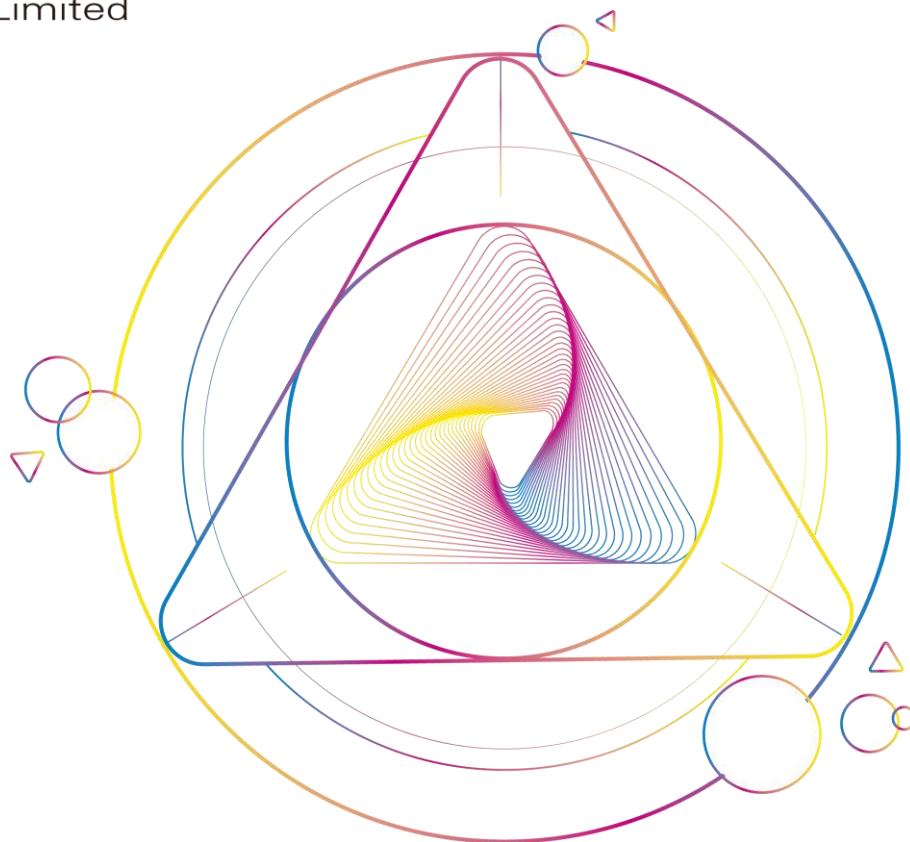


SinoMedia

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



2020 Annual Results

29 March 2020

Confidentiality & Disclaimer

This presentation incorporates information contained in the annual results announcement (the “Results Announcement”) for the year ended 31 December 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

Content Operations

Other Integrated Communication Services

Digital Marketing and Internet Media

Overview of Business Segments

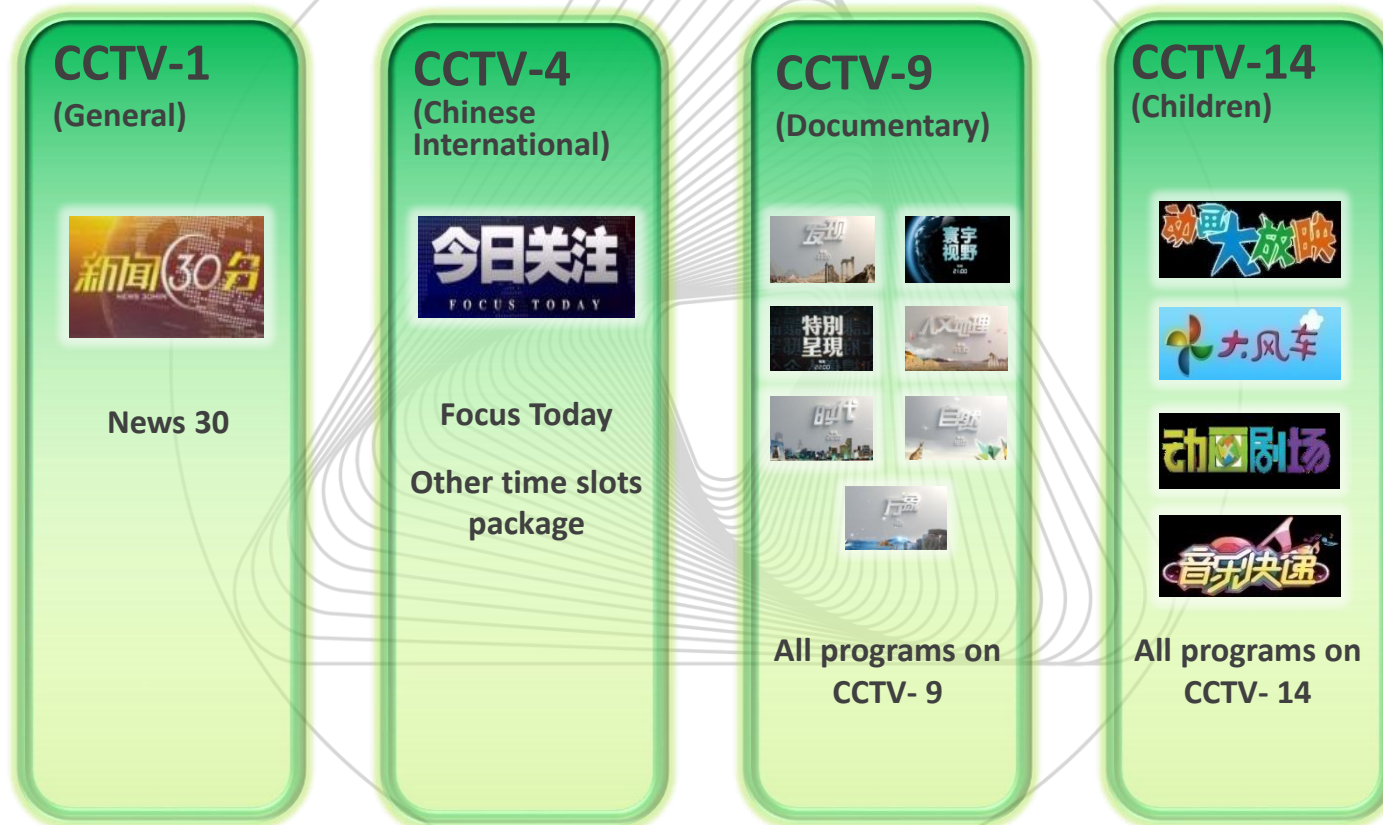
TV Advertising & Content Operations

- I. TV Media Resources Management (MRM)
- II. Content Operations
- III. Other Integrated Communication Services (ICS)

Digital Marketing & Internet Media

- I. Digital Marketing
- II. Internet Media

TV Media Resources Management (MRM)

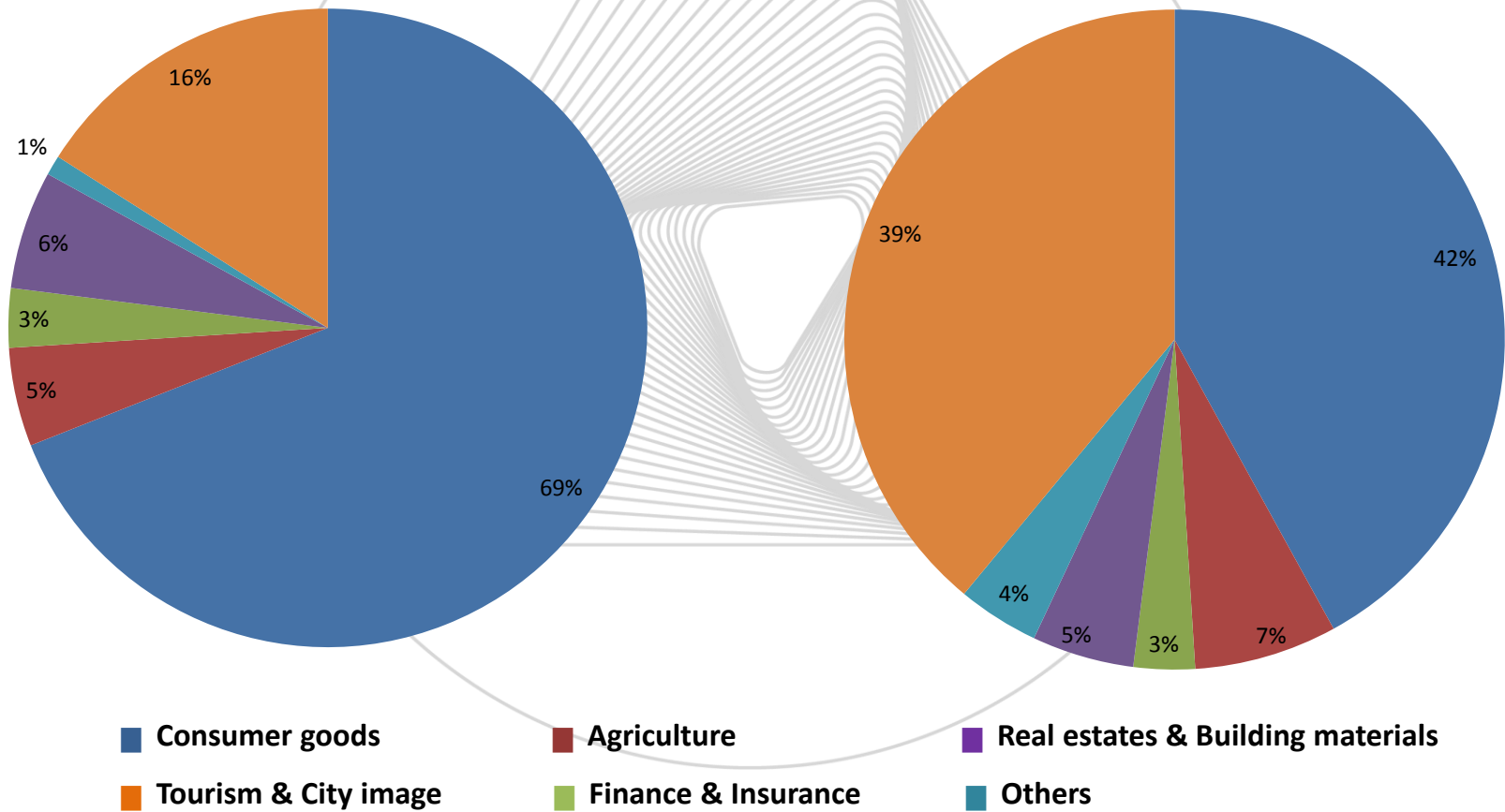


Exclusively underwritten 1,089 minutes of advertising time in CCTV-1 & CCTV-4, all 66,667 minutes of CCTV-9, and all 57,825 minutes of CCTV-14

MRM clientele

2020

2019



Content Operations



Comprehensive and professional advertisement video production services



A season program creative planned, named and promoted for Chimelong Group



Content marketing by cloud live streaming interactions



A large talk show program planning and production and co-presented by the Group

Other Integrated Communication Services



Digital Marketing & Internet Media

iBCP™

The self-developed intelligent programming advertising placement platform (iBCP) launched version 9.0, to optimize the real-time placing effect using big data, contributing to higher marketing efficiency.

 **播视网**
boosj.com

Boosj.com developed two major content series of the healthy life of the middle-aged and elderly and parent-child talent trainings, offered interactive platforms and channels linking products and services to family users and enterprise clients.

 **童趣**
baby.boosj.com

ARTIST **小艺术+**
少儿艺术服务平台

 **播视广场舞**



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)

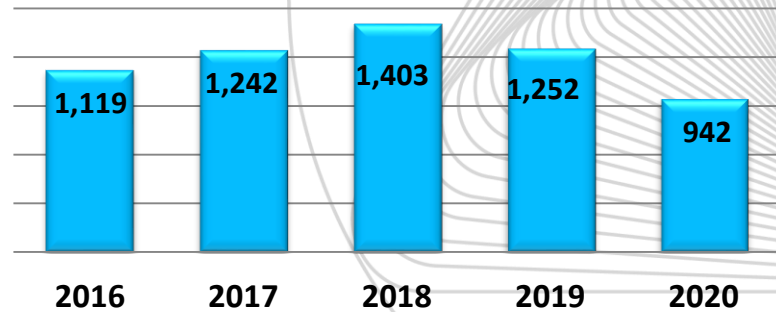
	2020	2019	Change
Revenue	1,175,947	1,496,813	-21%
Gross profit	216,190	128,784	+68%
Gross profit margin (%)	18%	9%	+9pts
Profit from operations	125,385	37,119	+238%
Profit attributable to equity shareholders	87,213	26,403	+230%
Basic earnings per share (RMB cents)	18.1	5.4	+235%

Segment Revenue

MRM - Revenue

Core TV programmes ad time

RMB Million



	2020	2019
Minutes Acquired	1,098	2,851
Minutes Sold	638	1,754

Segment Revenue

For the year ended 31 December

(RMB '000)

	2020	2019	Change
Content operations	31,419	25,024	+26%
Other integrated communication services	68,571	69,340	-1%
Digital marketing & Internet media	78,252	98,409	-20%
Rental income	64,938	63,236	+3%

Strict Expenses Control

For the year ended 31 December

(RMB '000)

	2020	2019
<i>Total operating expenses as a % of revenue</i>	13.9%	10.0%
Selling & marketing expenses	44,176	58,027
<i>% of revenue</i>	3.8%	3.9%
General & administrative expenses	119,263	91,117
<i>% of revenue</i>	10.1%	6.1%
Included in Cost & Expenses:		
- Depreciation & Amortisation	28,882	30,545
- Impairment losses on receivables	40,150	7,909
- Impairment losses on other assets	19,310	1,522

Healthy Balance Sheet

At 31 December

(RMB '000)

	2020	2019
Cash and cash equivalents	788,084	583,677
Trade debtors (net of impairment)	82,697	147,249
Current assets	1,082,674	944,516
Total assets	2,073,884	1,973,841
Current liabilities	434,721	392,738
Net assets	1,621,781	1,575,395

Trade Debtors in Control

At 31 December

(RMB '000)

	2020	2019
Within 3 months	58,444	95,244
3 months to 6 months	16,486	17,451
6 months to 12 months	7,620	2,405
Over 12 months	147	32,149
Trade debtors (net of impairment losses)	82,697	147,249
<i>Turnover days</i>	24	36

Cash Flows

(RMB '000)

	2020	2019
Net cash generated from operating activities	290,129	19,879
Net cash used in investing activities	(45,211)	(109,607)
Net cash used in financing activities	(30,770)	(43,083)
Net change in cash and cash equivalents	214,148	(132,811)
Cash and cash equivalents at 1 January	583,677	715,109
Effect of exchange rate changes	(9,741)	1,379
Cash and cash equivalents at 31 December	788,084	583,677

Outlook

- I. China will see a steady and sound momentum of economic development, but the economic growth as a whole and its continuity are still subject to a number of uncertainties.
- II. SinoMedia will commit to the mission and vision by moving forward in the strategic direction with inter-screen creative communication as the core.
- III. Continue to optimize the business structure to enhance the core competitiveness of creative communication and brand strategies.
- IV. Improve clients' brand value and amplifying communication effect through quality media resources by using excellent visual creative expressions, offer clients with one-stop solutions to their brand positioning, visual creativity, communication strategies, media implementation and effect assessments.
- V. Accelerate the expansion of brand investment management in the consumption field by focusing on the industry chain of children's growth and parent-kid family consumption.