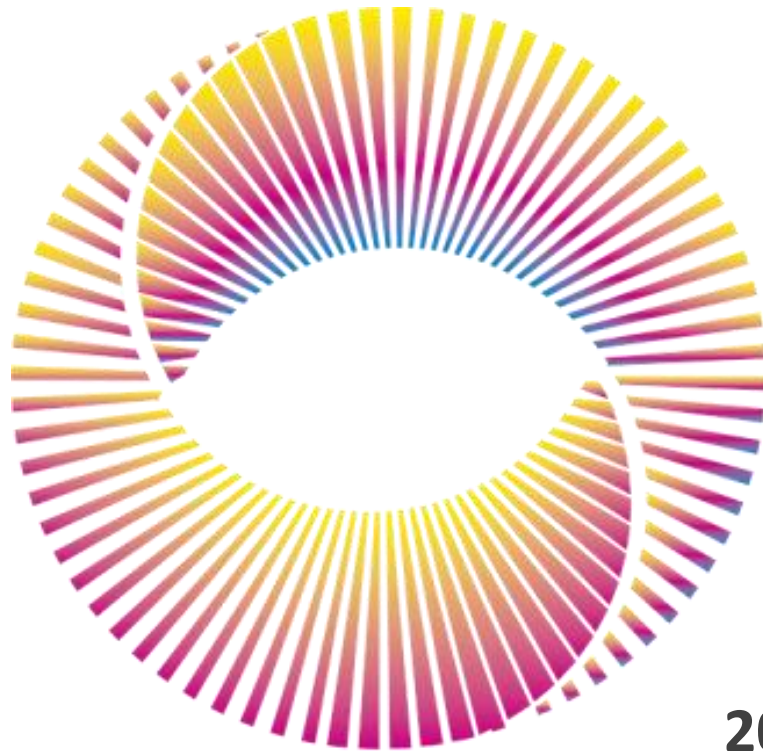


# SinoMedia

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



## 2020 Interim Results

28 August 2020

# Confidentiality & Disclaimer

This presentation incorporates information contained in the interim results announcement (the “Results Announcement”) for the six months ended 30 June 2020 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

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**TV media resources management  
(MRM)**

**Integrated communication services  
(ICS)**

**Content operations**

## Digital marketing & Internet media

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**Digital marketing**

**Internet media**



# TV media resources management (MRM)

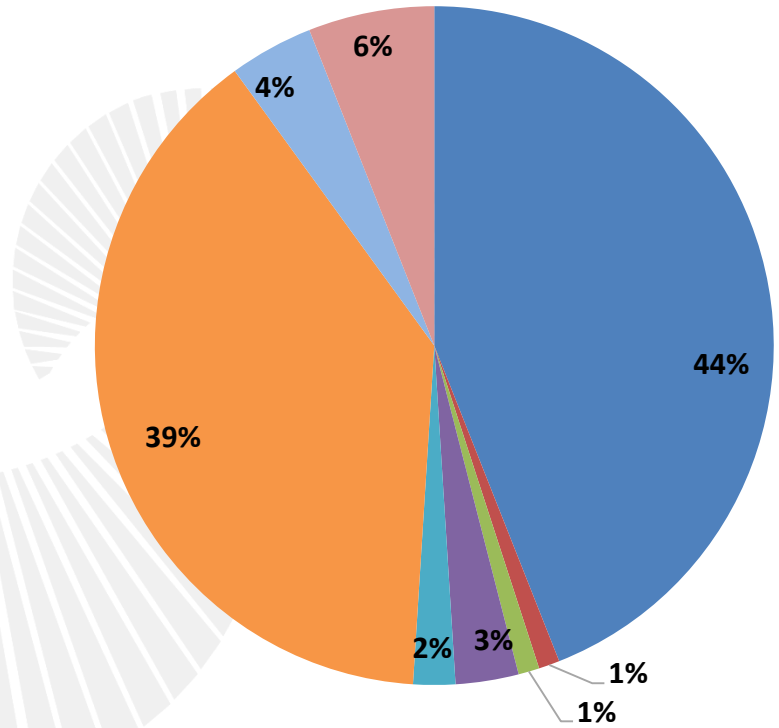
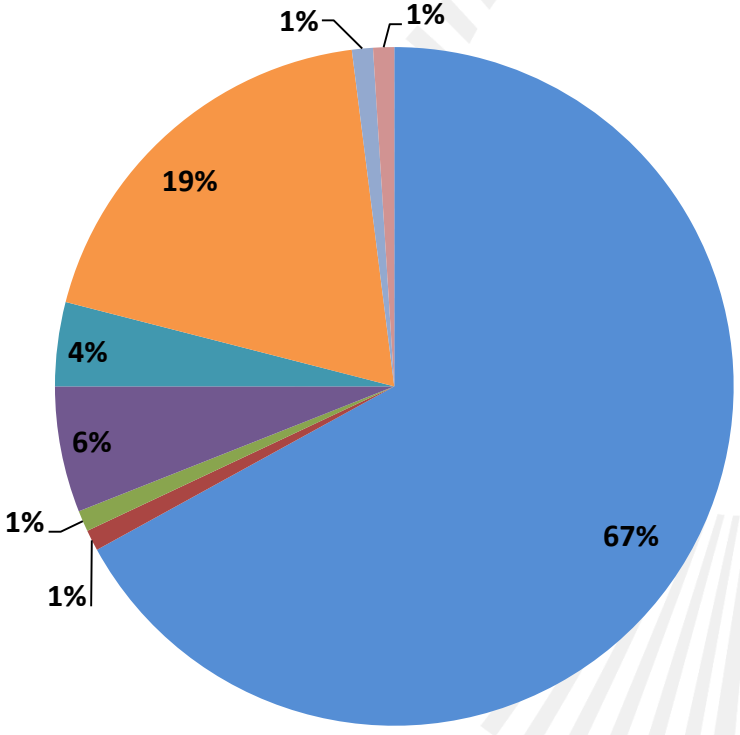


Exclusively underwritten **958** minutes of advertising time in CCTV-1/CCTV-News, CCTV-4 and all **61,968** minutes of CCTV-9, CCTV-14

# MRM clientele

2020

2019



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

# Integrated communication services (ICS)



# Content operations



Creative production of commercial advertisement



Independent developed short video program series



Live webcast and customized creative content



Production and Investment of animations



# Digital marketing & Internet media

 <sup>TM</sup> 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**

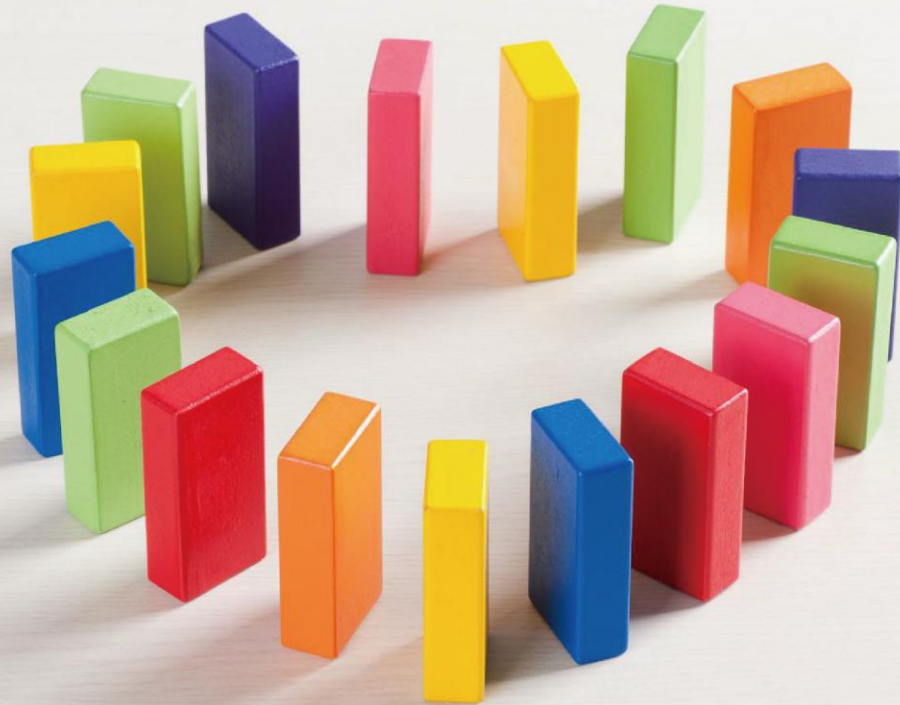
**Segment revenue**

**Strict expenses control**

**Healthy balance sheet**

**Trade debtors in control**

**Cash flows**



# Financial summary

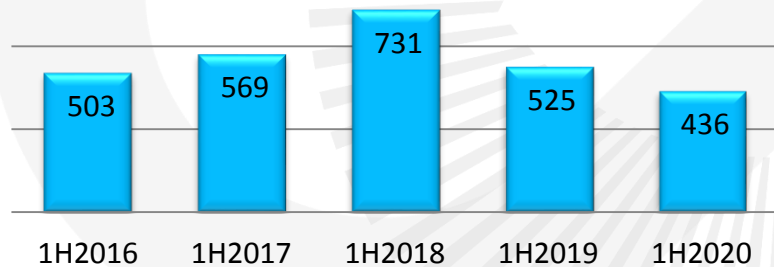
Six months ended 30 June

<i>(RMB '000)</i>	2020	2019	Change
<b>Revenue</b>	542,545	656,714	-17%
<b>Gross profit/(loss)</b>	42,668	(38,084)	>100%
<b>Gross profit/(loss) margin (%)</b>	7.9%	(5.8)%	13.7pts
<b>Profit/(loss) from operations</b>	31,279	(105,059)	>100%
<b>Profit/(loss) attributable to equity shareholders of the Company</b>	12,389	(96,792)	>100%
<b>Basic earnings/(losses) per share <i>(RMB)</i></b>	0.025	(0.196)	>100%

# Segment revenue

## MRM - Revenue

RMB Million



## Core TV programmes ad time

	2020	2019
Minutes Acquired	910	1,418
Minutes Sold	582	741

# Segment revenue

Six months ended 30 June

<i>(RMB '000)</i>	2020	2019	Change
<b>Integrated communication services</b>	<b>22,047</b>	47,828	-54%
<b>Content operations</b>	<b>5,188</b>	2,859	+81%
<b>Digital marketing &amp; Internet media</b>	<b>51,934</b>	56,101	-7%
<b>Rental income</b>	<b>32,242</b>	29,749	+8%



# Strict expenses control

Six months ended 30 June

(RMB '000)

	2020	2019
<i>Total operating expenses as a % of revenue</i>	<b>12.4%</b>	10.5%
<b>Selling &amp; marketing expenses</b>	<b>16,078</b>	26,750
<i>% of revenue</i>	<b>3.0%</b>	4.1%
<b>General &amp; administrative expenses</b>	<b>51,225</b>	42,339
<i>% of revenue</i>	<b>9.4%</b>	6.4%
Included in Cost & Expenses:	2020	2019
- Depreciation & Amortisation	<b>14,528</b>	13,675
- Impairment losses on doubtful debts	<b>24,428</b>	4,126

# Healthy balance sheet

(RMB '000)

	At 30 June 2020	At 31 December 2019
Cash and cash equivalents	697,471	583,677
Trade debtors (net of impairment)	88,971	147,249
Current assets	887,128	944,516
Total assets	1,904,818	1,973,841
Current liabilities	308,007	392,738
Net assets	1,573,941	1,575,395

# Trade debtors in control

(RMB '000)

	At 30 June 2020	At 31 December 2019
<b>Within 3 months</b>	<b>61,380</b>	95,244
<b>3 to 6 months</b>	<b>16,734</b>	17,451
<b>6 to 12 months</b>	<b>5,027</b>	2,405
<b>Over 12 months</b>	<b>5,830</b>	32,149
<b>Trade debtors (net of impairment losses)</b>	<b>88,971</b>	147,249
<i>Turnover days</i>	<b>39</b>	36

# Cash flows

Six months ended 30 June

(RMB '000)

	2020	2019
<b>Net cash generated from/(used in) operating activities</b>	<b>154,134</b>	(87,521)
<b>Net cash used in investing activities</b>	<b>(33,492)</b>	(25,343)
<b>Net cash used in financing activities</b>	<b>(7,232)</b>	(8,913)
<b>Net change in cash and cash equivalents</b>	<b>113,410</b>	(121,777)
Cash and cash equivalents at 1 January	<b>583,677</b>	715,109
Effect of exchange rate changes	<b>384</b>	(75)
<b>Cash and cash equivalents at 30 June</b>	<b>697,471</b>	593,257

## Outlook

- I. Advertising market still affected by uncertainties like global economic slowdown and Sino-US trade frictions
- II. CCTV still a concentrated representative of television media value
- III. SinoMedia will continue to improve efficiency, focus on existing advantages and core competitiveness
- IV. Adhere to strategy of providing inter-screen creative communication services
- V. Further enhance capacity of video content creation, expand brand development of consumer goods and cultural travel market
- VI. Accelerate the optimization and development of mid and long term business structure