

# SinoMedia

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



## 2024 Annual Results

*31 March 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

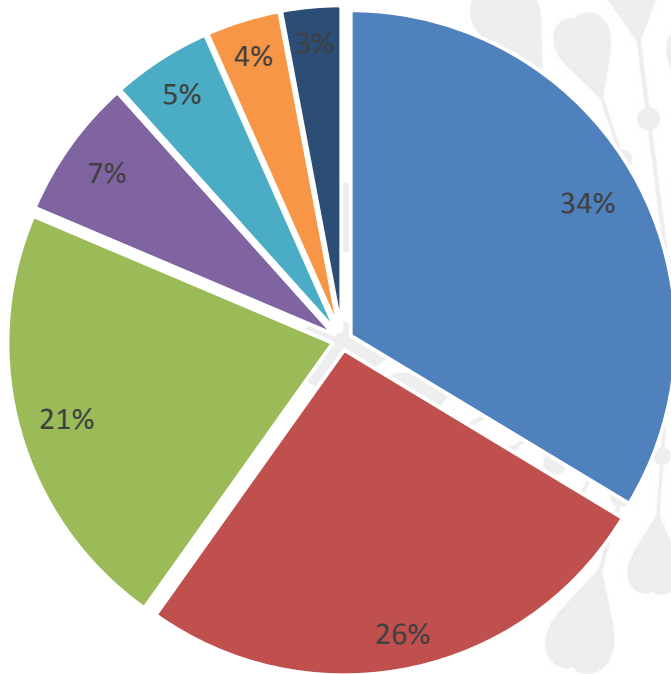
# TV Media Resources Management (MRM)



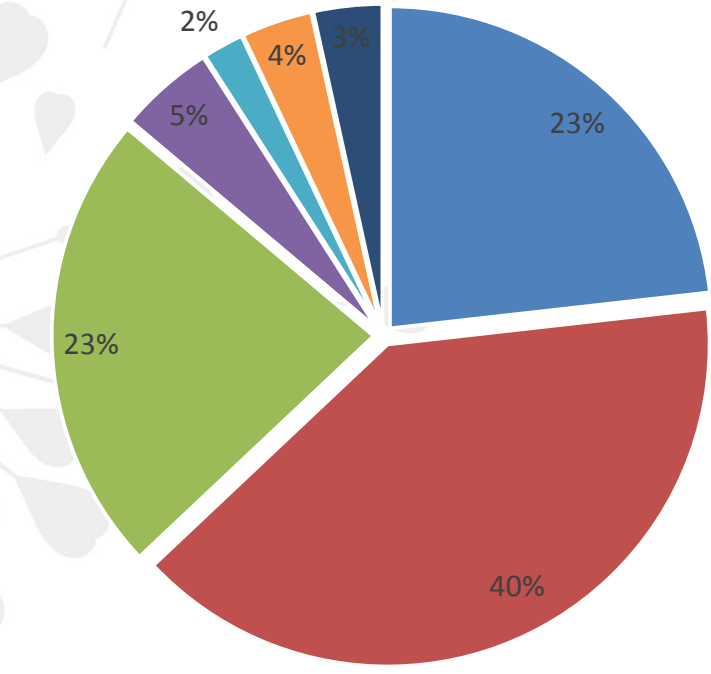
Exclusive underwriting right for a total of 129,284 minutes advertising resources

# MRM clientele

2024



2023



- food & beverage
- baby care products
- tourism & exhibition
- health & medicinal
- banking & insurance
- others
- automobiles



# 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 solutions covering IP customization, identity authorization, publicity and promotion. Embracing artificial intelligence and algorithmic technology, using artificial intelligence algorithms as the engine, continue to integrate high-quality traffic, and keep improving intelligent advertisement placement system.



Boosj.com focused on the video content operation in the two vertical areas of parent-child education and middle-aged and elderly healthy life. Boosj.com enhanced content construction and we-media matrix deployment, combined the MCN streamer matrix to enrich the content and form of live broadcast, and consolidate the channel functions of brand marketing and e-commerce delivery.

## Financial Review

**Financial Summary**

**Segment Revenue**

**Strict Expenses Control**

**Healthy Balance Sheet**

**Trade Debtors in Control**

**Cash Flows**

# Financial Summary

For the year ended 31 December

(RMB '000)

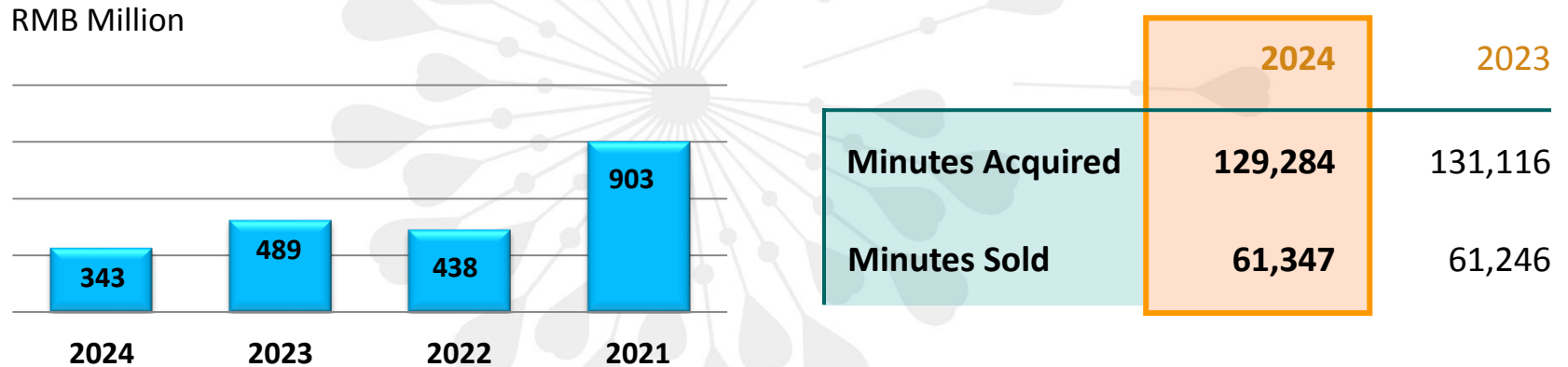
	2024	2023	Change
<b>Revenue</b>	<b>612,517</b>	759,836	-19%
<b>Gross profit</b>	<b>201,566</b>	121,967	+65%
<i>Gross profit margin (%)</i>	<i>32.9%</i>	<i>16.1%</i>	16.8pts
<b>Other income</b>	<b>7,293</b>	67,433	-89%
<b>Net finance income</b>	<b>26,081</b>	30,234	-14%
<b>Income tax</b>	<b>(41,799)</b>	(32,751)	+28%
<b>Profit attributable to equity shareholders</b>	<b>106,961</b>	96,778	+11%
<i>Basic earnings per share (RMB cents)</i>	<i>23.2</i>	<i>21.0</i>	+10%

# Segment Revenue

## MRM - Revenue

## Advertising resources time

RMB Million





# Segment Revenue

For the year ended 31 December

(RMB '000)

	2024	2023	Change
Content operations	34,350	64,496	-37%
Other integrated communication services	68,853	48,020	+43%
Digital marketing & Internet media	131,216	117,608	+12%
Rental income	35,296	40,360	-13%

# Strict Expenses Control

For the year ended 31 December

(RMB '000)	2024	2023
<i>Total operating expenses as a % of revenue</i>	14.2%	11.9%
<b>Selling &amp; marketing expenses</b>	<b>36,724</b>	36,930
<i>% of revenue</i>	6.0%	4.9%
<b>General &amp; administrative expenses</b>	<b>50,063</b>	53,406
<i>% of revenue</i>	8.2%	7.0%
<b>Included in Cost &amp; Expenses:</b>	<b>2024</b>	<b>2023</b>
- Staff costs	<b>48,976</b>	51,977
- Depreciation & Amortisation	<b>22,135</b>	24,330
- (Reversal)/Provision of impairment losses	<b>(4,722)</b>	(7,535)

# Healthy Balance Sheet

At 31 December

(RMB '000)

	2024	2023
Cash and bank deposits	936,695	921,747
Trade debtors (net of impairment)	76,387	97,008
Current assets	1,063,703	1,049,940
PPE and Investment Property	669,003	689,161
Other non-current financial assets	375,993	134,514
Total assets	2,110,338	1,876,372
Current liabilities	164,508	197,967
Net assets / Total equity	1,944,993	1,672,020

# Trade Debtors in Control

At 31 December

(RMB '000)

	2024	2023
<b>Within 3 months</b>	<b>65,833</b>	<b>83,783</b>
<b>3 months to 6 months</b>	<b>7,902</b>	<b>8,261</b>
<b>6 months to 12 months</b>	<b>2,179</b>	<b>4,431</b>
<b>Over 12 months</b>	<b>473</b>	<b>533</b>
<b>Trade debtors (net of impairment losses)</b>	<b>76,387</b>	<b>97,008</b>
<i>Turnover days</i>	<b>51</b>	<b>40</b>



# Non-current Assets

At 31 December

(RMB '000)

	2024	2023
<b>PPE and Investment Property</b>		
Property, plant and equipment	161,319	166,644
Investment property	507,684	522,517
	<b>669,003</b>	689,161

(RMB '000)

	2024	2023
<b>Other non-current financial assets</b>		
Financial assets measured at FVPL	20,407	15,646
Equity securities designated at FVOCI	355,586	118,868
	<b>375,993</b>	134,514


# Cash Flows

For the year ended 31 December

(RMB '000)

	2024	2023
Cash generated from operating activities	66,512	21,139
Cash used in investing activities	(196,140)	(294,330)
Cash used in financing activities	(69,250)	(20,432)
<b>Net change in cash and cash equivalents</b>	<b>(198,878)</b>	<b>(293,623)</b>
Cash and cash equivalents at 1 January	416,005	704,635
Effect of exchange rate changes	295	4,993
<b>Cash and cash equivalents at 31 December</b>	<b>217,422</b>	<b>416,005</b>
<b>Bank deposits at 31 December</b>	<b>719,273</b>	<b>505,742</b>
<b>Cash and bank deposits at 31 December</b>	<b>936,695</b>	<b>921,747</b>

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- I. We will strengthen our core competitiveness in creative communication and branding strategies. We will maintain a prudent and optimistic strategic vision, focusing on insights and capturing changes in consumer demand and technological application innovations, and continue to strengthen its connection with the consumer market.
  - 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 embrace cutting-edge technologies such as AI and Big Data to enhance the technical iteration of intelligent advertising business.

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- III. PMI data indicating greater volatility in production and business activities, a marginal slowdown in the slope of economic recovery, and an unstable economic upturn.
  - IV. We remain cautiously optimistic about the long-term improvement in future development. We will further optimize business structure and strengthen business resilience, accelerate the development of brand operation business in the field of FMCG. We will move steadily forward in the complex market environment and continue to create long-term value for shareholders.