



Maoyan Entertainment

Company Presentation

September 2021

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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 centered horizontally across the middle of the image, containing the text "2021 Interim Results Highlights" in a bold, white, sans-serif font.

2021 Interim Results Highlights

2021H1 Maoyan Entertainment Performance Highlights

Financial Highlights

Revenue

RMB1,799.8mn

786.2% YOY Increase

Adjusted Net Profit

RMB484.2mn

Earnings Turnaround



Business Highlights

Online Entertainment Ticketing Services

Exceptional Recovery

876.4% YOY Revenue Increase

Movie Production and Distribution

Breakthrough Growth

RMB16.4bn Box Office Coverage

Promotion and Distribution Services

Continuously Expanded Coverage

100% Major-Season movies

User Reach

6 Main Online Access Portals

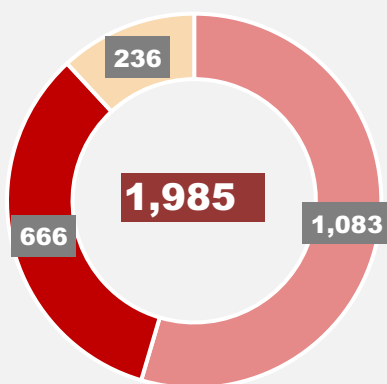
1bn+ Users

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 streaks of light in shades of yellow, orange, and purple. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "2021H1 Financial Overview" in white, bold, sans-serif font.

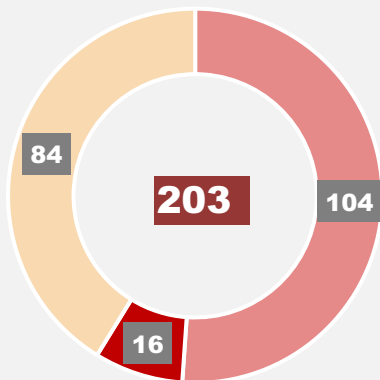
2021H1 Financial Overview

Revenue Recovery with Breakthrough Growth in Entertainment Content Services

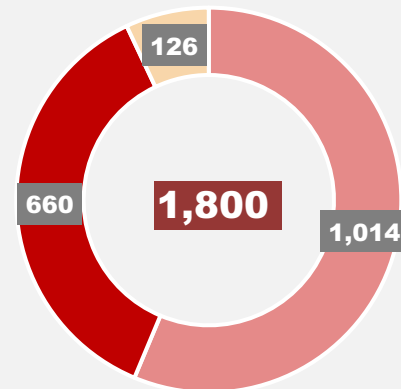
(RMB 100mm)



2019H1




2020H1



2021H1

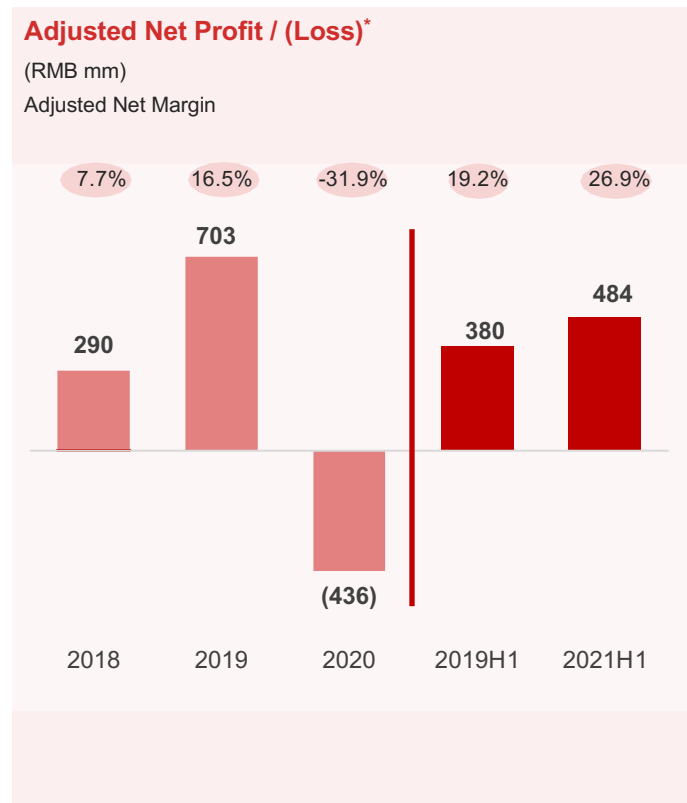
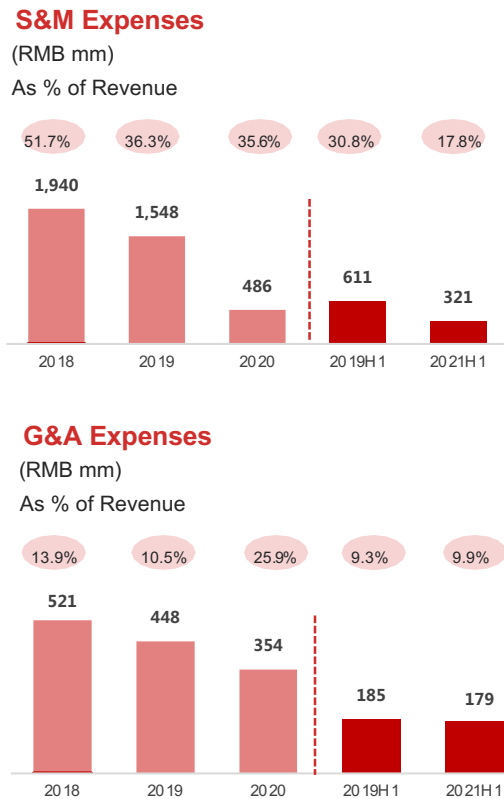
- Total Revenue
- Online Entertainment Ticketing Services
- Entertainment Content Services
- Advertising Services and Others

Total revenue rebounded significantly from last year, nearly returning to 2019 levels.

- Online entertainment ticketing services: 6.4% lower than 2019H1 (while China's gross box office decreased by 12.0% than 2019H1)
- Entertainment content services: contribution to total revenue continued to  from 33.5% in 2019H1 to **36.7%**

Earnings Turnaround with sustainable Profitability Improvement

- 1 Exceptional Revenue Recovery
- 2 Continuous Cost Control and Efficiency Improvements
- 3 Significant Improvement in Net Margin

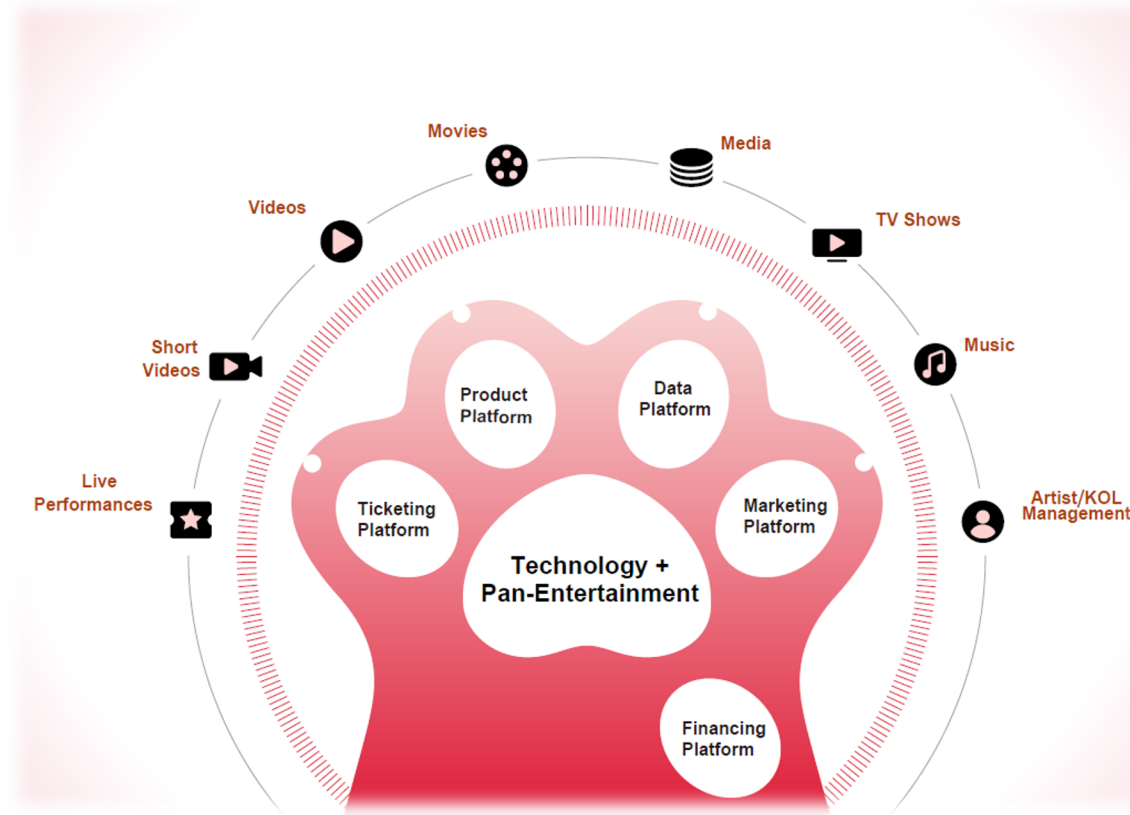


* Note: We defined adjusted net profit/(loss) for the six months adjusted by adding back share-based compensation and amortization of intangible assets resulting from business combinations.

A vibrant night scene featuring a large crowd of people in silhouette, many with their arms raised in celebration. The sky is filled with a spectacular display of fireworks in shades of purple, orange, and yellow. A semi-transparent dark grey banner is centered over the image, containing the text "2021H1 Business Overview" in a bold, white, sans-serif font.

2021H1 Business Overview

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

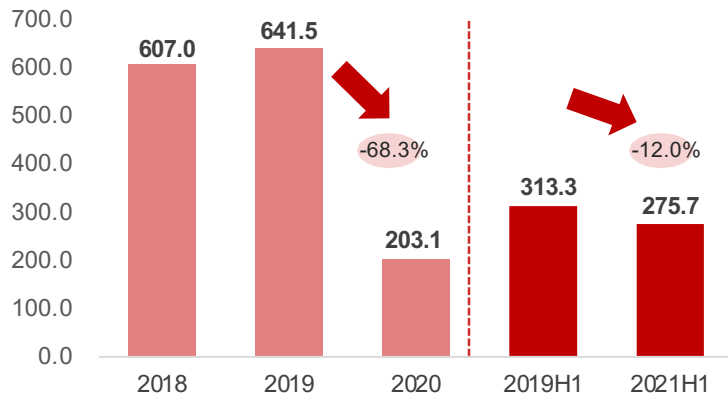


Adhering to the core strategy, Maoyan responded effectively to the impact of the COVID-19 pandemic, demonstrating its improved profitability and enhanced business resilience.

Robust Market Recovery and a Significant Rebound in Maoyan's Online Entertainment Ticketing Business

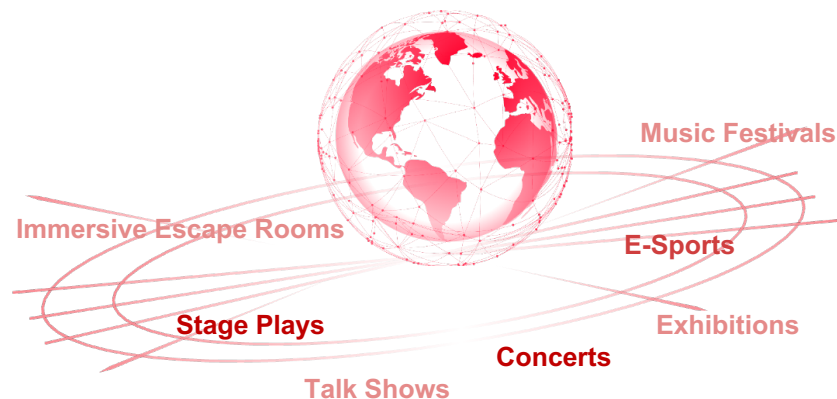
(RMB 100mm)

Domestic Gross Box Office
(service fees included)



- China's movie market continued to recover in 2021H1.
- China's box office performance during the 2021 New Year's Day, Spring Festival, Qingming, and Labor Day holidays was stronger than that in comparable periods during 2019.

Steady Recovery of Live Entertainment Ticketing Market

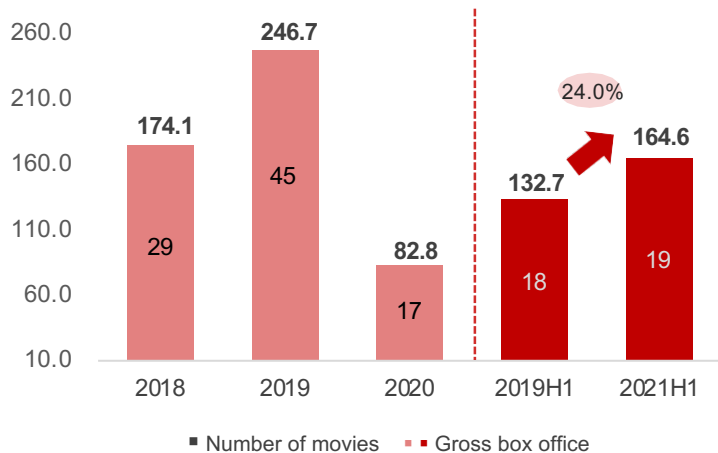


- Maoyan provided ticketing services for **20,000+** projects from Q1 to Q3 of 2021, over **20%** growth compared with the same period in 2019, despite the absence of large-scale concerts.

Entertainment Content Services Achieve Breakthrough Growth

Selected 2021H1 Movies Maoyan Participated in Production/Distribution

(RMB 100mm) **Gross Box Office of Movies**
Maoyan Participated in Production/Distribution
(service fees included)



RMB **451** mn

Dream of Eternity
晴雅集



RMB **864** 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 **273** mn

The Yinyang Master
侍神令



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 **595** mn

Bonnie Bears: The Wild Life
熊出没-狂野大陆



RMB **5,413** mn

Hi, Mom
你好，李焕英



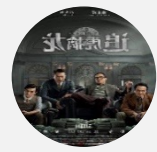
RMB **860** mn

The Sister
我的姐姐



RMB **1,190** mn

Cliff Walkers
悬崖之上



RMB **243** mn

Once Upon a Time
in Hong Kong
追虎擒龙



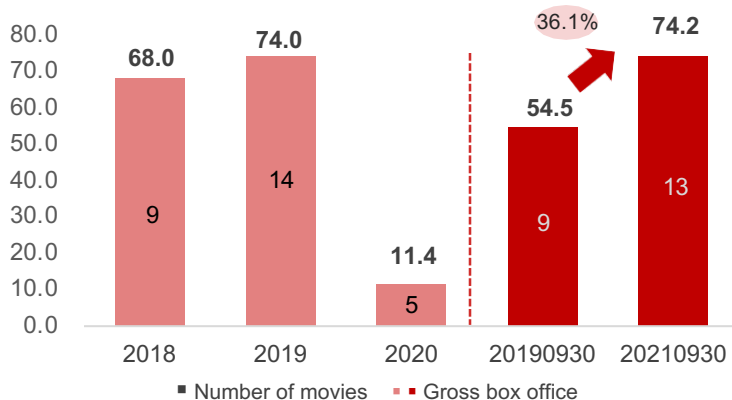
RMB **148** mn

On Your Mark
了不起的老爸

Leading Player in the Entertainment Industry

(RMB 100mm)

**2018-2021Q3 Gross Box Office of Movies
Maoyan Acted as the Lead Distributor**



- From Q1 to Q3 of 2021, gross box office of movies with Maoyan as the lead distributor was **136.1%** of the total box office in the corresponding period of 2019.

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 at the box office respectively, contributing to approximately **70%** of total box office in the period

Spring Festival

Maoyan participated in 5 out of the 7 movies released during this period, accounting for more than **94%** of total box office

Qingming

The Sister (我的姐姐), a movie that Maoyan participated in the production, was the **No.1** at the box office during this period

Labor Day

Movies including **Cliff Walkers (悬崖之上)** and **Once Upon a Time in Hong Kong (追虎擒龙)** achieved excellent performances

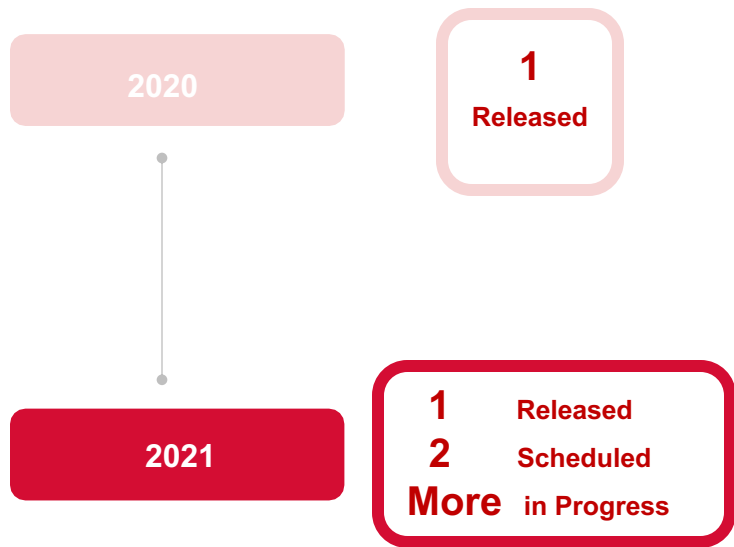


Maoyan acted as the producer and lead distributor of 'Hi, Mom'

- ✓ Recorded a box office of more than RMB5.4bn
- ✓ Being the highest-grossing movie during the 2021 Spring Festival
- ✓ Ranked 2nd historically in terms of domestic movie box office performance

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.



After Back to the Wharf
风平浪静
November 2020



On Your Mark
了不起的老爸
June 2021



A Film Is Born
扬名立万
Release Scheduled:
Nov. 11, 2021



Fire On The Plain
平原上的火焰
Release Scheduled:
Dec. 24, 2021



The Woman in the Storm
我经过风暴
In Progress



flaming Cloud
三贵情史
In Progress



Game Start
天才游戏
In Progress



More to come

TBC

Highly Valuable Services Empowering the Entertainment Industry

Intelligent Promotion and Distribution Solutions



Intelligent Promotion and Distribution

Industry Reports	Real-Time Monitoring
World-of Mouth Marketing	Strategic Planning
Popularity Increasing (热度提升)	Publicity Ranking(宣发龙虎榜)
Promotion and Distribution Tools	Box Office Boosting (票房助力)

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

Daily Reports	Movie Headlines
Movie Comparison	Scheduling Calendar
Scheduling Assistant	One-Click Block Booking (一键包场)

Market Data Services



Data Analysis Platform

- ✓ Leading analysis platform in the entertainment industry
- ✓ Data-driven insights based on deep and multi-dimensional analysis of market environment, script evaluation, actor matching, and planning of promotion and distribution



Market Data Platform

- ✓ Real-time, accurate and professional analysis of movie box office
- ✓ Information sharing platform to improve the production efficiency of movies
- ✓ 24/7 real-time updates from over a thousand media data sources.
- ✓ Multi-dimensional data applications including market and industry analysis, AI script evaluation, and target consumer behavioral study.



Entertainment Database

Content
Actors

Industry Participants
Entertainment users

Strong and Integrated Online & Offline Marketing Platforms

Online: Extensive marketing resources



Offline: Fully integrated marketing resources

10_{mn+}
Exposures

460+
Universities

130+
Central Business Districts

48
Cities

11,000+
Cinemas



Maoyan Entertainment