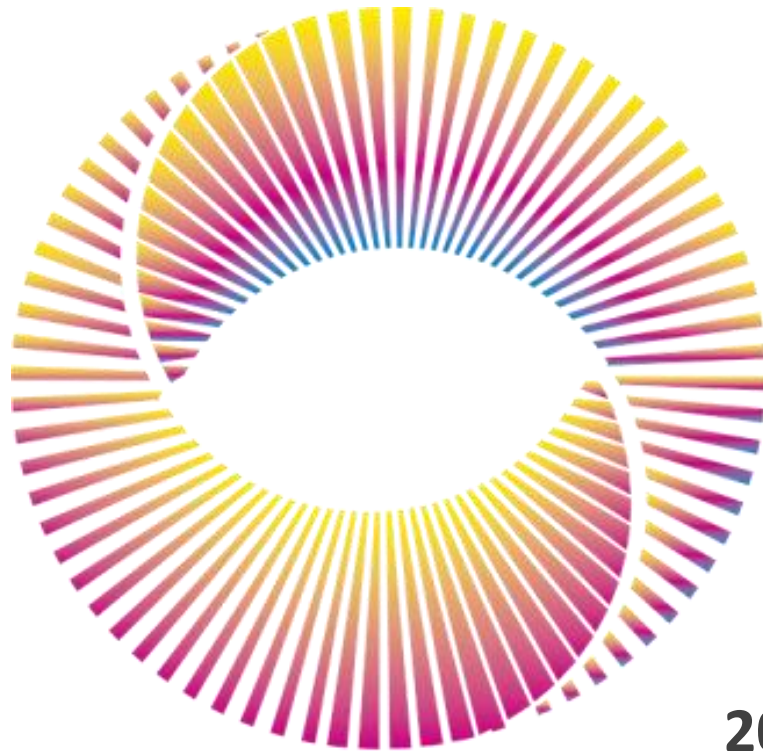


SinoMedia

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



2019 Annual Results

27 March 2020

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This presentation incorporates information contained in the annual results announcement (the “Results Announcement”) for the year ended 31 December 2019 of SinoMedia Holding Limited (the “Company”). This presentation should be read in conjunction with the Results Announcement and is qualified in its entirety by the more detailed information and financial information contained in the Results Announcement.

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Business Review

Overview of business segments

TV media resources management (MRM)

Integrated communication services (ICS)

Content operations

Digital marketing & Internet media

Overview of business segments

TV advertising & Content operations

**TV media resources management
(MRM)**

**Integrated communication services
(ICS)**

Content operations

Digital marketing & Internet media

Digital marketing

Internet media

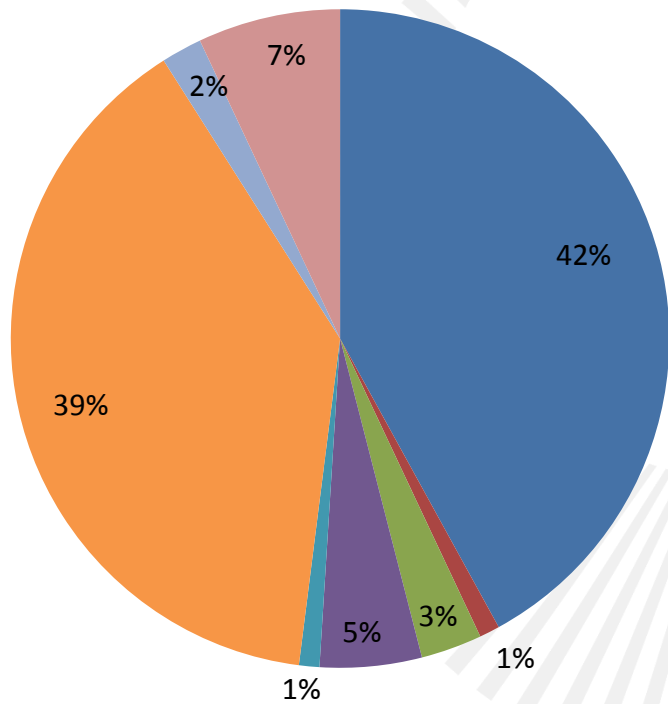
TV media resources management (MRM)



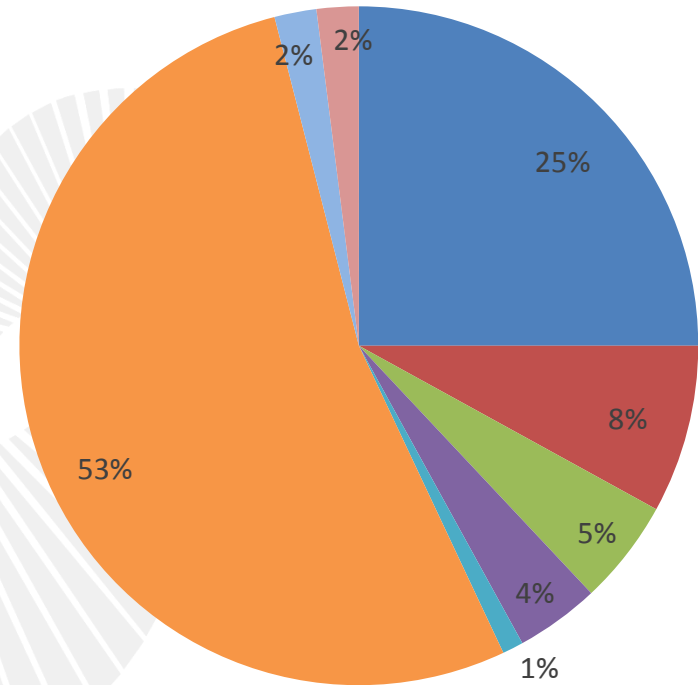
Exclusively underwritten **12,211** minutes of advertising time in **CCTV-1, CCTV-2, CCTV-4** and all **58,636** minutes of **CCTV-14**

MRM clientele

2019



2018



- Tourism & City image
- Energy
- Agriculture
- Consumer goods
- Automobile
- Finance & Insurance
- Real estate & Building materials
- Others

Integrated communication services (ICS)



Content operations



Creative production of commercial advertisement



Independent developed 120 episodes video programs



Content marketing by title sponsorship



Tailored program content embedding plans

Digital marketing & Internet media



Intelligent programming advertising placement platform, provides precision digital marketing solutions by big data technologies



Healthy lifestyle video platform



Boosj Talented Kid Channel : integrated and created video content for children's intellectual development and talented enlightenment



Boosj Square Dance Channel : explore health, entertainment and social life for middle-aged and elderly people by integrating online content and offline activities

Financial Review

Financial summary

Segment revenue

Strict expenses control

Healthy balance sheet

Trade debtors in control

Cash flows



Financial summary

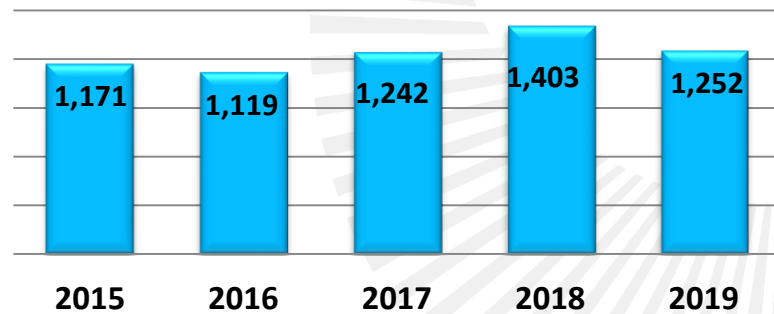
For the year ended 31 December

<i>(RMB '000)</i>	2019	2018	Change
Revenue	1,496,813	1,615,704	-7%
Gross profit	128,784	254,890	-49%
<i>Gross profit margin (%)</i>	9%	16%	-7pts
Profit from operations	37,119	101,397	-63%
Profit attributable to equity shareholders	26,403	82,127	-68%
Basic earnings per share <i>(RMB cents)</i>	5.4	16.2	-67%

Segment revenue

MRM - Revenue

RMB Million



Core TV programmes ad time

	2019	2018
Minutes Acquired	2,851	2,875
Minutes Sold	1,754	2,290

Segment revenue

For the year ended 31 December

<i>(RMB '000)</i>	2019	2018	Change
Integrated communication services	69,340	57,791	+20%
Content operations	25,024	23,987	+4%
Digital marketing & Internet media	98,409	86,738	+13%
Rental income	63,236	60,371	+5%

Strict expenses control

For the year ended 31 December

(RMB '000)

	2019	2018
<i>Total operating expenses as a % of revenue</i>	10.0%	9.7%
Selling & marketing expenses	58,027	59,446
<i>% of revenue</i>	3.9%	3.7%
General & administrative expenses	91,117	97,106
<i>% of revenue</i>	6.1%	6.0%
Included in Cost & Expenses:	2018	2017
- Depreciation & Amortisation	30,545	26,704
- Impairment losses on doubtful debts	9,431	11,060

Healthy balance sheet

At 31 December

(RMB '000)

	2019	2018
Cash and cash equivalents	583,677	715,109
Trade debtors (net of impairment)	147,249	153,468
Current assets	944,516	1,154,105
Total assets	1,973,841	1,989,793
Current liabilities	392,738	400,439
Net assets	1,575,395	1,589,354

Trade debtors in control

At 31 December

(RMB '000)

	2019	2018
Within 3 months	95,244	96,050
3 to 6 months	17,451	18,094
6 to 12 months	2,405	13,296
Over 12 months	32,149	26,028
Trade debtors (net of impairment losses)	147,249	153,468
<i>Turnover days</i>	36	34

Cash flows

(RMB '000)

	2019	2018
Net cash generated from operating activities	19,879	85,766
Net cash (used in)/generated from investing activities	(109,607)	18,639
Net cash used in financing activities	(43,083)	(67,406)
Net change in cash and cash equivalents	(132,811)	36,999
Cash and cash equivalents at 1 January	715,109	678,791
Effect of exchange rate changes	1,379	(681)
Cash and cash equivalents at 31 December	583,677	715,109

Outlook

- I. **Affected by the novel coronavirus, advertising industry will still face enormous challenges in 2020**
- II. **SinoMedia will focus on the existing advantages and core competitiveness**
- III. **Adhere to the strategy of providing inter-screen creative communication services**
- IV. **Retain existing high quality clients of MRM and put efforts in new client development**
- V. **Implement dynamic performance related remuneration policies and further adjust and optimize internal organization**