

SinoMedia

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



2023 Annual Results

26 March 2024

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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)

The image displays four vertical green panels, each representing a different TV channel and its associated program resources. Each panel has a rounded top and a light green gradient background.

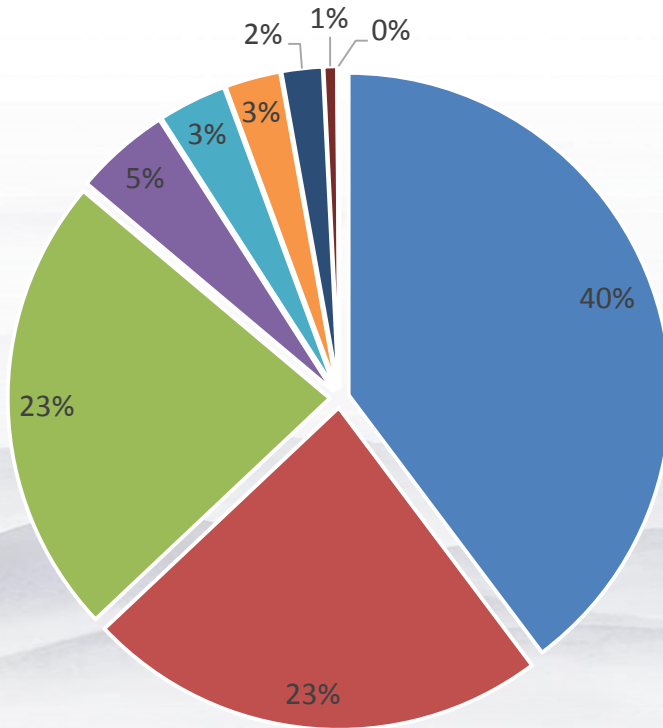
- CCTV-2 (Financial)**: Features a single program thumbnail titled "精品财经纪录" (Boutique Financial Records).
- CCTV-4 (Chinese International)**: Features two program thumbnails: "今日关注" (Focus Today) and "海峡两岸" (Across the Strait).
- CCTV-9 (Documentary)**: Features seven program thumbnails: "发现" (Discovery), "寰宇视野" (Global Vision), "特别呈现" (Special Presentation), "人文地理" (Human Geography), "时代" (Era), "自然" (Nature), and "万世" (Ten Thousand Generations).
- CCTV-14 (Children)**: Features four program thumbnails: "动画大放映" (Animation Grand Screening), "大风车" (Big Windmill), "动画剧场" (Animation Theater), and "音乐快递" (Music Express).

Exclusive underwriting right for a total of 131,116 minutes advertising resources

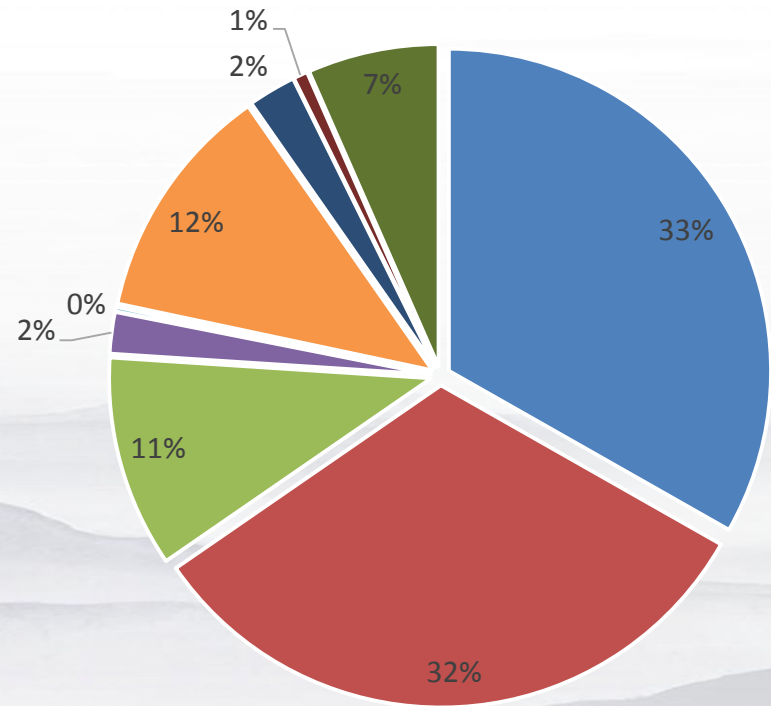


MRM clientele

2023



2022



- baby care products
- health & medicinal
- banking & insurance

- food & beverage
- automobiles
- others

- tourism & exhibition
- other consumables
- real estate & materials



Content Operations

Comprehensive and professional video production services involving advertising video shooting, producing and editing, and graphic design.



Content centered on the R&D and production of video content, and provide tailor-made creative video for clients through live broadcast interactions, short video, content implantation, program planning, animation development and publicity activities.



Other Integrated Communication Services



SinoMedia[®] 更适合中国宝宝体质的奶粉



SinoMedia[®]



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 covering IP customization, identity authorization, publicity and promotion. Following the tendency of integrated media interaction, integrating high-quality media resources to strengthen the core competitiveness of digital marketing.



Boosj.com following the strategy of “online communication + offline activities” and achieved the communication value for brand clients through “video content + marketing products”.



Wugu.com.cn opening up the supply and demand channels between agricultural products and consumers through creative brand marketing and platform-based information communication services.



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

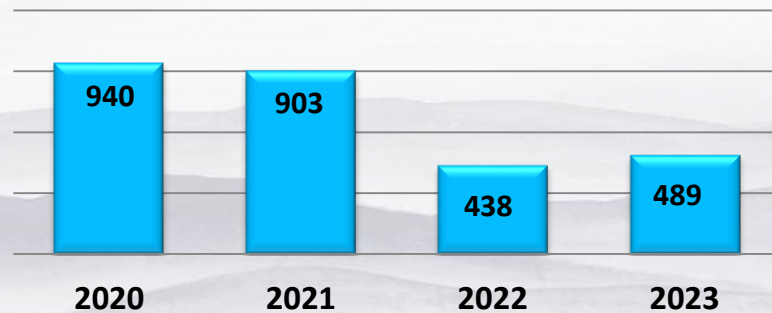
<i>(RMB '000)</i>	2023	2022	Change
Revenue	759,836	719,490	+6%
Gross profit	121,967	142,366	-14%
<i>Gross profit margin (%)</i>	<i>16.1%</i>	<i>19.8%</i>	<i>-4pts</i>
Other income / (loss)	67,433	(108)	N/A
Net finance income	30,234	12,297	+146%
Profit attributable to equity shareholders	96,778	41,350	+134%
<i>Basic earnings per share (RMB cents)</i>	<i>21.0</i>	<i>9.0</i>	<i>+133%</i>



Segment Revenue

MRM - Revenue

RMB Million



Advertising resources time

	2023	2022
Minutes Acquired	131,116	121,283
Minutes Sold	61,246	67,278



Segment Revenue

For the year ended 31 December

<i>(RMB '000)</i>	2023	2022	Change
Content operations	64,496	69,155	-7%
Other integrated communication services	48,020	74,421	-35%
Digital marketing & Internet media	117,608	84,337	+39%
Rental income	40,360	53,519	-25%

Strict Expenses Control

For the year ended 31 December

(RMB '000)	2023	2022
<i>Total operating expenses as a % of revenue</i>	11.9%	13.0%
Selling & marketing expenses	36,930	29,948
<i>% of revenue</i>	4.9%	4.2%
General & administrative expenses	53,406	63,264
<i>% of revenue</i>	7.0%	8.8%

	2023	2022
Included in Cost & Expenses:		
- Staff costs	50,819	56,062
- Depreciation & Amortisation	24,330	25,406
- (Reversal)/Provision of impairment losses	(7,535)	5,996

Healthy Balance Sheet

At 31 December

(RMB '000)

	2023	2022
Cash and bank deposits	921,747	847,558
Trade debtors (net of impairment)	97,008	70,494
Current assets	1,049,940	981,991
PPE and Investment Property	689,161	733,639
Total assets	1,876,372	1,824,852
Current liabilities	197,967	200,521
Net assets	1,672,020	1,609,224



Trade Debtors in Control

At 31 December

(RMB '000)

	2023	2022
Within 3 months	83,783	52,746
3 months to 6 months	8,261	12,859
6 months to 12 months	4,431	2,556
Over 12 months	533	2,333
Trade debtors (net of impairment losses)	97,008	70,494
<i>Turnover days</i>	40	48



Cash Flows

For the year ended 31 December

<i>(RMB '000)</i>	2023	2022
Cash generated from/(used in) operating activities	21,139	(9,825)
Cash used in investing activities	(294,330)	(142,176)
Cash used in financing activities	(20,432)	(16,711)
Net change in cash and cash equivalents	(293,623)	(168,712)
Cash and cash equivalents at 1 January	704,635	849,648
Effect of exchange rate changes	4,993	23,699
Cash and cash equivalents at 31 December	416,005	704,635
Bank deposits at 31 December	505,742	142,923



Outlook

- I. CPI data shows the domestic economy rebounded, but economic development still facing difficulties and challenges.
- II. We will strengthen our core competitiveness in creative communication and branding strategies. We will remain vigilant and flexible to market fluctuations and environmental changes, and strive for long-term business growth through rigorous cost control and prudent operational management.
- III. We will adhere to client-oriented product and service strategies, constantly optimize media resources, and enhance clients' brand value by providing one-stop solutions. We will continue leveraging experience and capabilities in video content creation and brand communication to further develop content marketing business, and improve the online placement efficiency and brand influence with the expertise in digital marketing.
- IV. We will further optimize our business structure, strengthen its business resilience, and enhance operational execution, to maintain our unique advantages. We will deepen the deployment in the family consumption industry and accelerate the development of brand operation business in the field of FMCG. We will seek opportunities for quality and sustainable growth during the market recovery.