

[For Immediate Release]



2024 ANNUAL RESULTS ANNOUNCEMENT

Continuous Business Restructuring and Improved Operating Profit

Financial Highlights

<i>(All amounts are denominated in thousands of RMB, unless otherwise specified)</i>	For the year ended 31 December		
	2024	2023	YoY
Revenue	612,517	759,836	-19%
Profit from operations	122,072	99,064	+23%
Profit attributable to equity shareholders of the Company	106,961	96,778	+11%
Earnings per share - Basic and diluted (RMB)	23.2 cents	21.0 cents	+10%
Recommended final dividend per share (HK\$)	11.0 cents	9.2 cents	+20%
Recommended special dividend per share (HK\$)	24.0 cents	7.0 cents	+243%

(31 March 2025 - Hong Kong) China's leading media operation group, SinoMedia Holding Limited (“SinoMedia” or the “Company”, and together with its subsidiaries, collectively referred to as the “Group”, stock code: 00623), announced its annual results for the year ended 31 December 2024.

In 2024, geopolitical tensions and escalating global trade friction introduced greater uncertainty into economic development. Domestic market expectations weakened, effective demand remained insufficient, and consumer spending continued to face pressure. According to the market research report released by CTR Media Intelligence, advertising expenditure in 2024 increased by 1.6% year-on-year. Although the market maintained a fluctuating yet forward-moving trend within a reasonable range, the overall growth rate continued to slow, prompting advertisers to adopt a more conservative and cautious approach to marketing budgets. The path to sustained recovery in the advertising industry remains fraught with challenges and pressures.

During the year under review, the Group’s TV media resources management generated revenue of RMB343 million, representing a year-on-year decrease of 30%. Advertising spending from consumer goods, tourism, and automotive clients declined significantly compared to the previous year. Faced with a volatile recovery trend and a challenging operating environment, the Group leveraged its advantages and experience in television broadcasting to actively respond, overcome difficulties, and continuously optimize marketing strategies and media product portfolios to enhance competitiveness. By adhering to customer-oriented innovative products and services, the Group strives to maintain its leading position in the television advertising market.

Content operations and other integrated communication services collectively generated revenue of RMB103 million, down 8% year-on-year due to budget cuts by certain clients as well as the impact from the settlement cycles with media suppliers. The Group continued to leverage its expertise in video content creativity and brand communication, tailoring content services to meet household consumption demands. Through live streaming interactions, short videos, content placements, animation development, promotional campaigns, and other creative

approaches, the Group delivered brand communication value to clients. It further strengthened the synergy between content marketing and brand operation management, capitalizing on the combined advantages of creative communication and brand investment management to deepen its presence in the household consumption industry and capture growth opportunities in the consumer market.

Digital marketing and internet media revenue totaled RMB131 million, up 12% year-on-year. The Group capitalized on its matrix of internet media resources, focusing on core digital marketing competitiveness and continuously enhancing integrated online service capabilities. Simultaneously, the Group actively embraced artificial intelligence and algorithmic technologies, developing an intelligent advertising placement system to consolidate premium traffic, optimize advertising strategies, and improve efficiency. During the reporting year, increased advertising spending by certain clients contributed to the growth in digital marketing revenue.

As of 31 December 2024, the Group maintained a robust financial position, with cash and bank balances of RMB937 million. Total assets and net assets stood at RMB2.11 billion and RMB1.94 billion, respectively. Considering that the cash reserves are sufficient to support business operations and foreseeable strategic development, the Board believes the Group is capable of steadily increasing the dividend payout ratio to reward shareholders. Therefore, the Board proposed a final dividend of 11 HK cents per share. Additionally, due to a significant increase in other comprehensive income of RMB210 million from financial assets in 2024, the Board also proposed a special dividend of 24 HK cents per share.

Regarding future development, Mr. Chen Xin, Chairman of the Group, stated: “As a leading comprehensive media operation group in China, we will remain committed to our corporate mission and goals, consolidating our strengths to enhance service quality and operational efficiency while reinforcing our core competitiveness in creative communication and brand strategy. At the same time, we will adopt a cautiously optimistic strategic vision, focusing on identifying shifts in consumer demand and technological innovation to strengthen our connection with the consumer market. As market demands and business trends evolve, we will embrace innovation and transformation, exploring advancements such as generative AI to provide clients with a broader range of high-quality services and products. The Group will further optimize its business structure, diversify growth avenues, and uphold a steady corporate philosophy to navigate complex market conditions, creating sustained medium- to long-term value for shareholders.”

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Profile of SinoMedia

SinoMedia was founded in 1999 and listed on the main board of the Hong Kong Stock Exchange in 2008. As a leading media operation group in China, SinoMedia focuses on conducting cross-media investment and operation with creative video communication as its core capability, so as to meet the demands of the client market for the communications of cross-screen among television + Internet + mobile Internet. The Group currently owns business sections including CCTV advertising agency business, brand advertising creative planning, film and television program investment and production, Internet precision marketing and other business segments. SinoMedia is an early pioneer in China’s city image and tourism brand creative communication field and has remained a leader in the field for years. It is also one of the leaders in brand advertising services for industries such as finance and insurance, automobiles and consumer goods. Over the past twenty years, SinoMedia has provided comprehensive and professional creative communication services for more than 3,000 clients in total at home and abroad.

For more information, please contact us:

Tel.: +86 10 6589 6605

Email: ir@sinomedia.com.hk