



# Company Presentation

August 2019



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A vibrant night scene featuring a large crowd of people in silhouette, many with their arms raised in celebration. Above them, a massive firework bursts in the dark sky, creating a dense canopy of bright, golden-yellow and purple streaks. The overall atmosphere is festive and celebratory.

## **2019 Interim Results Highlights**

# 2019H1 Maoyan Entertainment Performance Highlights

## Financial Highlights

Revenue

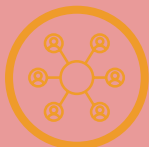
**RMB1,984.6mn**

4.7% YOY Increase

Adjusted Net Profit

**RMB380.4mn**

The First Milestone of **Profits**



## Business Highlights

Online Movie Ticketing Market Share

**Over 60%** by GMV

The Largest Online Movie Ticketing Service Provider in China

Entertainment Event Ticketing GMV

**40.5%** YOY Increase

The Leading Online Entertainment Event Ticketing Service Provider in China

As a Lead Distributor

**RMB4.1bn** box office

Dominated the Domestic Market

Advertising Services and Others

**78.1%** YoY Increase in Revenue

A Robust Increase

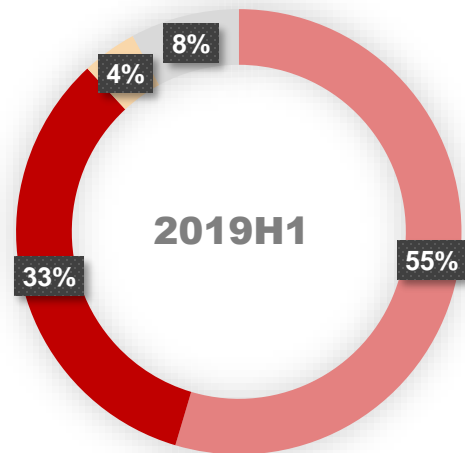
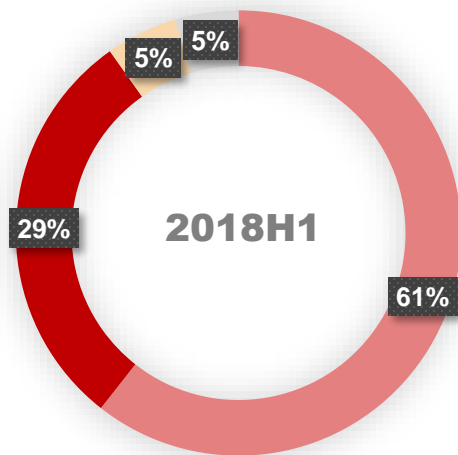


A vibrant night scene featuring a large crowd of people silhouetted against a dark sky filled with bright, colorful fireworks. Many individuals have their arms raised, suggesting a festive or celebratory atmosphere. The fireworks display includes large, starburst patterns and long, trailing streaks of light in shades of yellow, orange, and purple. The overall mood is one of joy and excitement.

## **2019H1 Financial Overview**

## A Refined Revenue Structure

- Online entertainment ticketing services
- Entertainment content services
- E-commerce services
- Advertising services and others



Online entertainment ticketing services as % of Revenue



from **61%** to **55%**

Entertainment content services as % of Revenue



from **29%** to **33%**

Advertising services and others as % of Revenue



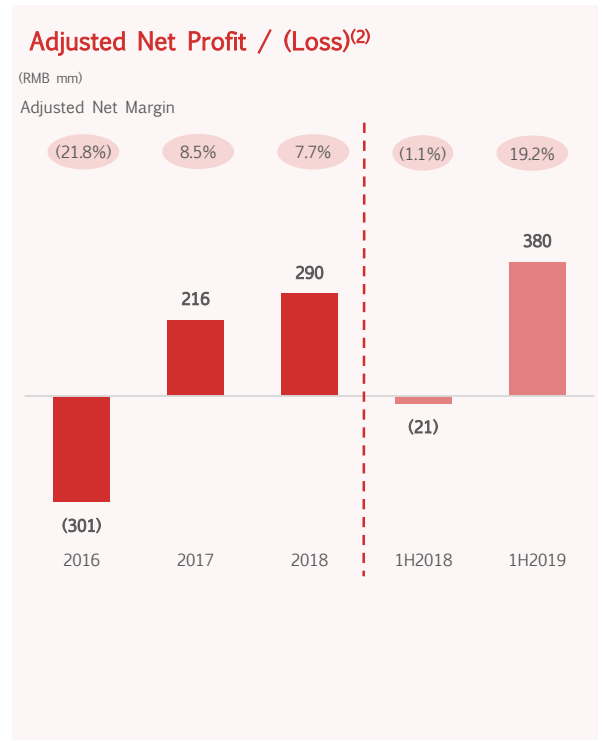
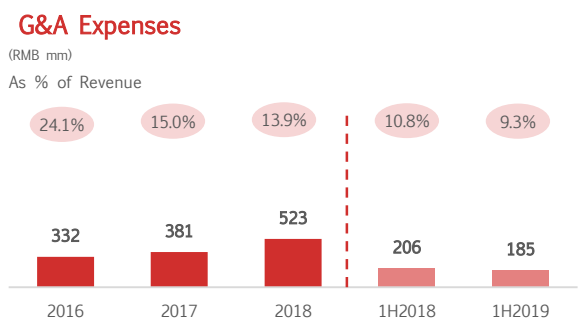
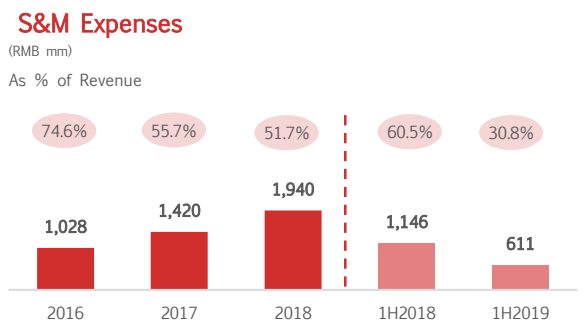
from **5%** to **8%**

# Margin Expansion Leads to Positive Trends to Profitability

1 Optimized Revenue Mix

2 Significant Decrease in S&M Expenses

3 Economies of Scale



Notes:

- Included in the general and administrative expenses
- Non-IFRS 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) also adds back (1) amortization of intangible assets in connection with Weying Acquisition completed in September 2017, and (2) impairment loss due to disposal of equity interest in Jietong Wuxian, which was partially offset by a fair value gain on financial assets at fair value through profit or loss related to bank-issued wealth management products

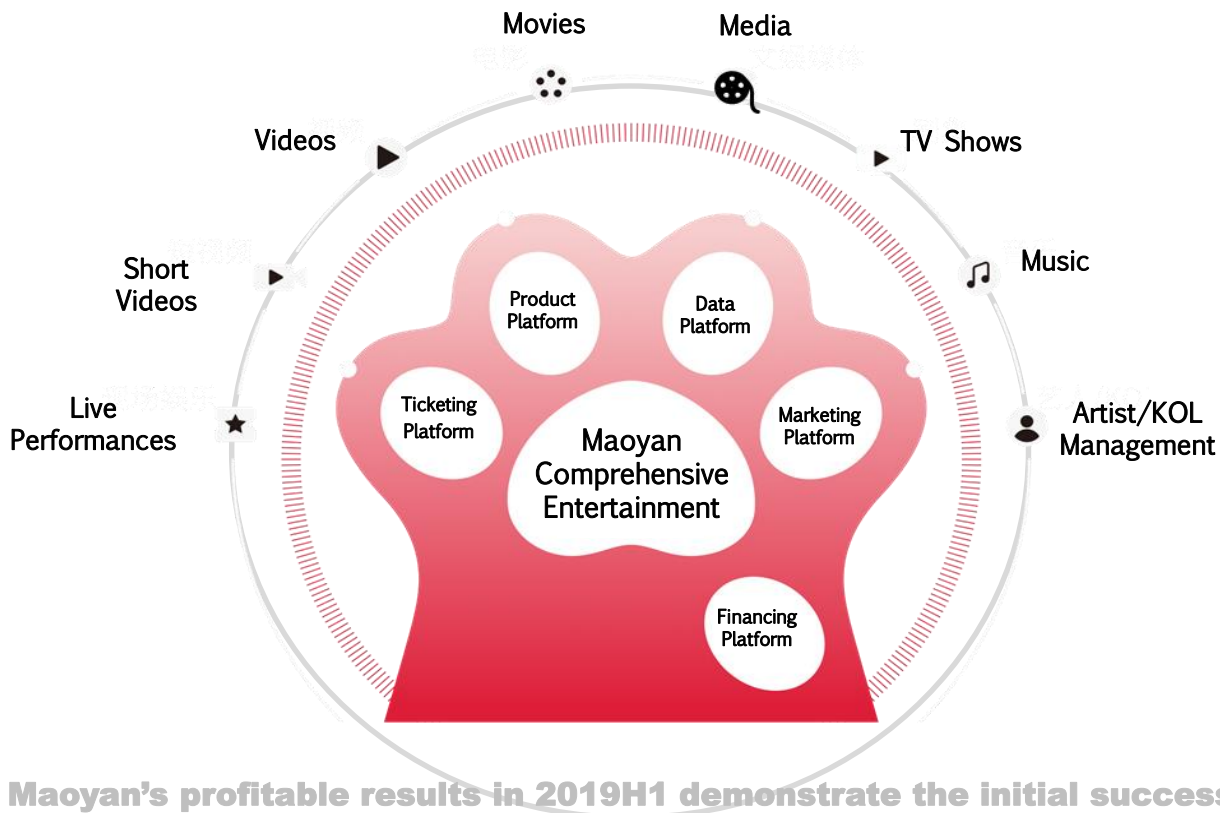


A vibrant night scene featuring a large crowd of people silhouetted against a dark sky filled with bright, colorful fireworks. Many individuals have their hands raised in the air, suggesting a festive or celebratory atmosphere. The fireworks display includes large, starburst patterns and long, trailing streaks of light in shades of yellow, orange, and purple. The overall lighting is a mix of the cool blues and purples of the night and the warm, bright colors of the pyrotechnics.

## **2019H1 Business Overview**



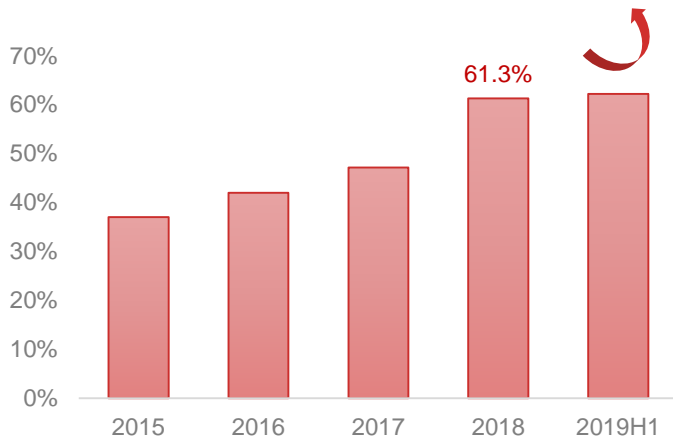
# Comprehensive Entertainment Service Strategy – the “Cat Claw Model”



Maoyan's profitable results in 2019H1 demonstrate the initial success of our comprehensive entertainment strategy

# Strive to Become a Comprehensive Entertainment Ticketing Platform

## Online Movie Ticketing Market Share by GMV

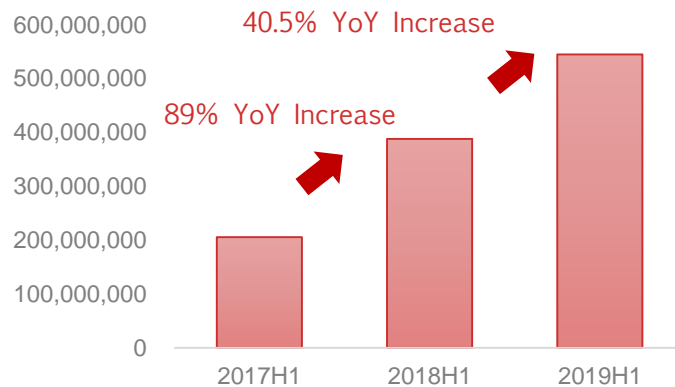


**Capability of data analytics:** leveraging our big data capabilities to explore market growth potential, especially in lower-tier cities;

**Capability of product development:** improve user experience by refining capability of personalized recommendation;

**Capability of operation:** acquire users by planning innovative marketing strategy

## Online Entertainment Event Ticketing Market Share by GMV



### UPSTREAM: For Content and Artists

Build our online and offline integrated promotional capability to provide stronger promotional support



### DOWNSTREAM: For Venues

Provide SaaS solutions for venue operations

# Highly Valuable Services Empowering the Entertainment Value Chain

## Intelligent Management Tools for Business Partners

### Maoyantong (“猫眼通”)

One stop intelligent project management tools  
which served over 120 movies and TV series in 1H2019

#### Project initiation

- ✓ IP evaluation
- ✓ Script analysis
- ✓ Casting

#### Production

- ✓ Maoyan test screening

#### Promotion & distribution

- ✓ Media monitoring
- ✓ Screening arrangement monitoring
- ✓ Location testing

#### Screening

- ✓ Market monitoring
- ✓ Promotion effectiveness survey
- ✓ User survey testing

### Changguantong (“场馆通”)

#### SaaS Solution

- ✓ Smart ticketing
- ✓ Data analysis
- ✓ Membership management

#### Smart Venue

- ✓ Smart device
- ✓ Facial recognition

## Market Data Services



### Data analysis platform



猫眼研究院

- ✓ Leading analysis platform in entertainment industry
- ✓ Strategic partnerships with IMAX, Sony, Tencent Pictures, etc
- ✓ Provide data analysis services for 100+ movies



### Market data platform



猫眼专业版



猫眼智多星

- ✓ YoY MAU growth of ~27% in 1H2019
- ✓ Powerful analysis tools backed by strong data analytics capabilities



### Entertainment database

Content

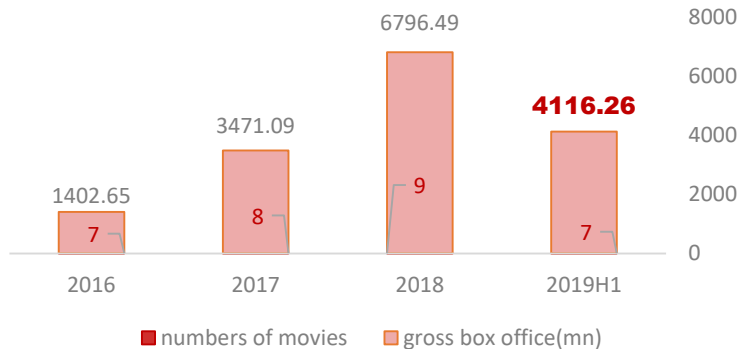
Industry participants

Actors

Entertainment users

## Leading Player in Entertainment Industry

2016-2019H1 Gross Box Office of Movies  
Maoyan Acted as a Lead Distributor



The Longest Day in Chang'an  
长安十二时辰



Traditional Chinese Medicine  
老中医



Unbeatable You  
逆流而上的你

## 2019H1 TV Series Maoyan Involved in

## 2019H1 Movies Maoyan Involved in



RMB **640** mn  
Kill Mobile 来电狂响



RMB **1716** mn  
Pegasus 飞驰人生



RMB **795** mn  
P Storm 反贪风暴 4



RMB **451** mn  
White Snake 白蛇缘起



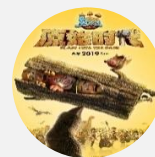
RMB **353** mn  
Song of Youth 老师·好



RMB **411** mn  
My Best Summer 最好的我们



RMB **4654** mn  
The Wandering Earth  
流浪地球

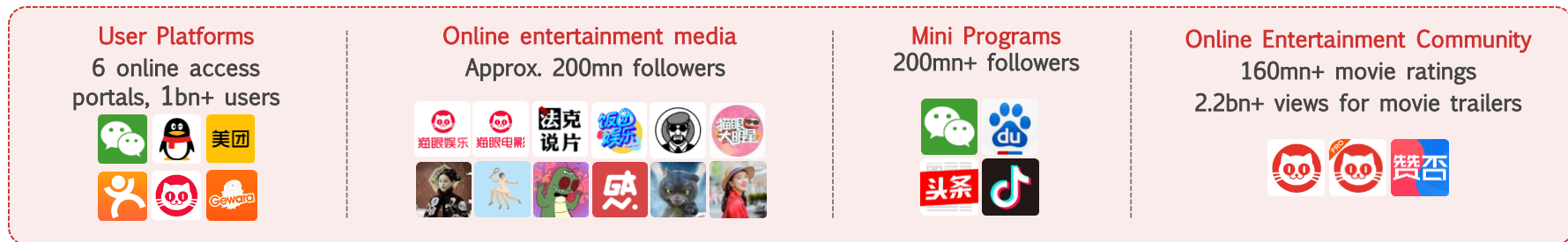


RMB **714** mn  
Boonie Bears: Blast into the Past  
熊出没·原始时代



# Strong and Integrated Online and Offline Marketing Platform

## Extensive online marketing resources



## Broad offline reach



Revenue from advertising and other businesses increased by **78.1% YoY**, primarily driven by continuous investments in our marketing platform

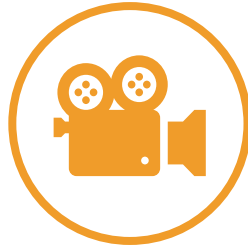
# Providing Financing Solutions for Industry Participants

We are committed to facilitating the production of more high-quality content  
Supporting our industry partners with the financing platform



## Cinemas

- New cinema opening financing
- Cinema renovation financing
- Equipment upgrade financing



## Movies

- Distribution fee financing
- Early settlement



## TV Series

- Distribution fee financing
- Early settlement



## Entertainment Events

- Project Investment
- Performance fee financing
- Venue cost financing

