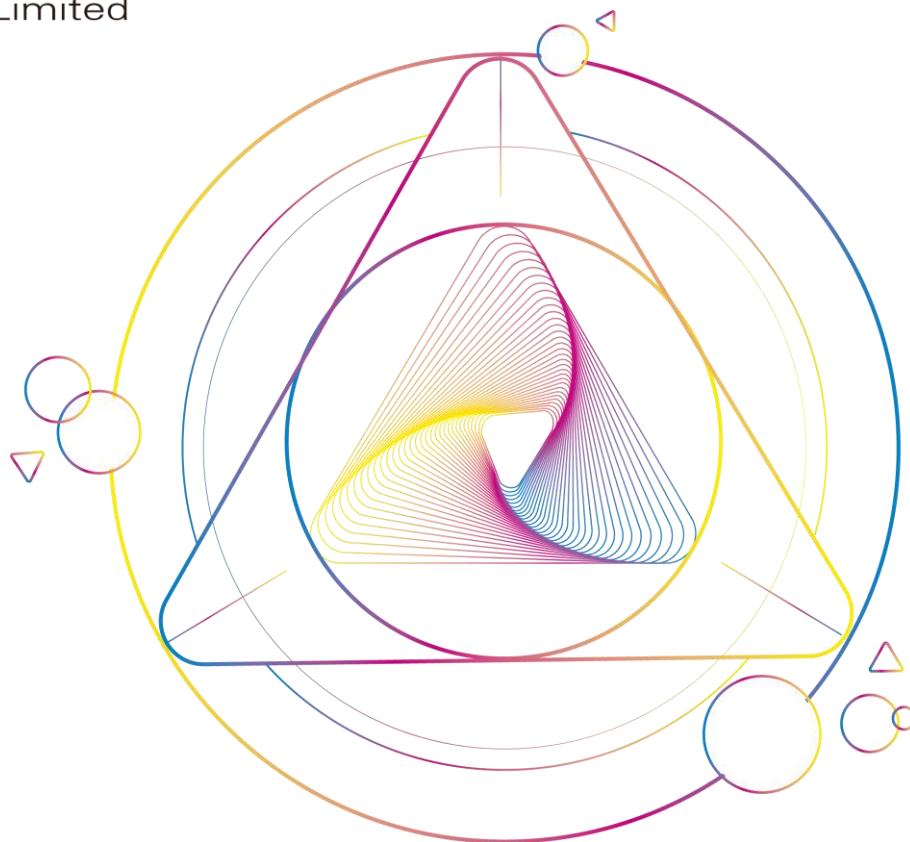


SinoMedia

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



2021 Interim Results

31 August 2021

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This presentation incorporates information contained in the interim results announcement (the “Results Announcement”) for the six months ended 30 June 2021 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

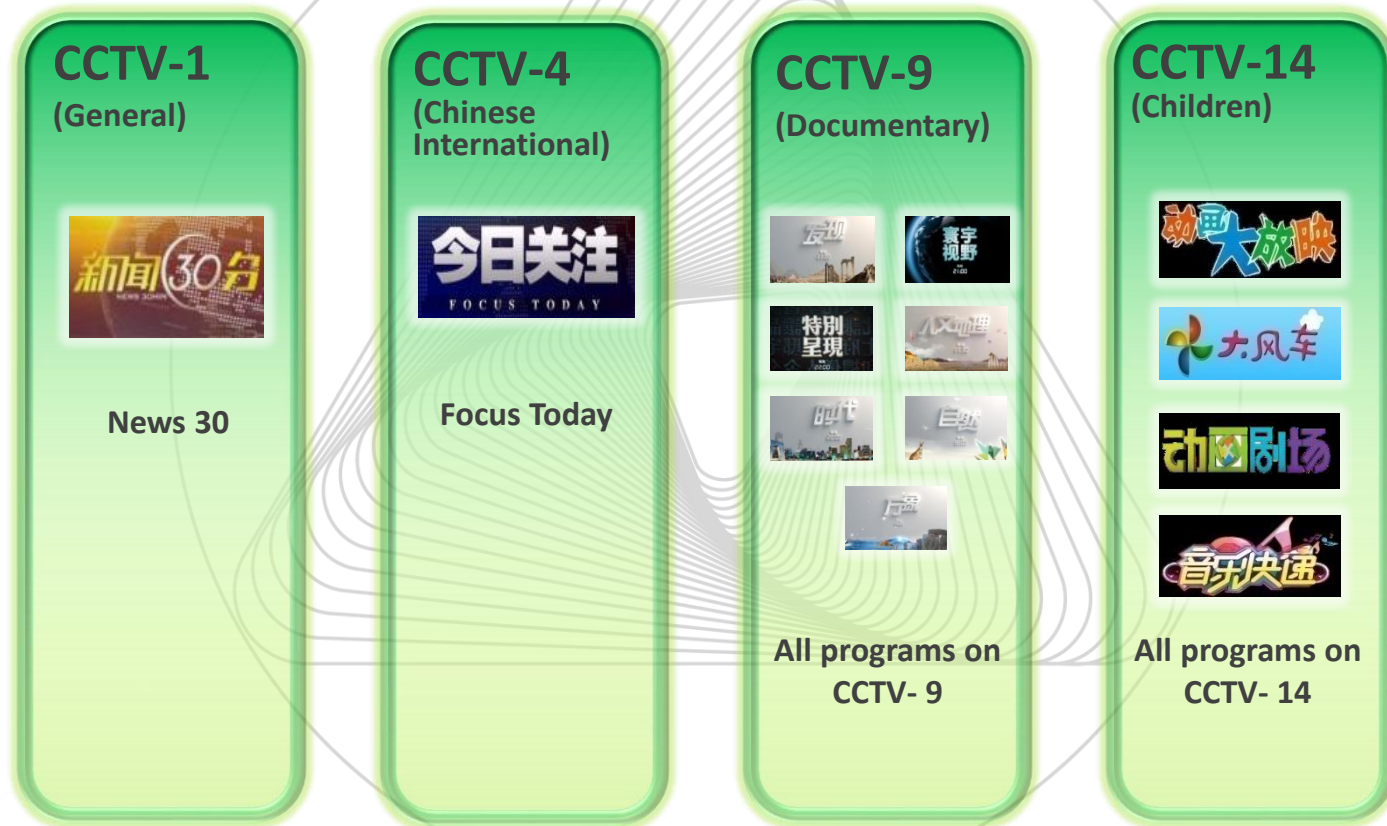
TV Advertising & Content Operations

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

Digital Marketing & Internet Media

- I. Digital Marketing
- II. Internet Media

TV Media Resources Management (MRM)

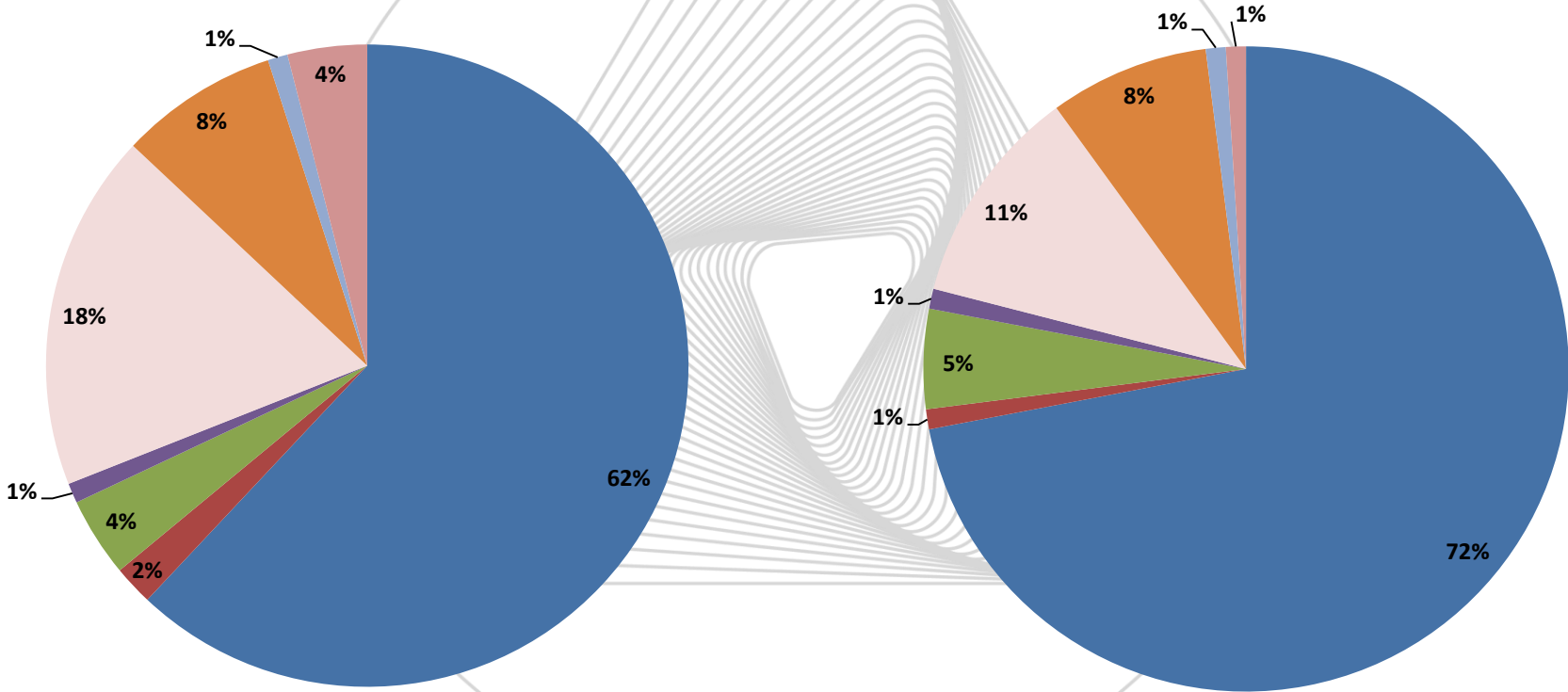


Exclusive underwriting right for a total of **61,516** minutes of advertising resources

MRM clientele

2021

2020



- Consumer goods
- Agriculture
- Real estates & Building materials
- Healthcare
- Tourism & City image
- Finance & Insurance
- Home Appliances
- Others

Content Operations



Comprehensive and professional commercial advertisement video production services.

Content marketing business provide clients with tailor-made creative content communication services through live broadcast interactions, image IP R&D and design, short video clips, content implantation, program planning, micro-recording and publicity activities.



Strengthen professional ability of creative planning, and create brand empowerment for more growth-oriented consumer goods enterprises.

Other Integrated Communication Services



Digital Marketing & Internet Media



Enhancing internet integrated service capability through big data and precision placement technologies, to offer clients with one-stop digital marketing solutions. Expanding high-quality media resources and establish ecological cooperation with hardware manufacturers.



Boosj.com optimizing the operating strategy of "video contents + offline activities" based on market changes and user needs, and strengthening the development of parent-child talent training and healthy life of the middle-aged and elderly.





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

(RMB '000)

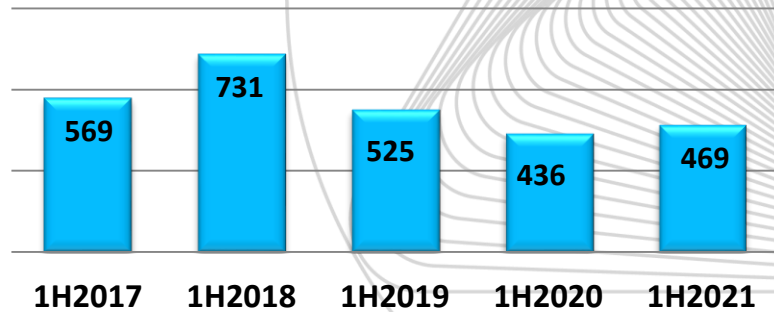
	2021	2020	Change
Revenue	603,029	542,545	+11%
Gross profit	96,310	42,668	+126%
Gross profit margin (%)	16.0%	7.9%	+8.1pts
Profit from operations	58,934	31,279	+88%
Profit attributable to equity shareholders	40,662	12,389	+228%
Basic earnings per share (RMB)	0.087	0.025	+248%

Segment Revenue

Media Resources Management

TV programmes ad time

RMB Million



	2021	2020
Minutes Acquired	61,516	62,926
Minutes Sold	32,398	31,934

Segment Revenue

six months ended 30 June

(RMB '000)

	2021	2020	Change
Content operations	26,167	5,188	+404%
Other integrated communication services	15,263	22,047	-31%
Digital marketing & Internet media	65,023	51,934	+25%
Rental income	32,445	32,242	+1%

Strict Expenses Control

six month ended 30 June

(RMB '000)

	2021	2020
<i>Total operating expenses as a % of revenue</i>	7.0%	12.4%
Selling & marketing expenses	15,543	16,078
<i>% of revenue</i>	2.6%	3.0%
General & administrative expenses	26,887	51,225
<i>% of revenue</i>	4.4%	9.4%
Included in Cost & Expenses:		
- Depreciation & Amortisation	12,591	14,528
- Impairment losses for doubtful debts	2,317	24,428
- Research and development costs	1,215	280

Healthy Balance Sheet

(RMB '000)

	At 30 June 2021	At 31 December 2020
Cash and cash equivalents	851,883	788,084
Trade debtors (net of impairment)	66,499	82,697
Current assets	1,062,365	1,082,674
Total assets	2,082,759	2,073,884
Current liabilities	389,135	434,721
Net assets	1,670,157	1,621,781

Trade Debtors in Control

(RMB '000)

	At 30 June 2021	At 31 December 2020
Within 3 months	54,993	58,444
3 months to 6 months	8,467	16,486
6 months to 12 months	2,965	7,620
Over 12 months	74	147
Trade debtors (net of impairment losses)	66,499	82,697
<i>Turnover days</i>	22	24

Cash Flows

six month ended 30 June

(RMB '000)

	2021	2020
Net cash generated from operating activities	36,874	154,134
Net cash generated from/(used in) investing activities	68,426	(33,492)
Net cash used in financing activities	(38,445)	(7,232)
Net change in cash and cash equivalents	66,855	113,410
Cash and cash equivalents at 1 January	788,084	583,677
Effect of exchange rate changes	(3,056)	384
Cash and cash equivalents at 30 June	851,883	697,471

Outlook

- I. China's economy continued to expand, but the pace of enterprise production and operation slowed down due to the unstable economic recovery foundation.
- II. SinoMedia will continue to adjust and optimize business structure, and strengthen its core competitiveness in creative communication and branding strategy.
- III. Continue upholding client-oriented product and service strategies and optimizing media resources to enhance the brand value of clients through the efficient communication of TV advertising.
- IV. Continue leveraging experience and capabilities in video content creation and brand communication to further develop content marketing business centering video content R&D and production.
- V. Accelerate branding business in the industrial chain of children's growth and parent-child family consumption in order to promote the optimization of the Group's business structure and increase its corporate value for the medium to long term.