



Maoyan Entertainment

Company Presentation

March 2022

Disclaimer

The information contained in this document is strictly confidential, is not for public dissemination and is for the exclusive use of the persons who are authorized to receive this document. 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. If you do not intend to be a recipient of this document, please delete and destroy all copies immediately.

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 the 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, the investment banks, their respective affiliates or any of their 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. The inclusion and use of such forward-looking statements and related assumptions and information does not imply that the investment banks and their respective affiliates or any of their directors, officers, employees, advisers or representatives have independently verified or necessarily agree with any of such assumptions or information. 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, the investment banks, their respective affiliates or any of their directors, officers, employees, advisers or representatives has verified such data with independent sources. Accordingly, none of the Company, the investment banks, their respective affiliates or any of their 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.

You acknowledge and represent to the Company, the Joint Global Coordinators, the underwriters and their respective advisers that you are a "professional investor" (as such term is defined in the Securities and Futures Ordinance (Cap 571)), have the knowledge, experience and capability to conduct your own assessment of the Company and its shares and that you have and will conduct your own investigation with respect to the Company, the Group and the shares of the Company and you have obtained or will obtain your own independent legal, tax and other professional advice relating to the investment in the shares of the Company.

None of the Company, the investment banks, their respective affiliates or their respective 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, the investment banks, their respective affiliates and their respective advisers and representatives shall have any responsibility or liability whatsoever (for negligence or otherwise) for any loss however 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 the investment banks 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 does not constitute and should not be considered as any form of financial opinion or recommendation by the investment banks or any of their respective affiliates or any of their directors, officers, employees, advisers or representatives. Only those representations and warranties contained in a definitive agreement shall have any legal effect.

The shares of the Company have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), or the securities laws of any state of the United States or any other jurisdiction outside Hong Kong. The shares of the Company may not be offered, sold or delivered within the United States, or to or for the account or benefit of U.S. persons (as such term is defined in Regulation S under the Securities Act), absent registration under the Securities Act or pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Any offer of the shares of the Company would be made by means of an offering circular that would contain detailed information about the Company and its management, including financial statements and any decision to purchase or subscribe for the shares of the Company shall be made solely on the basis of information contained in such offering circular. The Company does not intend to conduct a public offering of securities in the United States or register any portion of any offering under the Securities Act. Nothing in this document constitutes an offer of securities for sale or solicitation of an offer to buy securities in the United States or any jurisdiction where it is unlawful to do so. No money, securities or other consideration is being solicited, and, if sent in response to this document or the information contained herein, will be accepted.

By accessing this document, each recipient is deemed to represent to the Company and the investment banks that it is and any customers it represents are (a) qualified institutional buyers (within the definition of Rule 144A under the Securities Act), or (b) a non-US Person outside of the United States, and do not represent the accounts or interests of any US Person (within the definition of Regulation S under the Securities Act) and, to the extent you purchase the shares of the Company, you will be doing so pursuant to Rule 144A and/or Regulation S under the Securities Act. The information contained herein is only directed at such investors and any investment or investment activity to which the information in this document relates is only available to, and solicitations resulting from this document will only be responded to, such investors. Other persons should not act upon this document or any of its contents.

By accepting delivery of or accessing the information contained herein, you are deemed to have represented and irrevocably and unconditionally agreed that (i) you have read, understood and will comply with the contents of this notice and disclaimer, (ii) you will maintain absolute confidentiality regarding the existence of this meeting and the information disclosed in this document, (iii) you and your ultimate beneficial owners are not "connected persons" (as defined under the Listing Rules) of the Company nor "connected persons" (as defined under the Listing Rules) of the investment banks, and (iv) you are in compliance with all applicable laws in connection with attending this meeting and all other matters in relation to or incidental to it. If you do not accept these conditions and give the acknowledgements and representations set out above, please immediately return this document to the Company or the investment banks. Any failure to comply with these restrictions may result in a violation of applicable laws and the inability to participate in any offering of the Company may make of its securities. Nothing in this document should be construed as regulatory, valuation, legal, tax, accounting or investment advice and it does not constitute a recommendation, solicitation, offer or commitment to purchase, sell or underwrite any securities to you, from you, or on your behalf, or to extend any credit or provide any insurance to you or to enter into any transaction. Unless otherwise agreed in writing, any third party from whom you receive this document is not acting as your financial adviser or fiduciary. Before you enter into any transaction, you should ensure that you fully understand the potential risks and rewards of that transaction and you should consult with such advisers as you deem necessary to assist you in making these determinations, including, but not limited to, your accountants, investment advisers and legal and/or tax experts.

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.

The contents of this document have not been reviewed by any regulatory authority in any jurisdiction. The distribution of this document in certain jurisdictions may be restricted by law, and persons into whose possession this document comes should inform themselves about, and observe, any such restrictions. Any failure to comply with these restrictions may constitute a violation of applicable securities laws. The securities of the Company have not been and will not be registered under the applicable securities laws of the United States, Canada, the European Union (or any member thereof), Australia, the PPC or Japan and subject to certain exceptions, may not be offered or sold within those jurisdictions or to any national, resident or citizen thereof.

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, reaching towards the exploding lights. The overall atmosphere is one of joy and celebration. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text.

2021 Annual Results Highlights

FY2021 Maoyan Entertainment Performance Highlights

Financial Highlights

Revenue

RMB3,323.4mn

143.3% YOY Increase

Adjusted Net Profit

RMB540.0mn

Earnings Rebound



Business Highlights

Entertainment Content Services

Remarkable Recovery

284.0% YOY Revenue Increase

Movie Self-Production

Significant Progress

Dark Horse with Box Office **RMB926mn**

Movie Production / Distribution

New Record High

RMB26.0bn Box Office Coverage

Promotion & Distribution Services

Extensive Coverage

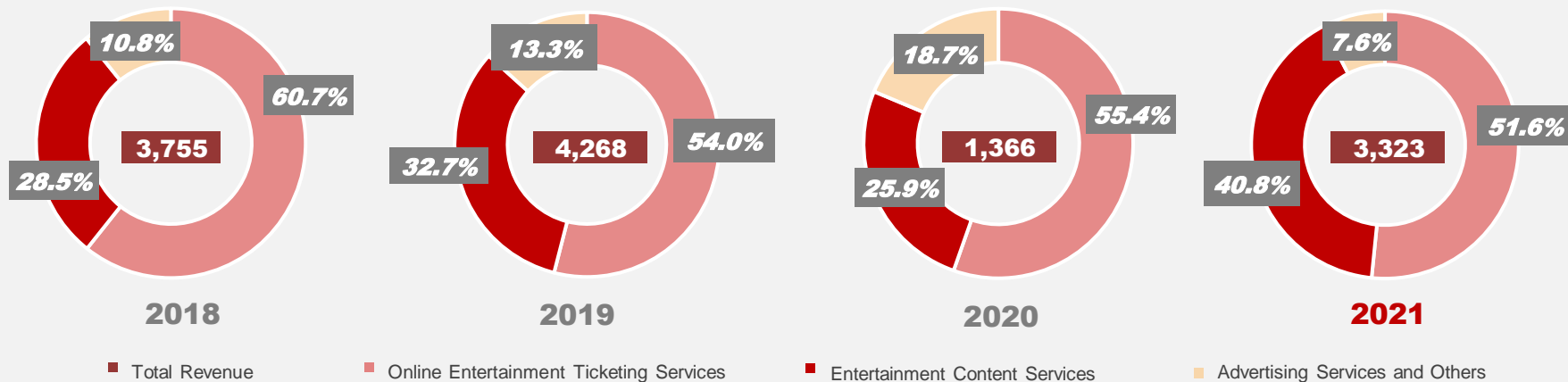
100% Major-Season Coverage

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 occasion. The fireworks are primarily yellow and white, with some purple and blue hues. The overall atmosphere is one of joy and excitement.

FY2021 Financial Overview

Revenue Recovery with Breakthrough Growth in Entertainment Content Services

(RMB million)



Significant revenue improvement Y-o-Y

Revenue structure further optimized

Online Entertainment Ticketing Services % of Revenue



55.4% to 51.6%

Entertainment Content Services % of Revenue



25.9% to 40.8%

Earnings Rebound with Sustainable Profitability Improvement

1

Remarkable Revenue Recovery

2

Continuous Cost Control and Improved Efficiency

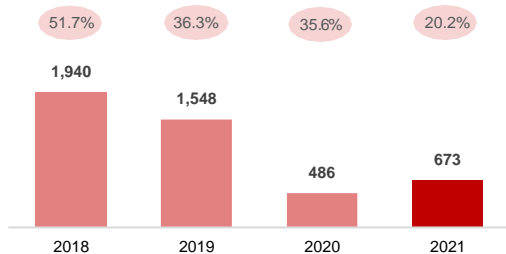
3

Sustainable Improvement in Net Margin

S&M Expenses

(RMB million)

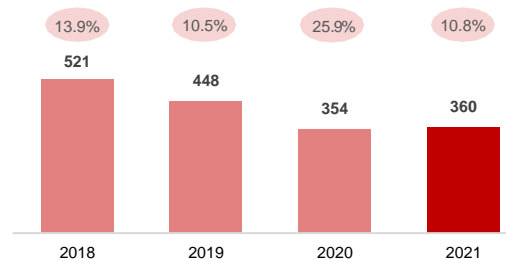
As a % of Revenue



G&A Expenses

(RMB million)

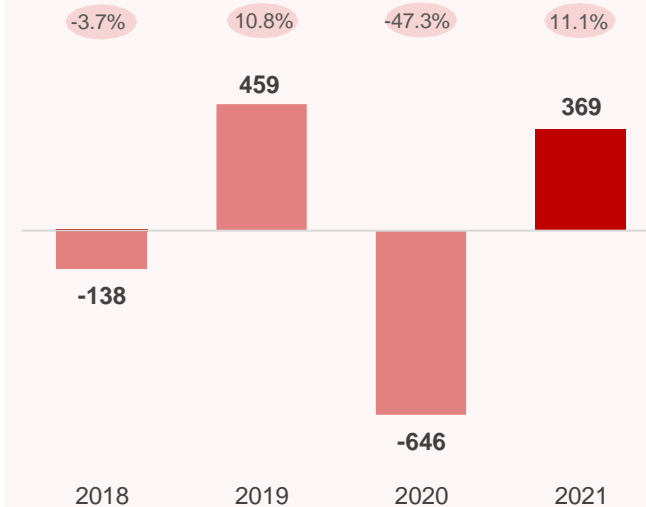
As a % of Revenue



Profit/(Loss) for the Year

(RMB million)

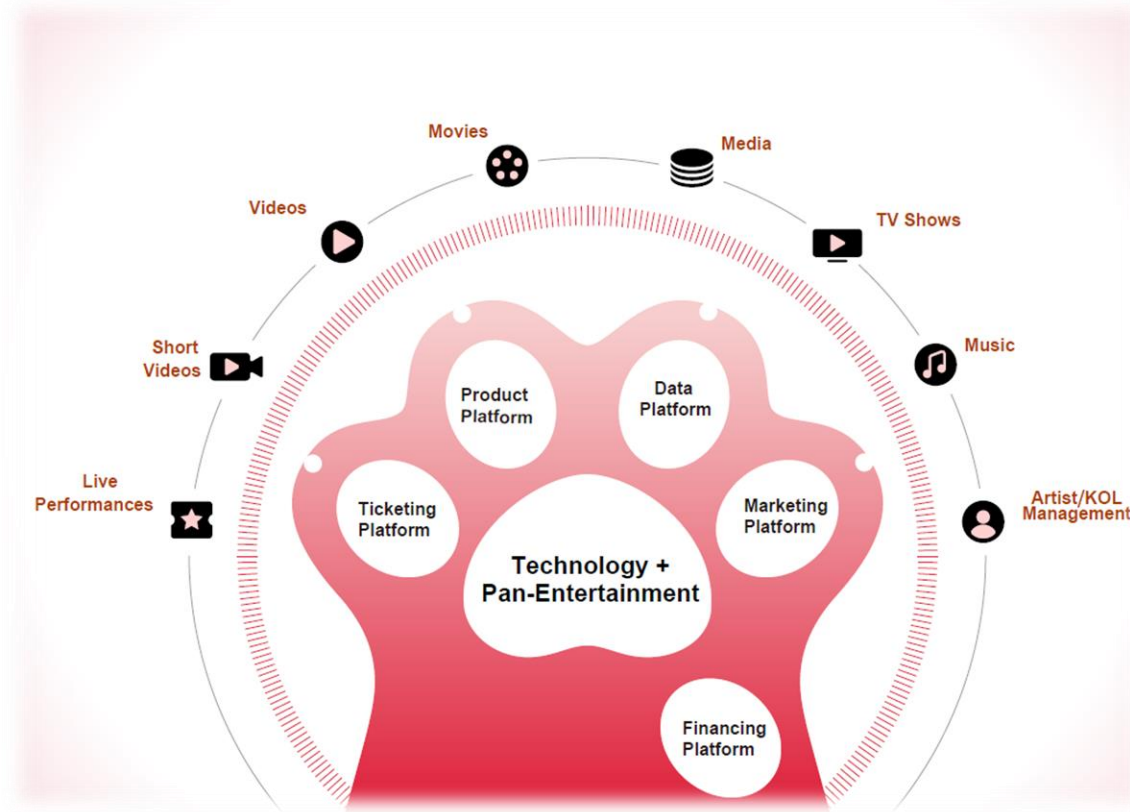
Net Margin



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, reaching towards the exploding lights. The overall atmosphere is one of joy and celebration. A semi-transparent white rectangular box is centered over the image, containing the text 'FY2021 Business Overview' in a bold, black, sans-serif font.

FY2021 Business Overview

Technology + Pan-Entertainment Strategy — the “Cat Claw Model”

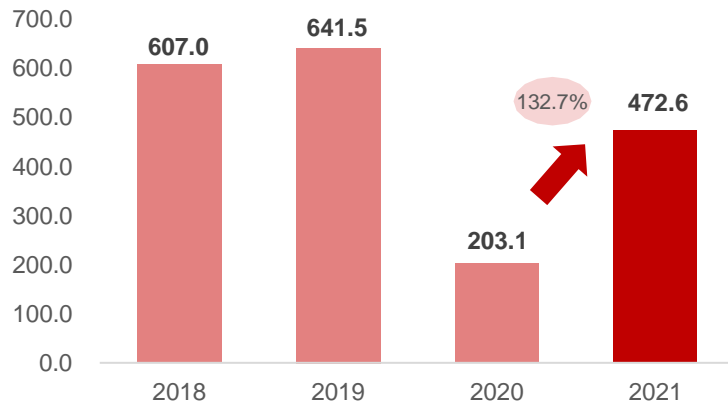


Adhering to the core strategy, Maoyan responded effectively to the pandemic impact, with its strong profitability and business resilience further demonstrated

Robust Market Recovery and A Significant Improvement in Maoyan's Online Entertainment Ticketing Business

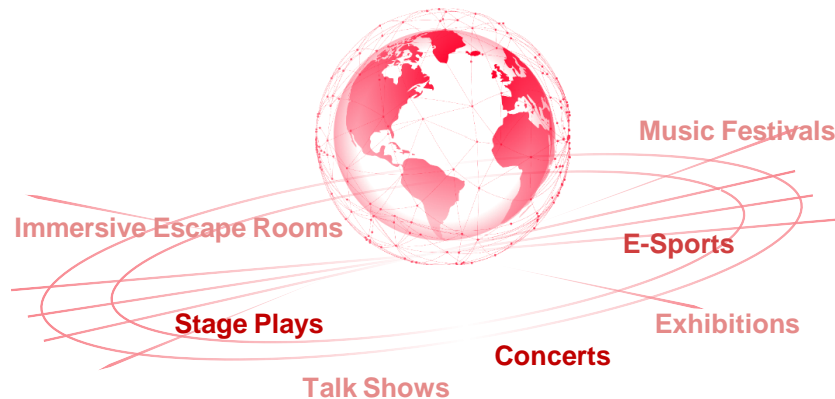
(RMB 100mn)

China's Total Gross Box Office (service fees included)



- In 2021, China's movie market continued to recover, maintaining its number 1 position globally.
- In 2021, Maoyan served as the general ticketing agent for the 11th Beijing International Film Festival (第11届北京国际电影节) and the 16th Changchun Film Festival in China (第16届中国长春电影节).

Steady Recovery of Live Entertainment Ticketing Market



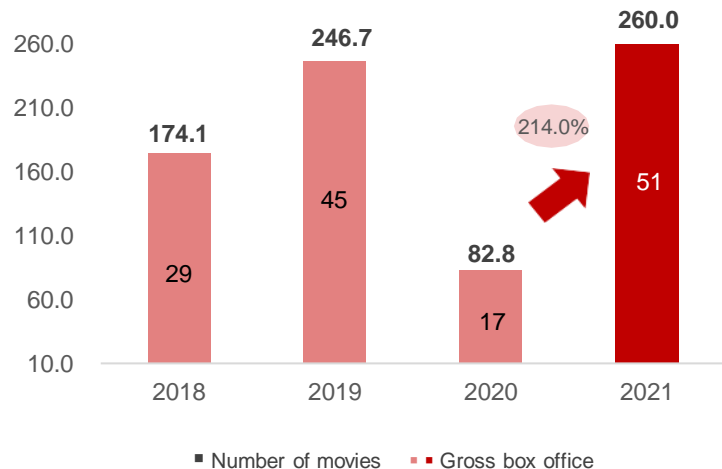
- Providing ticketing services for high-quality performances and events of various genres
- Continuing to explore new trends of entertainment, and invested & developed immersive food interactive drama "The Grand Expedition" (玩味探险家) and immersive escape room "Paramount" (百乐门-逆熵纪元)

Entertainment Content Services Achieved Breakthrough Growth

Selected FY2021 Movies Maoyan Participated in Production/distribution

(RMB 100mn)

Gross Box Office of Movies Maoyan Participated in Production/Distribution
(service fees included)



RMB **860** mn
The Warm Hug
温暖的抱抱



RMB **1,432** mn
A Little Red Flower
送你一朵小红花



RMB **1,035** mn
A Writer's Odyssey
刺杀小说家



RMB **4,523** mn
Detective Chinatown 3
唐人街探案3



RMB **5,413** mn
Hi, Mom
你好，李焕英



RMB **860** mn
The Sister
我的姐姐



RMB **1,190** mn
Cliff Walkers
悬崖之上



RMB **503** mn
1921



RMB **1,328** mn
Chinese Doctors
中国医生



RMB **1,329** mn
Raging Fire
怒火·重案



RMB **1,476** mn
My Country, My parents
我和我的父辈

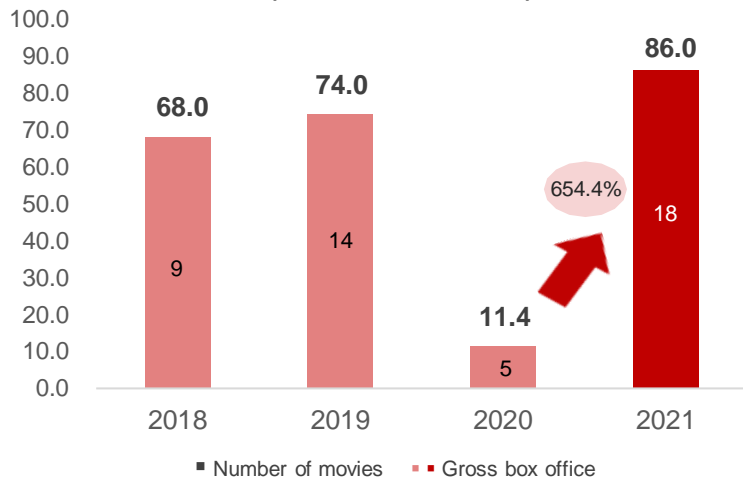


RMB **926** mn
Be Somebody
扬名立万

Enhanced Capabilities in Production/Distribution with Full Major Season Coverage

(RMB 100mn)

Gross Box Office of Movies for which Maoyan Acted as the Lead Distributor (service fees included)



- In 2021, both the number and gross box office of movies for which Maoyan acted as the lead distributor achieved record highs.

Maoyan was involved in 9 out of the top 10 on the 2021 domestic box-office chart, in self-production/promotion/distribution

New Year's Day

A Little Red Flower (送你一朵小红花) and **The Warm Hug (温暖的抱抱)** ranked 1st and 2nd respectively, contributing to approximately 70% of total box office for the period

Spring Festival

Maoyan participated in 5 out of the 7 movies released during the period, accounting for more than 94% of total box office in total. **Hi Mon (你好, 李焕英)** made the box office champion for the period, ranking as the third highest in China's domestic movie box office history

Qingming

The Sister (我的姐姐) topped the box office chart for the period

Labor Day

Movies including **Cliff Walkers (悬崖之上)** and **Once Upon a Time in Hong Kong (追虎擒龙)** performed well at the both box office and reputation

Summer Vacation

Chinese Doctors (中国医生), **Raging Fire (怒火·重案)** and **White Snake 2: Green Snake (白蛇2:青蛇劫起)** entered the Top 3 during the period

National Day

My Country, My Parents (我和我的父辈) and **Little Canned Men (皮皮鲁与鲁西西之罐头小人)** ranked 2nd and 3rd in the box office chart, respectively, for the period

New Year Holiday (贺岁档)

Fireflies in the Sun (误杀2), **Embrace Again (穿过寒冬拥抱你)**, **Be Somebody (扬名立万)**, **I Am What I Am (雄狮少年)** and **G Storm (反贪风暴5: 最终章)** made 5 of the top 6 movies during the period, together contributing more than 60% of the box office for the period

Significant Progress in Development of Maoyan's Self-Produced Movies

Maoyan has gradually established a professional movie and television self-production management system, continued to integrate resources and strengthened self-production capabilities. Its self-produced movies have performed well both in box office and reputation.

2020



After Back to the Wharf
风平浪静
November 2020

1 Released



2021



On Your Mark
了不起的老爸
June 2021

2 Released



Be Somebody
扬名立万
November 2021

& 20+ In Progress

- Dark horse for the annual box office chart
- Daily box office champion for consecutive days and the box office champion of the month
- Accumulated box office of RMB 926mn

Sustainable Growth in TV Drama and Quality Online Movies

Maoyan has established a professional team and a comprehensive operation system across development, filming and production. The released works have achieved success in terms of both word-of-mouth and box office.

Released



King of BBQ
烧烤之王

- ✓ Exclusively on Tencent Videos
- ✓ Revenue Split Exceeded RMB 15mn
- ✓ Gained Recognition in Both Box Office and Reputation

Filming Completed / To be Released Soon



Out of Court
庭外·落水者
庭外·盲区

- ✓ A Youku-Customized Series
- ✓ Legal Drama TV Series

Pipelines

Genius Go Talent
(天才棋手)
Beauty in Truth
(女为悦己者)
Love Me If You Dare
(服不服)
Heal Me
(我还没摁住她)
Legend of Dan Zhu
(问朱丹)
King of Hot GUO
(火锅之王)

In Production / More to come

Quality Services Provided across the Value Chain of Pan-entertainment Industry

Intelligent Promotion and Distribution Solutions



Intelligent Promotion and Distribution

Strategic Planning	Popularity Promotion (热度提升)
World-of Mouth Marketing	Real-Time Monitoring
Promotion and Distribution Tools	Box Office Boosting (票房助力)
Industry Reports	Publicity Ranking List (电影宣发榜)

Example

Real-Time Monitoring

- ✓ Real-Time Wish-List Gathering (实时想看)
- ✓ Real-Time Pre-Sale (实时预售)
- ✓ Real-Time Monitoring of Publicity Materials (实时物料监控)

Distribution Tools

Cloud Block Booking (云包场)	Promotion Red Packet (助力红包)
Movie Comparison	Movie Market Microscope Pro (影市显微镜)
Publicity Daily Report	Scheduling Assistant (排片助手)

Market Data Services

猫眼研究院 Maoyan Research Institute

- ✓ A leading data analysis platform in the pan-entertainment industry
- ✓ Data-driven insights and reports covering major seasons and special movie themes
- ✓ Multi-dimensional test screening research analysis across full value chain that empowers the development, production and distribution of the movies and TV dramas
- ✓ In 2021, Maoyan has served 50+ movies, including over 30% of all domestic movies with a box office exceeding RMB100 million each, as well as many imported titles



Data Analysis Platform

猫眼专业版

- ✓ Real-time, accurate and professional analysis of movie box office (Real-time box office monitoring, theater operating data analysis ...)
- ✓ Information sharing platform to improve movie production efficiency



Market Data Platform

猫眼智多星

- ✓ 24/7 real-time market data from thousand channels covering social media, long video platforms and short video platforms
- ✓ Multi-dimensional data application scenarios including market and industry analysis, AI script evaluation, and audience's behavioral study

Comprehensive and Integrated Online & Offline Marketing Channels

Online: Enriched marketing channel coverage



Offline: Extensive complementary extension

10_{mn+}
Exposures

460+
Universities

130+
Central Business Districts

48
Cities

11,000+
Theaters



Maoyan Entertainment