



**Maoyan Entertainment**

# **Company Presentation**

June 2020



# Disclaimer

You are authorized to use the information contained herein solely for the purpose of considering whether or not you will be making an investment in Maoyan Entertainment (the "Company", together with its subsidiaries and controlled entities, the "Group"). You and your directors, officers, employees, agents, affiliates and advisors must not use the information contained herein for any other purpose and must not communicate, reproduce, distribute or disclose it to any other person, or refer to it publicly, in whole or in part, at any time.

The information contained in this document includes historical information about, and relevant to, the Company that should not be regarded as an indication of the future performance or results of the Company, or an indication that there has been no change in the information about and relevant to the Company since the date hereof or since the dates as of which information is given in this document. This document contains certain statements that reflect the Company's beliefs, plans, projections, targets and expectations about its prospect and the prospect of the general economy, global or local market and the relevant industry of the Company as of the respective dates indicated. These forward-looking statements are based on management's current expectations or beliefs as well as a number of assumptions about the Company's operations and factors that are beyond the Company's control, and accordingly, are subject to certain known and unknown risks and uncertainties that could cause actual results, performance or achievements of the Company or otherwise to differ materially from those contemplated by the relevant forward-looking statements, and the forward-looking statements discussed in this document might not occur. There may be additional material risks that are currently not considered to be material or of which the Company and its advisors or representatives are unaware. Against the background of these uncertainties, readers should not rely on these forward-looking statements. None of the Company, its affiliates or any of its directors, officers, employees, controlling persons, advisers or representatives undertakes to revise or update these forward-looking statements or this document to reflect any new information or future events or circumstances or any additional information or to correct any inaccuracies which may become apparent. No representation or warranty, express or implied, is given as to the achievement or reasonableness of, and no reliance should be placed on, any projections, targets, estimates or forecasts contained in this document, which speak only as of the date of this document. This document does not purport to be comprehensive or to contain all the information that a recipient may need in order to evaluate the Company or the Group.

This document is based on the economic, regulatory, market and other conditions as in effect on the date hereof. It should be understood that subsequent developments may affect the information contained in this document, which neither the Company nor its subsidiaries, affiliates, advisors or representatives are under an obligation to update, revise or affirm.

Certain data contained in this document was obtained from various external data sources, and none of the Company, its affiliates or any of its directors, officers, employees, advisers or representatives has verified such data with independent sources. Accordingly, none of the Company, its affiliates or any of its directors, officers, employees, advisers or representatives accepts responsibility for, or make representation as to, the accuracy, reliability, correctness, fairness or completeness of that data, and such data involves risks and uncertainties and is subject to change based on various factors. The information in this document does not take into account the effects of a possible transaction or certain transactions involving an actual or potential change of control, which may have significant valuation and other effects. Nothing contained in this document is, or shall be, relied upon as a promise or representation as to the future or as a representation or warranty otherwise.

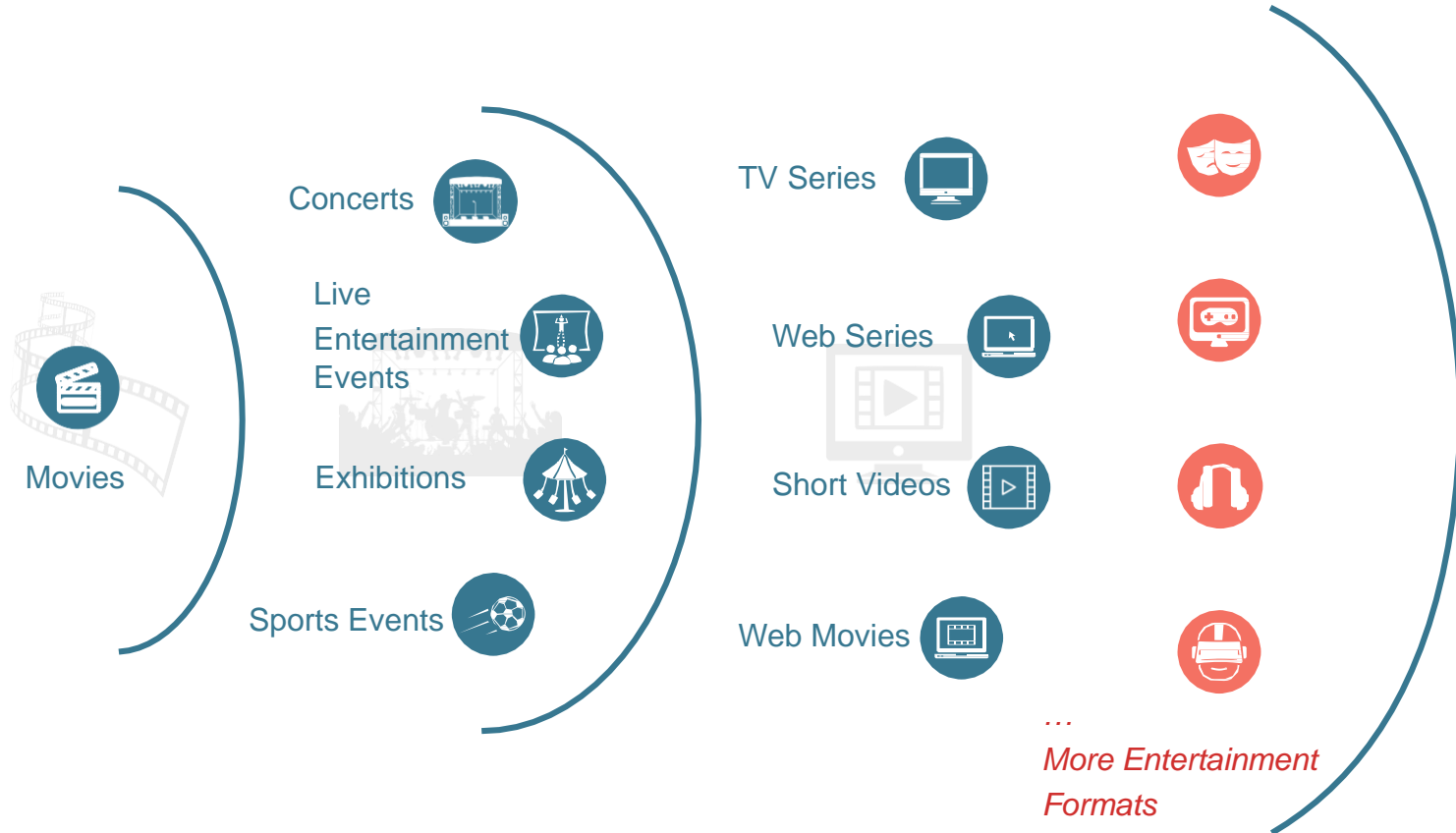
You acknowledge that the information contained in this document does not purport to be exhaustive or necessarily to contain all information that may be material to the Company or a prospective investor in the Company and is provided to you for your information only. You acknowledge and agree that the information contained herein is subject to change and that you will not rely on the information contained herein in determining whether or not to invest in the shares of the Company. No reliance may be placed for any purpose on the information set forth herein or on its accuracy or completeness.

None of the Company, its affiliates or its advisers and representatives accepts responsibility for or makes any representation or gives any warranty or undertaking, express or implied, as to the accuracy, reliability, completeness or otherwise of the information contained herein. None of the Company, its affiliates and its advisers and representatives shall have any responsibility or liability whatsoever (for negligence or otherwise) for any loss howsoever in respect of the use of, or reliance upon, the information contained herein by you or any person to whom the information herein is disclosed or otherwise arising from or in connection with the information contained in this document. The information set out herein may be subject to updating, completion, revision, verification and amendment and such information may change materially.

You understand and acknowledge that the provision of the information contained herein shall not be taken as any form of commitment on the Company or on you to proceed with any offering of shares of the Company or constitute or form part of any offer or invitation to sell or issue or any subscription for or solicitation of any offer to buy or subscribe for any shares of the Company, or any recommendation to purchase or sell any securities or any investment advice. Any such offer or invitation will be made solely through a prospectus or offering circular in compliance with applicable laws and any decision to purchase or subscribe for any security should be made solely on the basis of the information contained in such prospectus or offering circular issued in connection with such offer or invitation.

This document contains no information or material which may result in it being deemed (1) to be a prospectus within the meaning of section 2(1) of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong), or an advertisement in relation to a prospectus or proposed prospectus or extract from or abridged version of a prospectus within the meaning of section 38B of the Companies (Winding Up and Miscellaneous Provisions) Ordinance or an advertisement, invitation or document containing an advertisement or invitation falling within the meaning of section 103 of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) or (2) in Hong Kong to have effected an offer to the public without compliance with the laws of Hong Kong or being able to invoke any exemption available under the laws of Hong Kong and is subject to material change without notice.

# New Service Growth and Entertainment Format Expansion



# Exceptional Results from Vertical Integration and Synergies

Leading Platform Providing Innovative Internet-empowered Entertainment Services in China

## Online Movie Ticketing



**>60%**  
Market Share  
2019<sup>(1)</sup>

## Entertainment Content Services



**>90%**  
Box Office Served  
2019<sup>(2)</sup>

## Online Mini-Program Ecosystem



**Largest**  
Mini-Program User Base  
2019<sup>(6)</sup>

## Online Entertainment Event Ticketing



**Fast Growing**  
Online Entertainment Event  
Ticketing Provider<sup>(4)</sup>

## Movie Distribution



**#1**  
Number of Movies Acted as  
Lead Distributor  
2019<sup>(5)</sup>

## Entertainment Professional App<sup>(7)</sup>

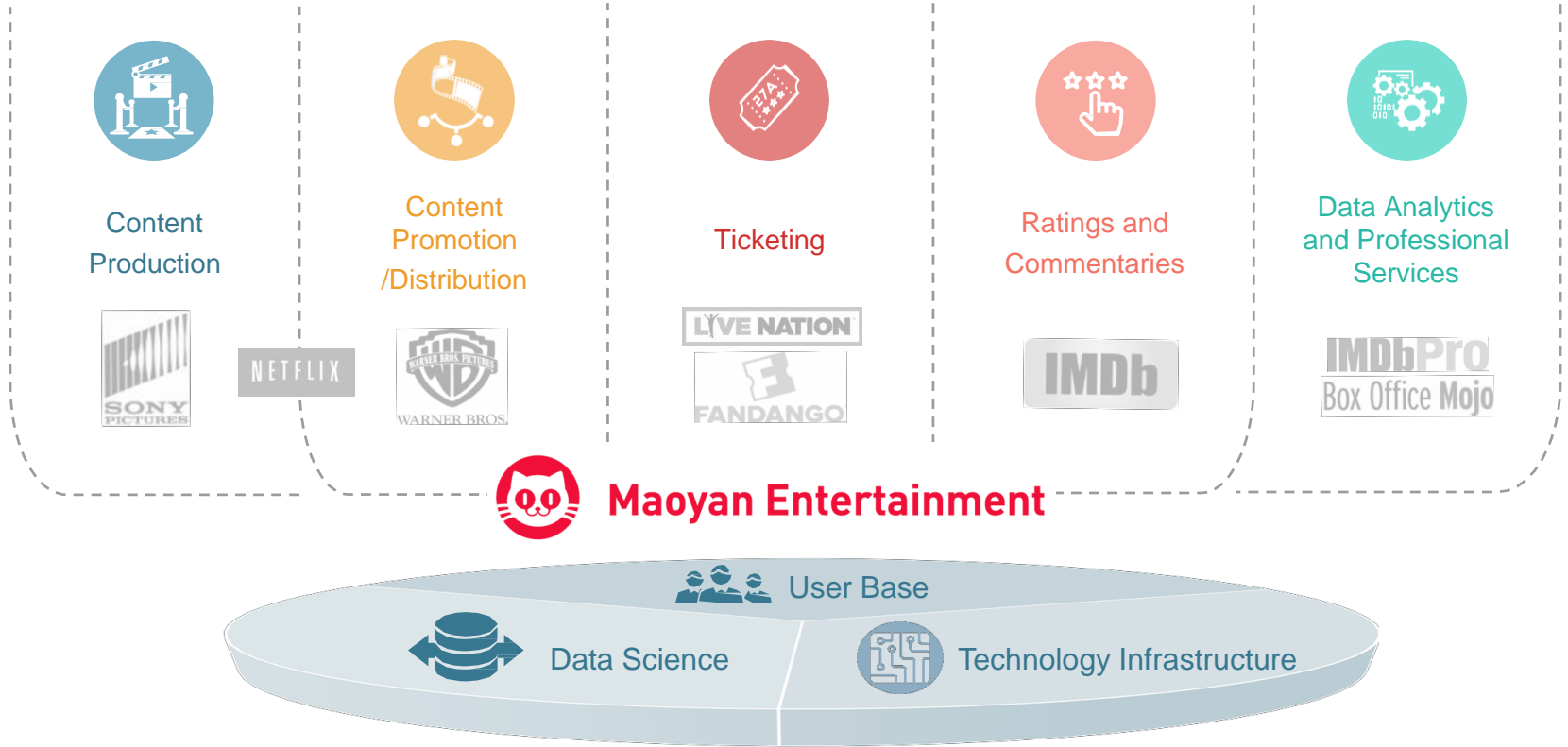


**Largest**  
Average MAU  
2019<sup>(8)</sup>

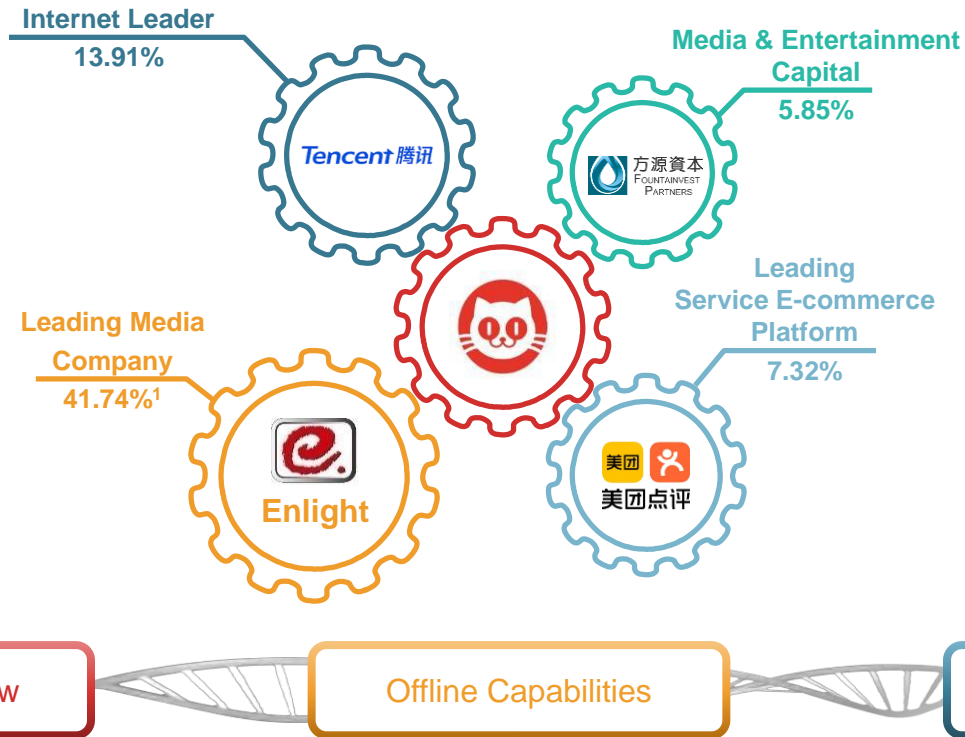
Note:

<sup>1</sup> In terms of GMV of movie tickets sold; <sup>2</sup> In terms of gross box office for movies that the Company provided entertainment content services to in China; <sup>3</sup> Ranking in terms of China gross box office of domestic movies where the Company served in 2019; <sup>4</sup> In terms of GMV of online tickets sold in 2019; <sup>5</sup> Company information; Excluding China Film and Huaxia Film; <sup>6</sup> Company information; Ranking among China movie industry; <sup>7</sup> Refers to Maoyan Pro App; Ranking among business apps in China movie industry; <sup>8</sup> Average MAU for 2019

# Entertainment Super Platform



# Strong Shareholder Base with Tremendous Strategic Value



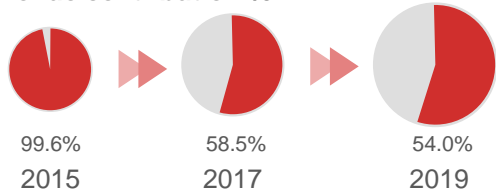
Note: Shareholding holding as of Dec 31, 2019; <sup>1</sup> Held by Vibrant Wide Limited and Hong Kong Pictures International Limited

# Major Business Segments



## Online Entertainment Ticketing Services

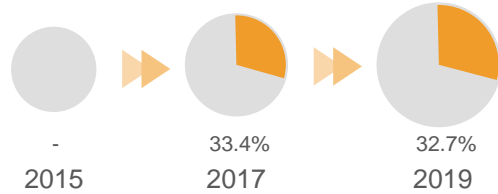
Revenue contribution %



- ✓ Online ticketing services for movies and entertainment events (such as concerts, live performances, exhibitions and sports events) and charge service fee



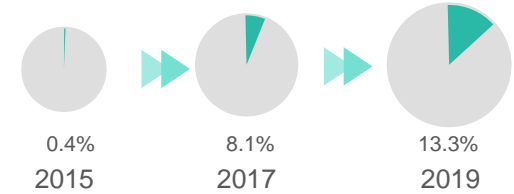
## Entertainment Content Services



- ✓ Promotion, distribution and production for various entertainment formats such as movies, entertainment events, TV series, web series, web movies and variety shows
- ✓ Promotion and related services fee, distribution fee and share of revenue from entertainment content production/investment



## Advertising Services and Others

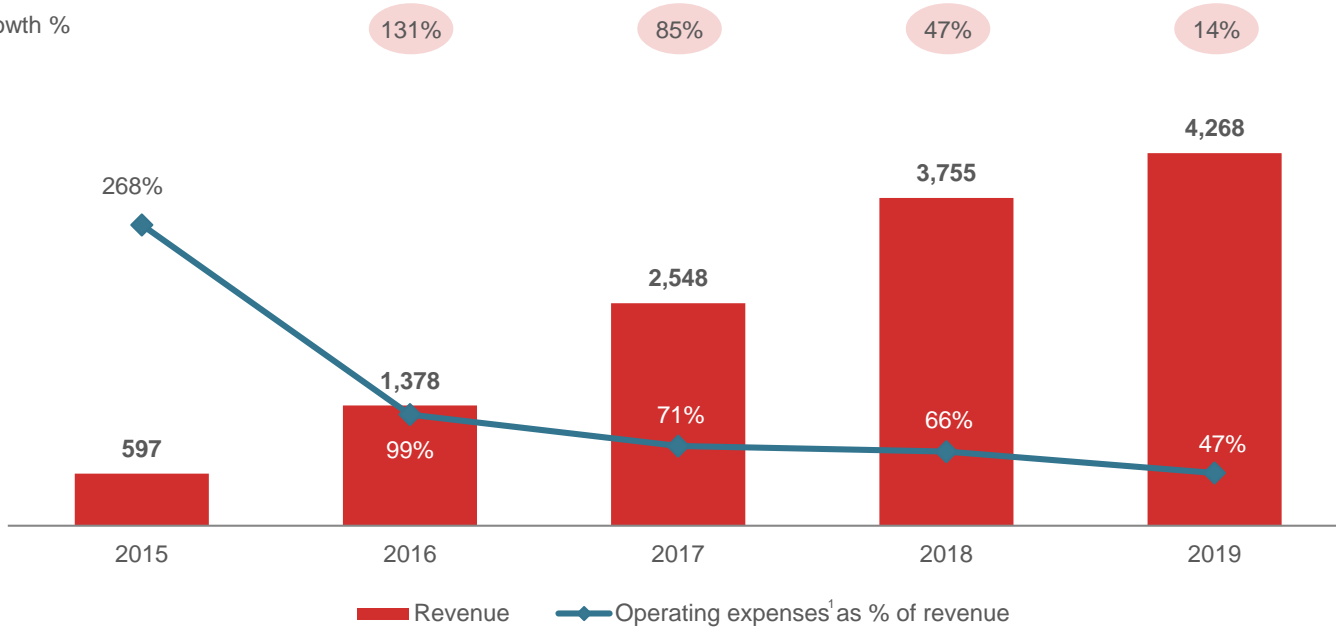


- ✓ Commission fee on in-cinema food and beverage, sale of IP-centric movie merchandise and movie ticket membership subscriptions for cinemas
- ✓ Advertising services from advertisers in both movie and other industries
- ✓ Entertainment financing platform to provide industry participants along the value chain with customized funding solutions to secure financial support

# Robust Revenue Growth with Economies of Scale

(RMB mn)

Revenue growth %

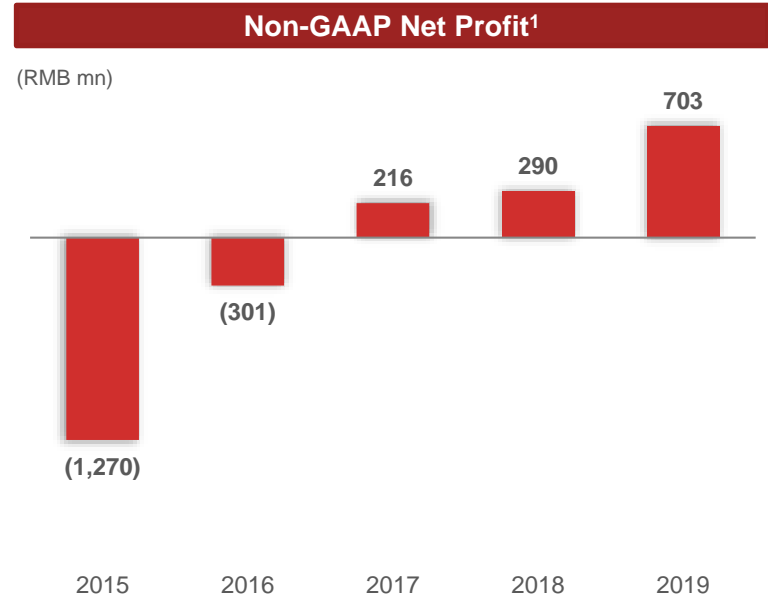
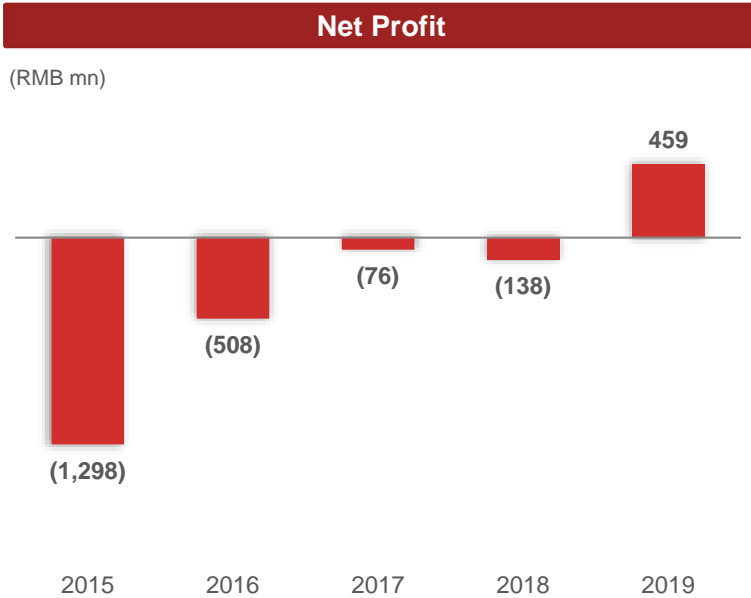


Note:

1. Operating expenses including S&M expenses and G&A expenses



# Improving Profitability Driven by Operating Leverage



Note:

1. Non-GAAP net profit (loss) disclosed in the results announcement is adjusted by adding back (1) share-based compensation, (2) net (gain)/loss of convertible bonds, and (3) listing expenses. Referring to common practice, the adjusted net profit (loss) since 2017 also added back amortization of intangible assets resulting from business combinations and the impairment provision of goodwill resulting from business combinations. Under this rule, RMB216mm in 2017 was restated number and different from the IPO disclosure



**Maoyan Entertainment**