) of impairment losses	**65**	(2,917)

Healthy Balance Sheet

(RMB '000)	At 30 June 2026	At 31 December 2025
Cash and bank deposits	**947,378**	655,031
Trade debtors (net of impairment)	**50,481**	64,720
Current assets	**1,083,704**	828,157
PPE and Investment Property	**642,956**	654,409
Other financial assets	**466,539**	585,758
Total assets	**2,193,849**	1,996,427
Current liabilities	**227,954**	107,210
Net assets / Total equity	**1,965,895**	1,889,217

Trade Debtors in Control

(RMB '000)	**At 30 June 2026**	At 31 December 2025
Within 3 months	**22,012**	38,070
4 months to 6 months	**15,042**	16,103
7 months to 12 months	**12,647**	10,193
Over 12 months	**780**	354
Trade debtors (net of impairment losses)	**50,481**	64,720
Turnover days	*90*	*66*

Financial Assets

(RMB '000)	At 30 June 2026	At 31 December 2025
Financial assets measured at FVPL :		
Equity securities listed in Hong Kong	**207,138**	202,078
Unlisted convertible debt securities	**20,401**	—
Equity securities designated at FVOCI :		
Equity securities listed in Hong Kong	**193,200**	323,653
Investments in unlisted equity securities	**45,800**	60,027
	466,539	585,758

Cash Flows

(RMB '000)	Six months ended 30 June 2026	2025
Cash generated from operating activities	**45,848**	51,496
Cash generated from investing activities	**396,972**	168,471
Cash (used in)/generated from financing activities	**(18,410)**	13,687
Net change in cash and cash equivalents	**424,410**	233,654
Cash and cash equivalents at 1 January	316,191	217,422
Effect of exchange rate changes	(671)	(1,296)
Cash and cash equivalents at 30 June	**739,930**	449,780
Bank deposits at 30 June	**207,448**	565,590
Cash and bank deposits at 30 June	**947,378**	1,015,370

Outlook

I. The domestic market was characterized by a mismatch between strong supply and weak demand, while structural economic adjustments and the transition from old to new growth drivers continued, and consumers remained cautious about the macroeconomic outlook.

II. The Group will continue to integrate its own advantages to strengthen the core competitiveness in creative communication and brand strategy, and focus on providing in-depth integrated marketing services. The Group will continue to monitor developments in technological innovation and consumer demand, adapt to changes in AI technology, and capitalize on market opportunities, with an aim to achieve diversified growth across its business operations.

III. The Group will continue to leverage its experience and expertise in video content creation and brand communication to deliver customized creative videos for clients. The Group will also intensify its investment in AI, enhancing the efficiency and effectiveness of technical applications to comprehensively support the Group's business expansion.

IV. The Group will continue to uphold its business philosophy of steady yet proactive growth, further expand its strategic implementation pathways, optimize its business structure, strengthen business resilience, and enhance operational efficiency.

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