



CTV 中視金橋

中視金橋國際傳媒控股有限公司
SinoMedia Holding Limited
Stock code: 623

SinoMedia Holding Limited 2008 Interim Results

17 September 2008

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Agenda

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Major Accomplishments

- **Successful listing on HKEx in July 2008**
 - ☞ Net proceeds post greenshoes: approx. HK\$286 million
 - ☞ Further strengthen capital structure and provide extra funding for future expansion
- **Turnover and operating profit surged by 51.9% and 187.4% respectively**
- **Further strengthen relationship with CCTV to enrich media resources**
- **Stringent control on expenses and improve operational efficiency**



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Business Highlights

- The largest privately-owned underwriter of CCTV advertisement time in 2007
- Maintain excellent relationship with CCTV
- Provide comprehensive and abundant media resources to our advertising clients
- Further strengthen sales and marketing capabilities and improve customer services



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Results Summary

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Financial Highlights

For the 6 months ended 30 June

(RMB '000)

	2007	2008	Change (%)
Turnover	157,114	238,613	+51.9%
Gross profit	38,176	70,926	+85.8%
Profit from operations	18,572	53,373	+187.4%
Profit attributable to equity holders of the Company	2,081	44,786	+20.5 times
Basic earnings per share (RMB)	0.005	0.104	+19.8 times

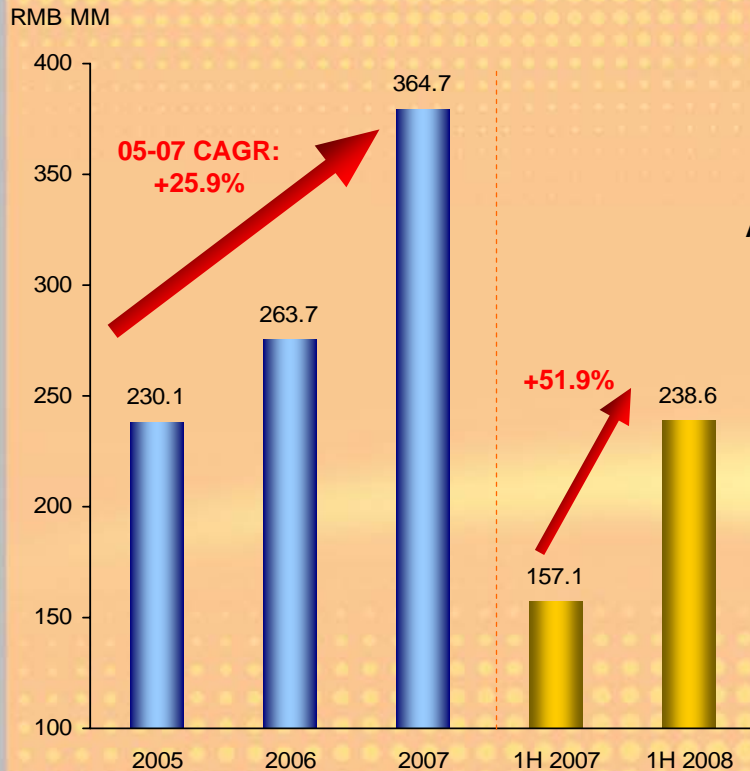


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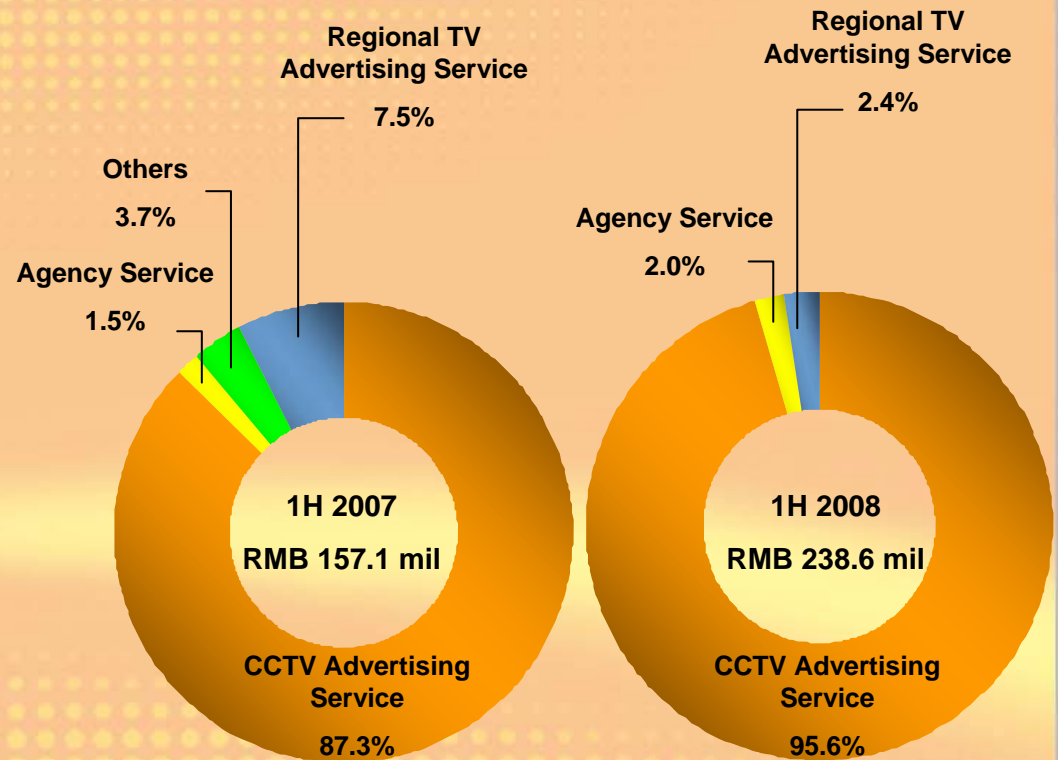
Strong Revenue Growth from CCTV Business

Revenue



1H 2008 growth outperformed the last three years average

Revenue Breakdown



Adjusted the sales mix and stronger focus on CCTV advertising service



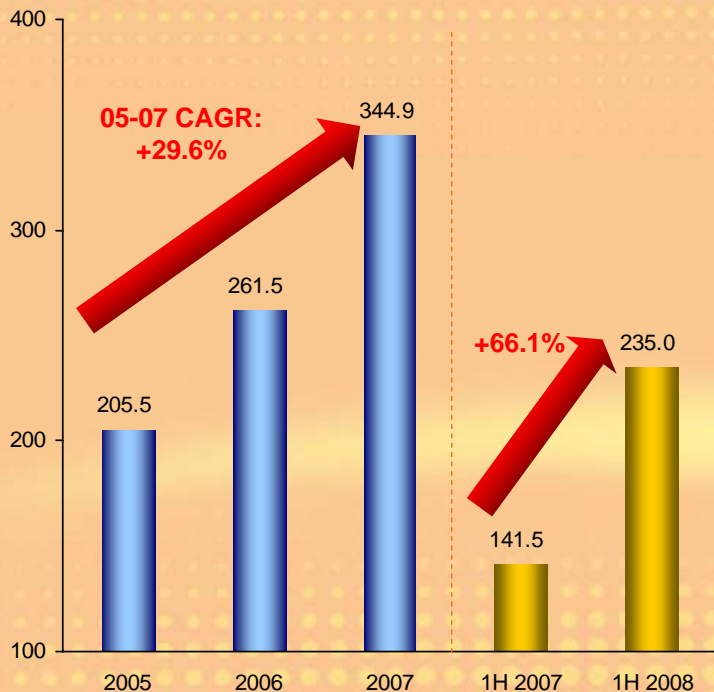
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Driven by Increased Minutes Sold and Stable Utilization Rate

CCTV Advertising Service Revenue

RMB MM

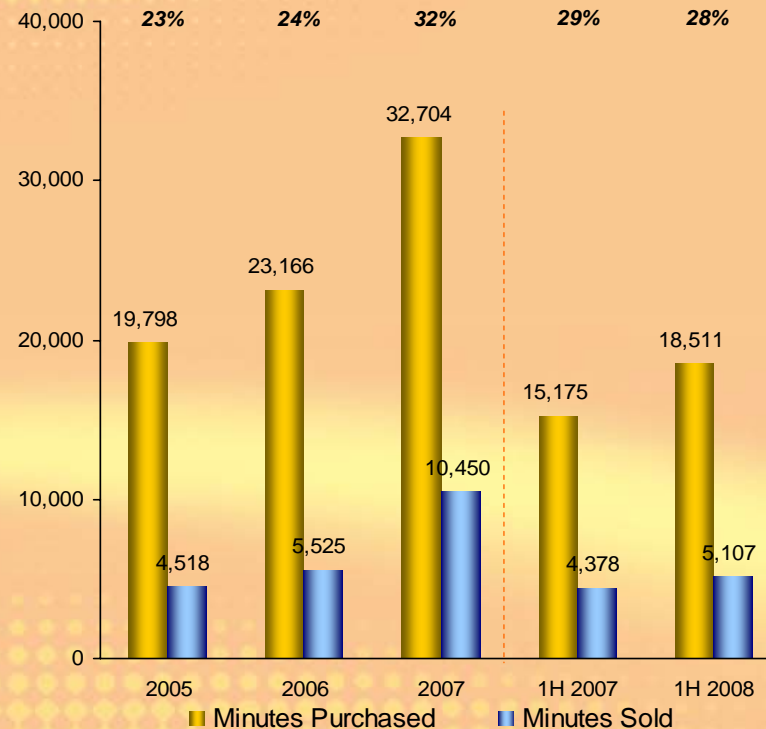


Achieved an encouraging sales growth of 66.1% on CCTV advertising service

CCTV Minutes Purchase & Sold

Minutes

Utilization rate:

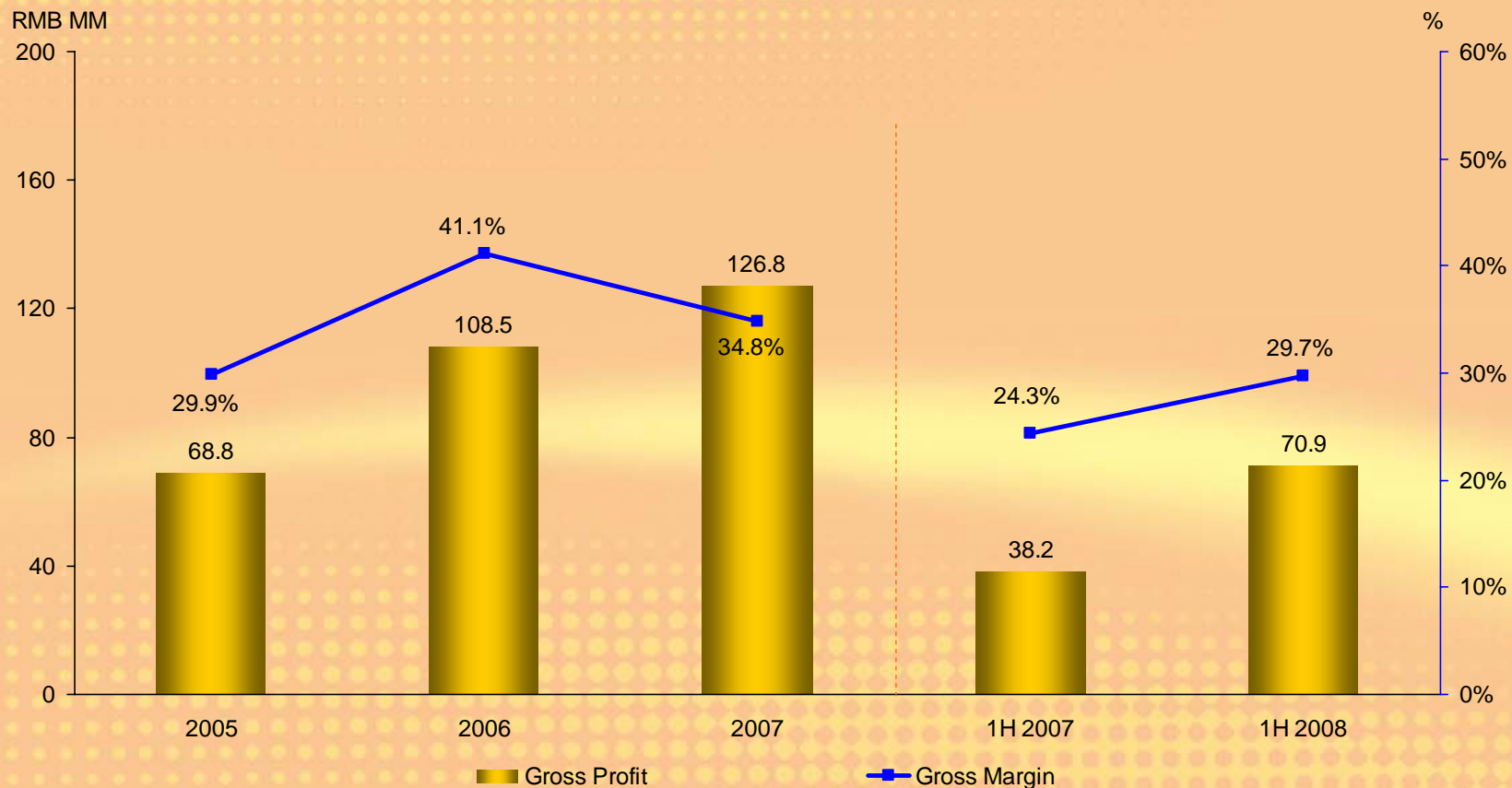


Utilization rate maintained at healthy and satisfactory level of approx. 28%



Satisfactory Profit & Margin

Gross Profit & Margin



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Expenses Analysis

Expenses

For the 6 months ended 30 June

<i>As % of total revenue</i>	2007	2008	Change % pt(s)
Selling & marketing expenses	4.6%	4.0%	-0.6
Administrative & other operating expenses	7.9%	9.1%	+1.2

■ **Administrative expenses increased by 1.2% pts was due to:**

- Salaries and benefits increased; expenses incurred from share option scheme
- Leased three properties from a controlling equity holder for business operations

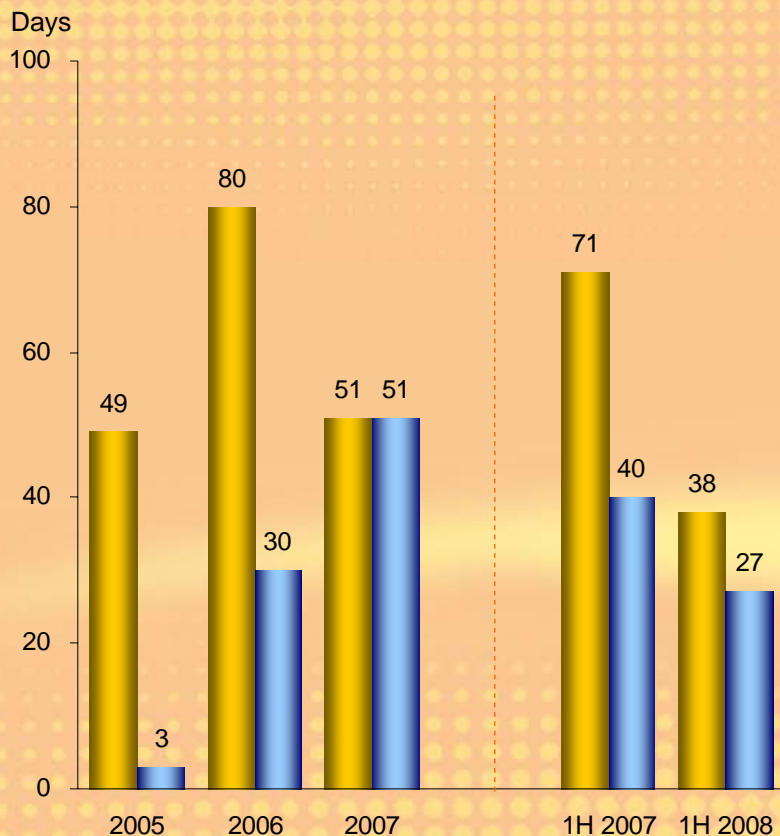


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Improving Credit Terms & Healthy Balance Sheet

Account Receivables and Payables Days



■ Accounts Receivable Days
 ■ Accounts Payable Days

- Accounts receivable days are equal to the average trade receivables divided by revenue and multiplied by the number of days in the relevant period
- Accounts payable days are equal to the average trade payables divided by cost of services and multiplied by the number of days in the relevant period

	30 June 2007	30 June 2008	Change
Debt ratio (total liability / total assets)	87%	20%	-67% pts
Cash position (RMB MM)	217.6	194.1	-23.5

Net proceed of approx. HK\$286 million (from IPO) will further strengthen the Company's financial position



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Business & Operation Reviews

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Our Unique Business Model

Advertising Resources Suppliers



Media Advertising Operator



The largest privately-owned underwriter of CCTV advertisement time in 2007



Over 300 Advertising Clients

Multinational Companies



SONY



KOREAN AIR

Domestic Companies



Tourism Destinations



Advertising Agencies

WPP



AEGIS

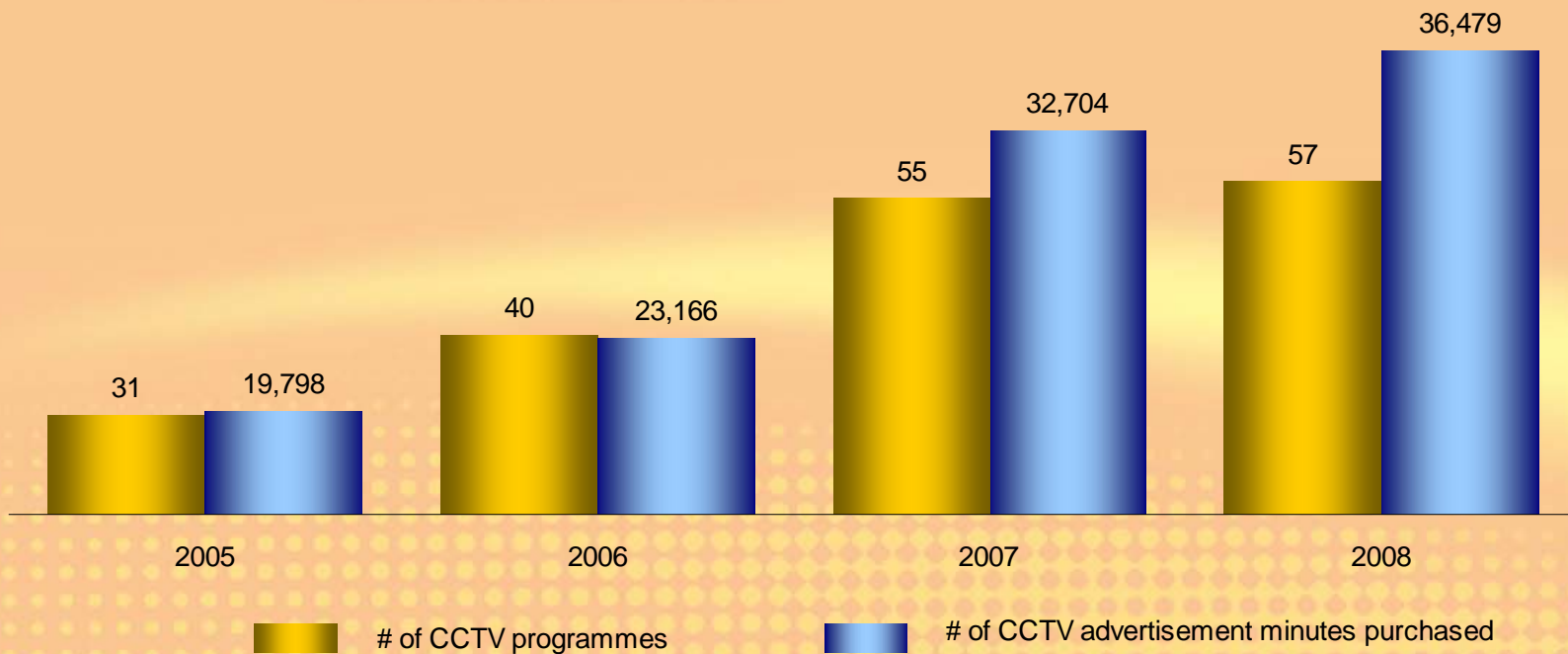


Leading TV Media Advertising Operator for CCTV

Leading Underwriter of CCTV Advertisement Time

of Programmes

of Advertisement
Minutes
Purchased

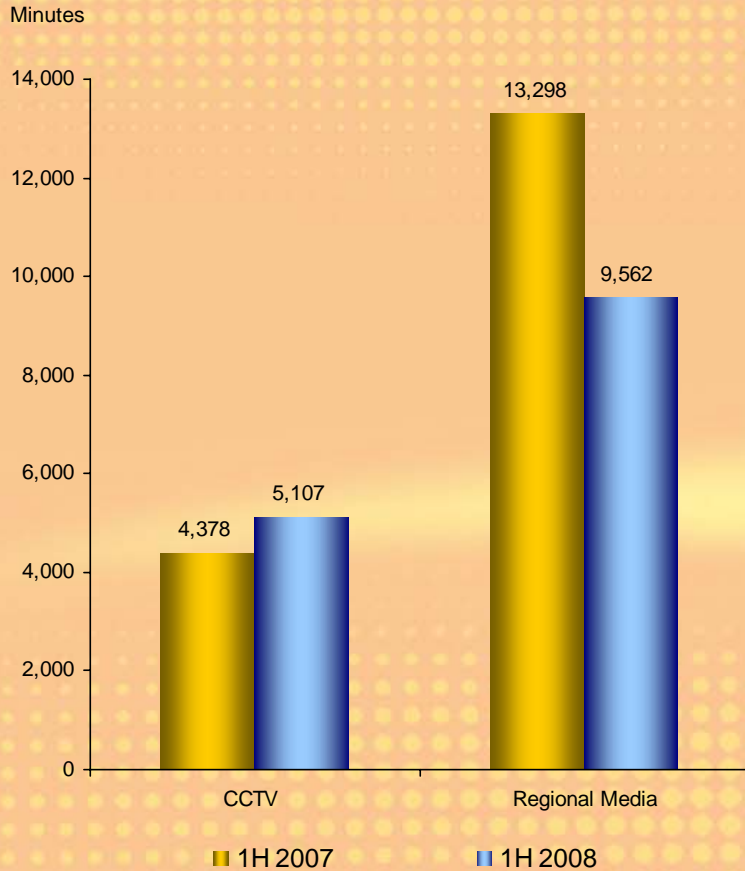


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Abundant Media Resources

Minutes Sold



CCTV-1 (National News)



Leading morning news programme "Media Headline"

CCTV-2 (Finance)



Underwriting rights to sell the advertising time of CCTV-2's "China Finance Report"

33 Programmes on CCTV-4 (Chinese International)



10 programmes of the channel with the highest rating

Whole Channel of CCTV-9 (English International)



The only 24-hour English language broadcasting channel on CCTV



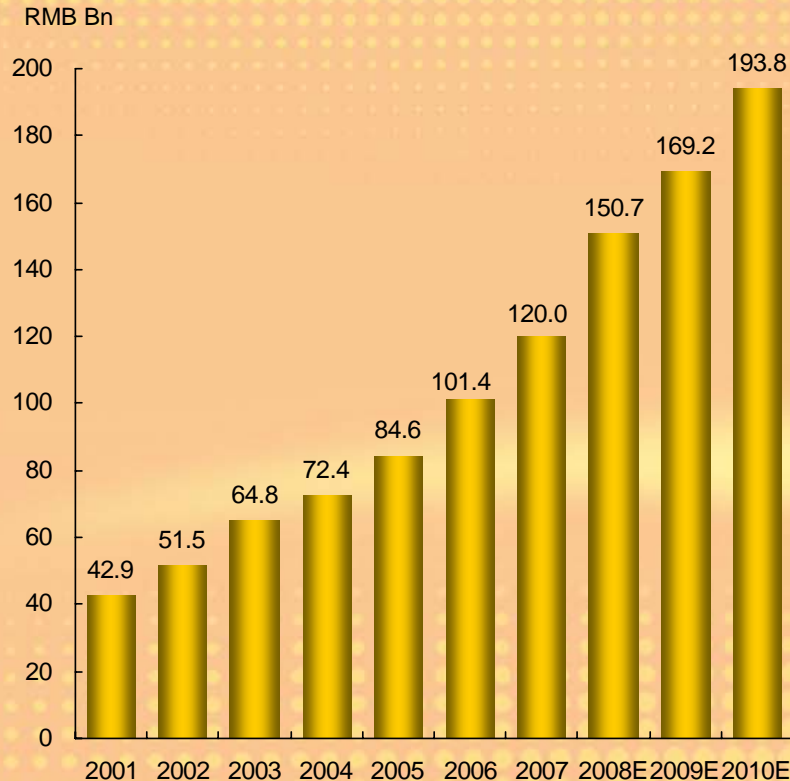
Future Plans & Strategies

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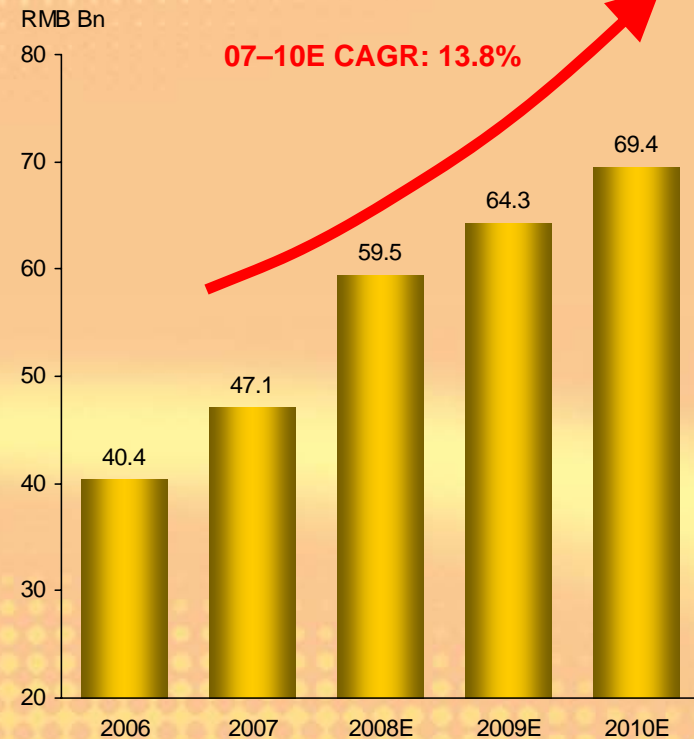
Well-Positioned for China's TV Advertising Growth

China's Total Advertising Spending (1)



Source: ZenithOptimedia Report

TV Attracts the Largest Advertising Spending among All Media Resources in China




(1) The 2001-2007 numbers are based on the State Administration of Industry and Commerce Statistics of China. All numbers exclude production costs, classified advertising, agency income (which comprises regular commission and income from programme syndication, sports sponsorship, event marketing, industry training and other sources) and are before the discounts that are negotiated between agency and media owners. The 2008-2010 numbers are estimates.



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Future Plans & Strategies



Further collaboration with the CCTV. Strive to obtain additional advertisement time from CCTV and to increase the utilisation rate to further boost the Group's profitability

Continue to seize every growth opportunity through partnership and acquisition so as to enhance and fortify the leading market position

Expand advertising resources into the digital media advertising market and build strategic partnerships with other advertising operators to complement existing operations

Enhance our presence in the regional TV advertising market and further expand our market in Yangtze River Delta and the Peal River Delta regions

Strengthen marketing and sales capability by recruiting more sales personnel with in-depth knowledge and experience



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Open Forum

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