



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

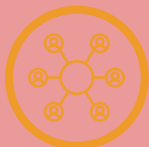
RMB1,984.6mn

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

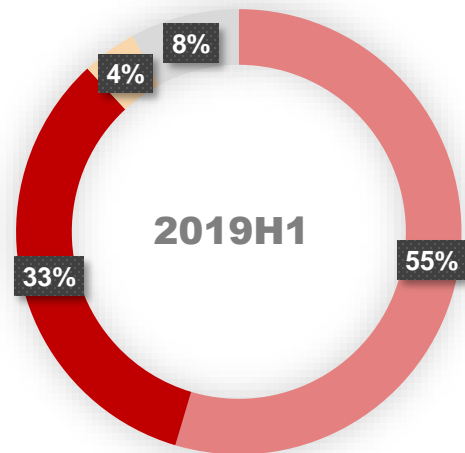
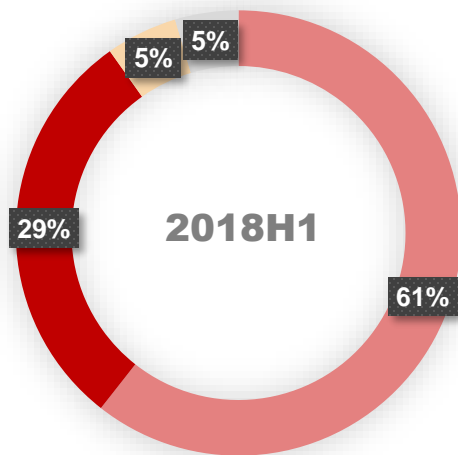
A Robust Increase

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



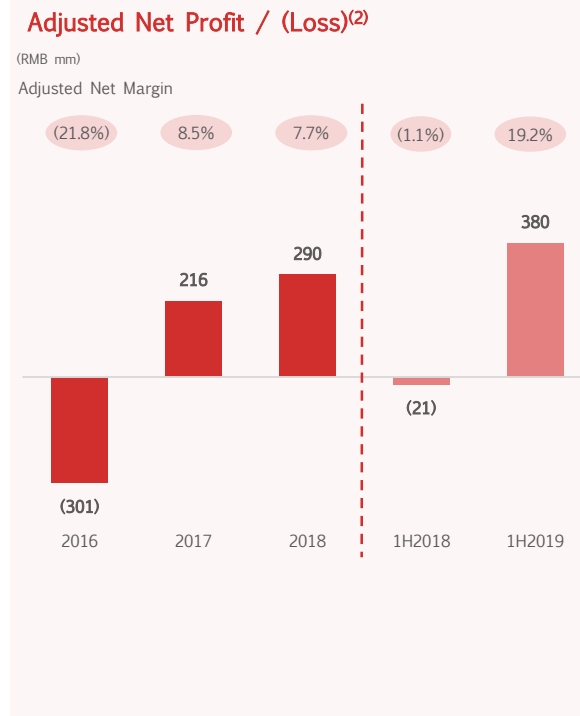
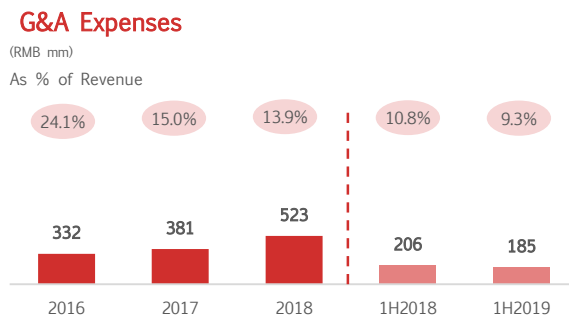
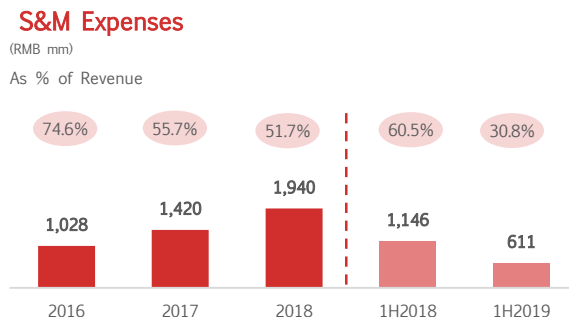
from **5%** to **8%**

Margin Expansion Leads to Positive Trends to Profitability

1 Optimized Revenue Mix

2 Significant Decrease in S&M Expenses

3 Economies of Scale



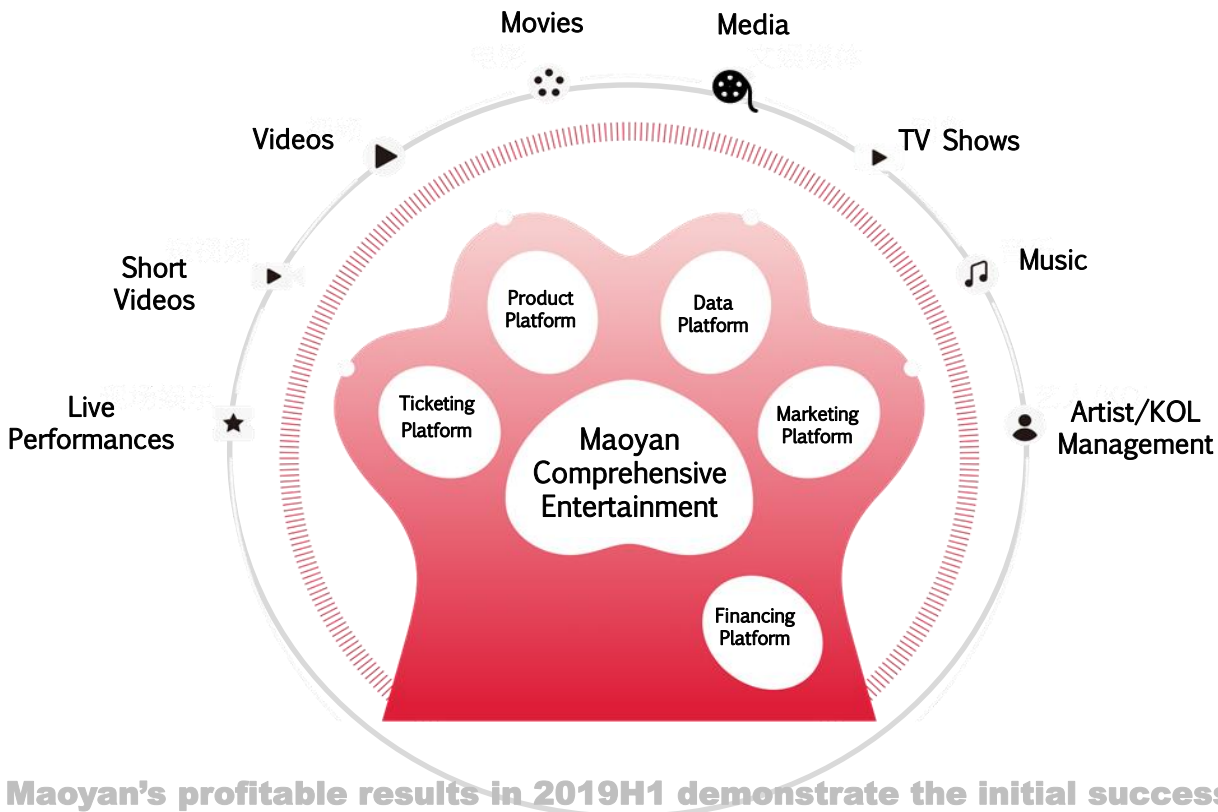
Notes:

- 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 in the foreground have their arms raised, reaching towards the exploding lights. The overall atmosphere is one of joy and celebration. A semi-transparent white banner is overlaid across the middle of the image, containing the text '2019H1 Business Overview' in a bold, black, sans-serif font.

2019H1 Business Overview

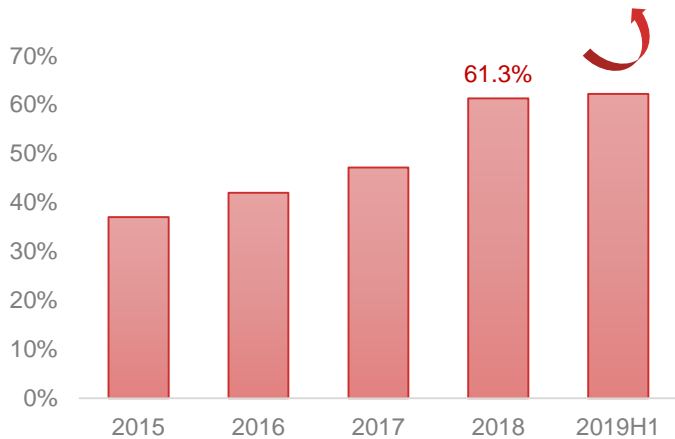
Comprehensive Entertainment Service Strategy – the “Cat Claw Model”



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

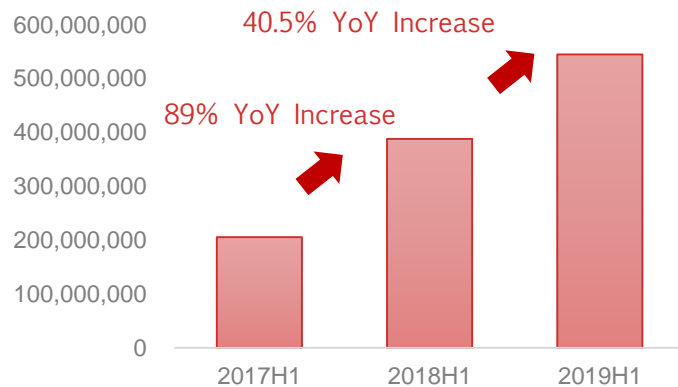


Capability of data analytics: leveraging our big data capabilities to explore market growth potential, especially in lower-tier cities;

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

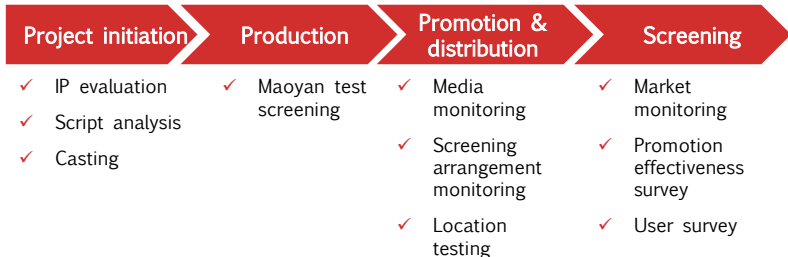
Provide SaaS solutions for venue operations

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



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

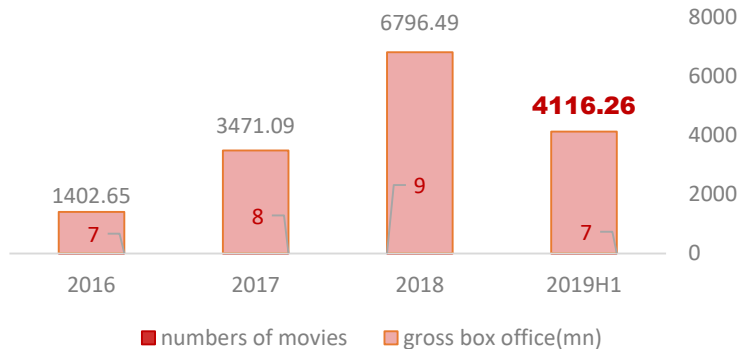
Industry participants

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



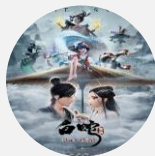
RMB **640** mn
Kill Mobile 来电狂响



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



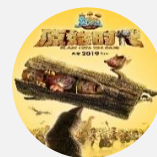
RMB **353** mn
Song of Youth 老师·好



RMB **411** mn
My Best Summer 最好的我们



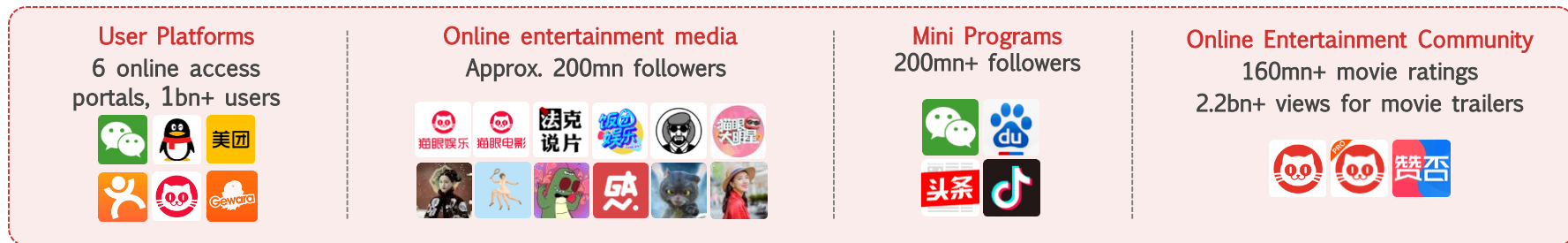
RMB **4654** mn
The Wandering Earth
流浪地球



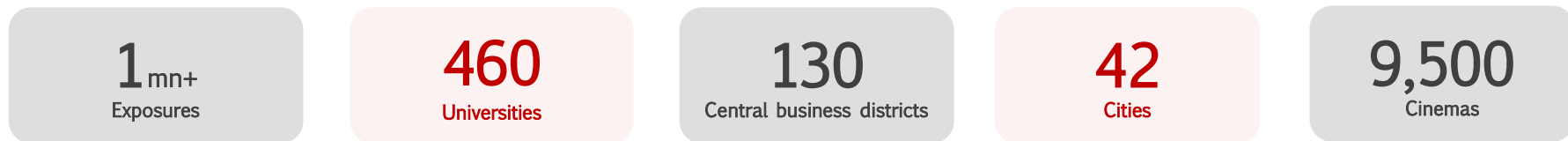
RMB **714** mn
Boonie Bears: Blast into the Past
熊出没·原始时代

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

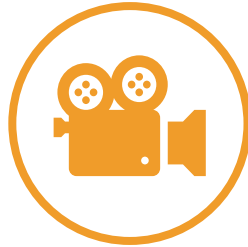
Providing Financing Solutions for Industry Participants

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

