

# SinoMedia

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



## 2024 Interim Results

26 August 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)

**CCTV-2**  
(Financial)

精品财经纪录

Boutique  
Financial  
Records

**CCTV-4**  
(Chinese  
International)

今日关注  
FOCUS TODAY

海峡两岸

Focus Today  
Across the Strait

**CCTV-9**  
(Documentary)

发现  
寰宇视野  
特别呈现  
人文地理  
时代  
自然  
万世

All programs on  
CCTV- 9

**CCTV-14**  
(Children)

动画大放映  
大风车  
动画剧场  
音乐快递

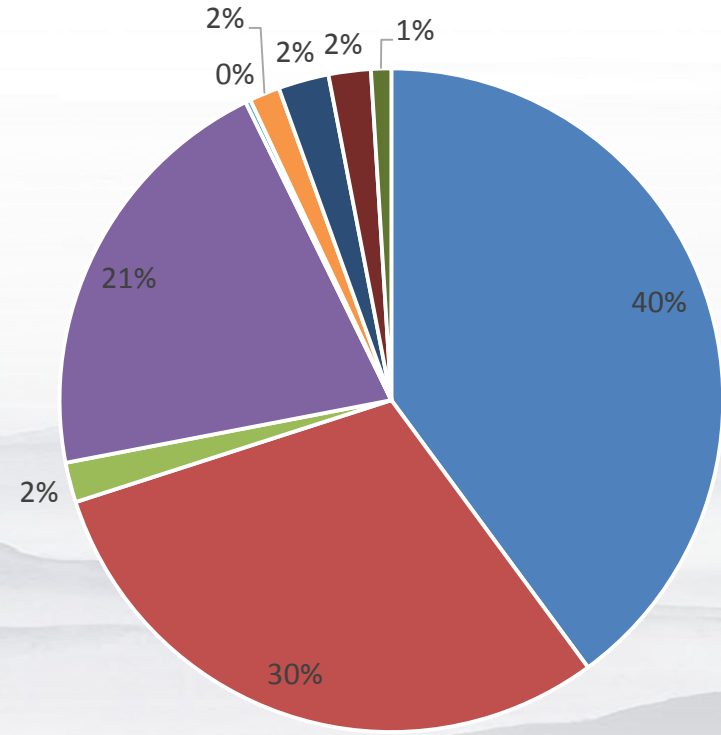
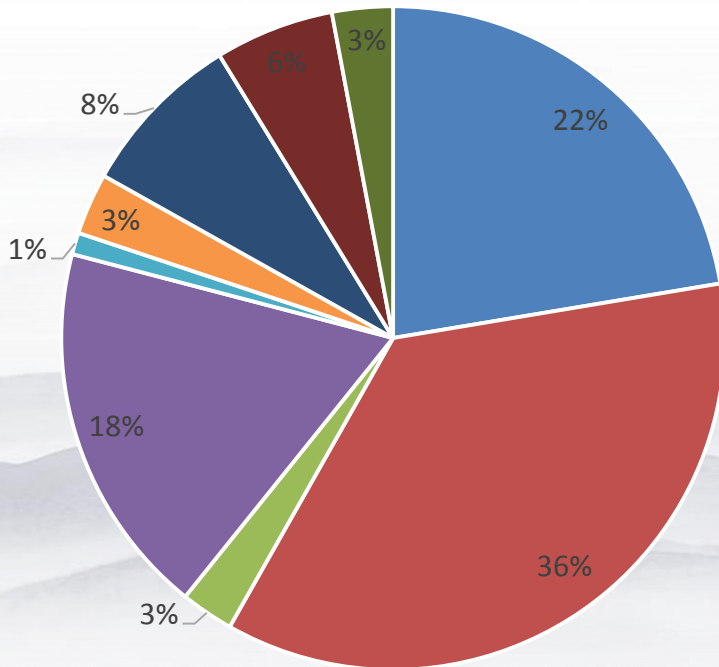
All programs on  
CCTV- 14

Exclusive underwriting right for a total of 65,336 minutes advertising resources

# MRM clientele

2024 1H

2023 1H



- baby care products
- food & beverage
- other consumables
- tourism & exhibition
- real estate & materials
- banking & insurance
- health & medicinal
- automobiles
- others



# Content Operations

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



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



# Other Integrated Communication Services





# Digital Marketing & Internet Media



Strengthened internet integration service capability to provide customised one-stop digital marketing solutions to clients. Leveraged the advantages of internet media resource matrix, integrated quality traffic and optimised placement strategies through intelligent advertisement placement system, and established close partnerships with data providers, advertisement trading platforms and effect monitoring agencies to jointly promote the development of programmatic advertisement placement.



Boosj.com focused on the video content operation in the two vertical areas of parent-child education and middle-aged and elderly healthy life. Boosj.com enhanced content construction and we-media matrix deployment, combined the MCN streamer matrix to enrich the content and form of live broadcast, and consolidate the channel functions of brand marketing and e-commerce delivery.



## 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

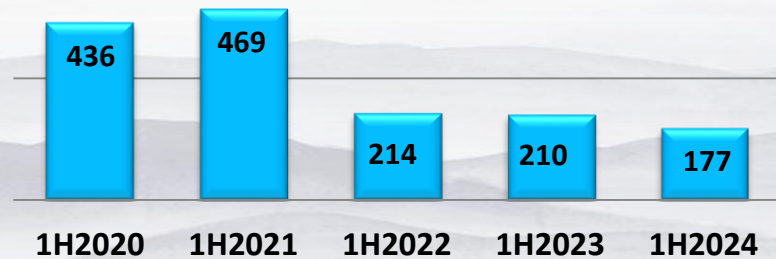
<i>(RMB '000)</i>	2024	2023	Change
<b>Revenue</b>	<b>333,120</b>	373,097	-11%
<b>Gross profit</b>	<b>70,523</b>	41,109	+72%
<i>Gross profit margin (%)</i>	<i>21.2%</i>	<i>11.0%</i>	<i>+10.2pts</i>
<b>Other (loss) / income</b>	<b>(907)</b>	66,710	N/A
<b>Net finance income</b>	<b>16,828</b>	13,102	+28%
<b>Profit attributable to equity shareholders</b>	<b>29,879</b>	42,470	-30%
Basic earnings per share (RMB cents)	0.065	0.092	-29%



# Segment Revenue

## MRM - Revenue

RMB Million



## Advertising resources time

	2024	2023
Minutes Acquired	65,336	64,988
Minutes Sold	30,110	30,702



# Segment Revenue

six months ended 30 June

<i>(RMB '000)</i>	2024	2023	Change
<b>Content operations</b>	<b>7,961</b>	14,528	-45%
<b>Other integrated communication services</b>	<b>35,770</b>	37,890	-6%
<b>Digital marketing &amp; Internet media</b>	<b>95,550</b>	87,246	+10%
<b>Rental income</b>	<b>17,328</b>	23,789	-27%

# Strict Expenses Control

six month ended 30 June

<i>(RMB '000)</i>	2024	2023
<i>Total operating expenses as a % of revenue</i>	<b>14.6%</b>	15.2%
<b>Selling &amp; marketing expenses</b>	<b>17,597</b>	16,072
<i>% of revenue</i>	<b>5.3%</b>	4.3%
<b>General &amp; administrative expenses</b>	<b>31,156</b>	40,564
<i>% of revenue</i>	<b>9.3%</b>	10.9%
<b>Included in Cost &amp; Expenses:</b>		
- Depreciation & Amortisation	<b>10,993</b>	12,569
- Provision of impairment losses	<b>1,441</b>	10,170



# Healthy Balance Sheet

<i>(RMB '000)</i>	<b>At 30 June 2024</b>	<b>At 31 December 2023</b>
<b>Cash and bank deposits</b>	<b>1,019,523</b>	921,747
<b>Trade debtors (net of impairment)</b>	<b>102,187</b>	97,008
<b>Current assets</b>	<b>1,171,202</b>	1,049,940
<b>PPE and Investment Property</b>	<b>679,190</b>	689,161
<b>Total assets</b>	<b>1,990,417</b>	1,876,372
<b>Current liabilities</b>	<b>353,385</b>	197,967
<b>Net assets</b>	<b>1,635,273</b>	1,672,020

# Trade Debtors in Control

<i>(RMB '000)</i>	<b>At 30 June 2024</b>	<b>At 31 December 2023</b>
<b>Within 3 months</b>	<b>81,014</b>	<b>83,783</b>
<b>3 months to 6 months</b>	<b>14,154</b>	<b>8,261</b>
<b>6 months to 12 months</b>	<b>6,555</b>	<b>4,431</b>
<b>Over 12 months</b>	<b>464</b>	<b>533</b>
<b>Trade debtors (net of impairment losses)</b>	<b>102,187</b>	<b>97,008</b>
<i>Turnover days</i>	<b>54</b>	<b>40</b>





# Cash Flows

six month ended 30 June

(RMB '000)

	2024	2023
Cash generated from operating activities	88,020	46,119
Cash generated from/(used in) investing activities	9,168	(302,165)
Cash used in financing activities	(452)	(1,026)
<b>Net change in cash and cash equivalents</b>	<b>96,736</b>	<b>(257,072)</b>
Cash and cash equivalents at 1 January	416,005	704,635
Effect of exchange rate changes	(2,129)	12,044
<b>Cash and cash equivalents at 30 June</b>	<b>510,612</b>	<b>459,607</b>
<b>Bank deposits at 30 June</b>	<b>508,911</b>	<b>497,968</b>



## Outlook

- I. CPI data shows the domestic economy remained generally expansive yet at an increasingly slower pace, triggering the market concern about the downward.
- II. We will persist in gaining insight into and capturing changes in consumer demand to continuously strengthen the connection with the consumer market and to enhance the core competitiveness in creative communication and brand strategy.
- 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 business structure, deepen the deployment in family consumption industry through the synergy of creative communication and brand investment management business, and accelerate the development of brand operation business in the field of FMCG. We will also enhance operational resilience through prudent financial management in an effort to minimize the impact of market volatility.