

Maoyan Entertainment



FY2022 Company Presentation

March 2023

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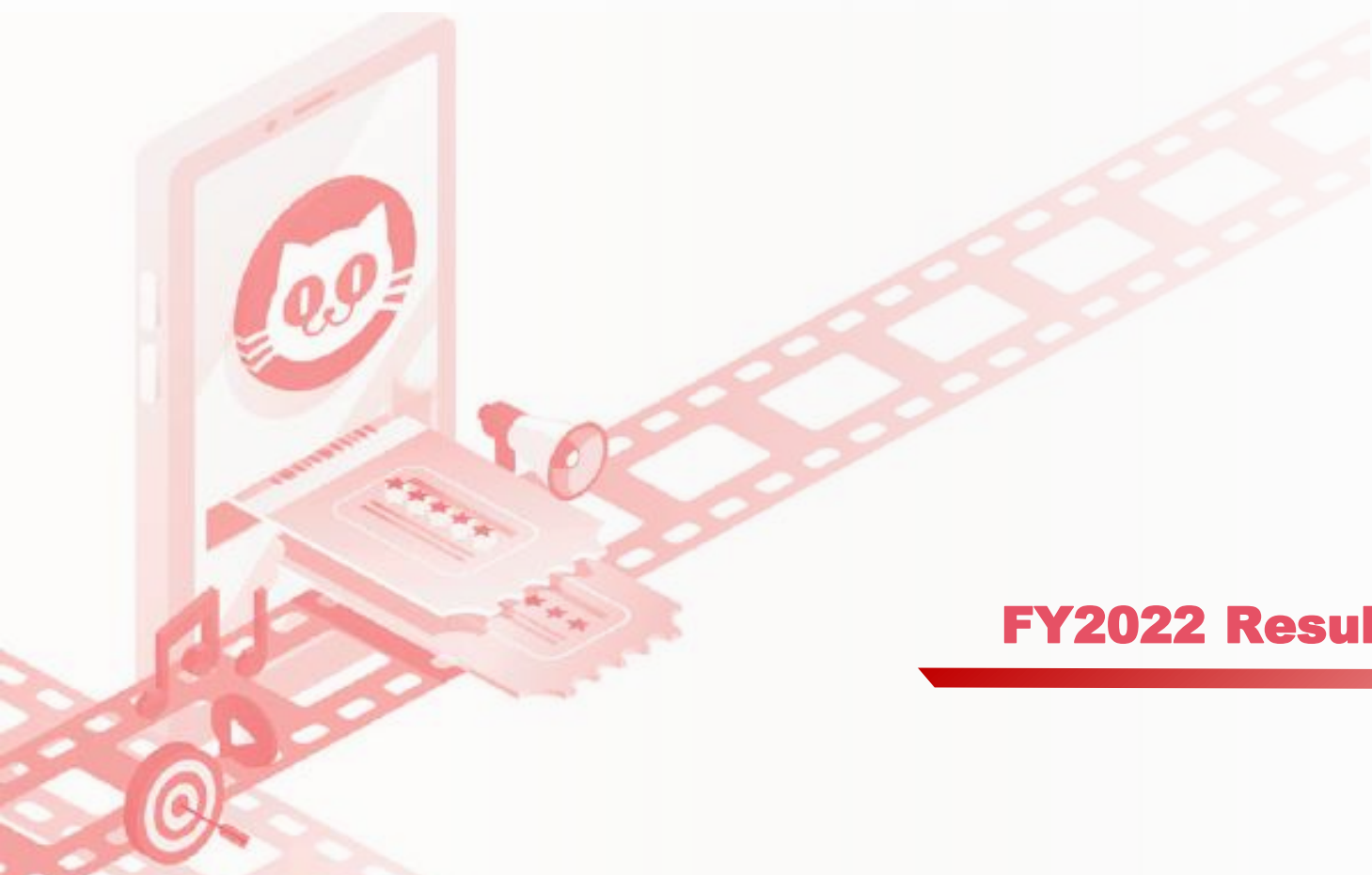
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FY2022 Results Highlights

FY2022 Maoyan Entertainment Performance Highlights

Financial Highlights

Revenue

RMB2,320 mn

Optimized Revenue Structure

Adjusted Net Profit

RMB233 mn

Achieved Sustainable Profitability



Business Highlights

Entertainment Content Services

Continuous Growth

RMB1,114 mn in Revenue

Movie Production/Distribution

Contributed **> 50%**

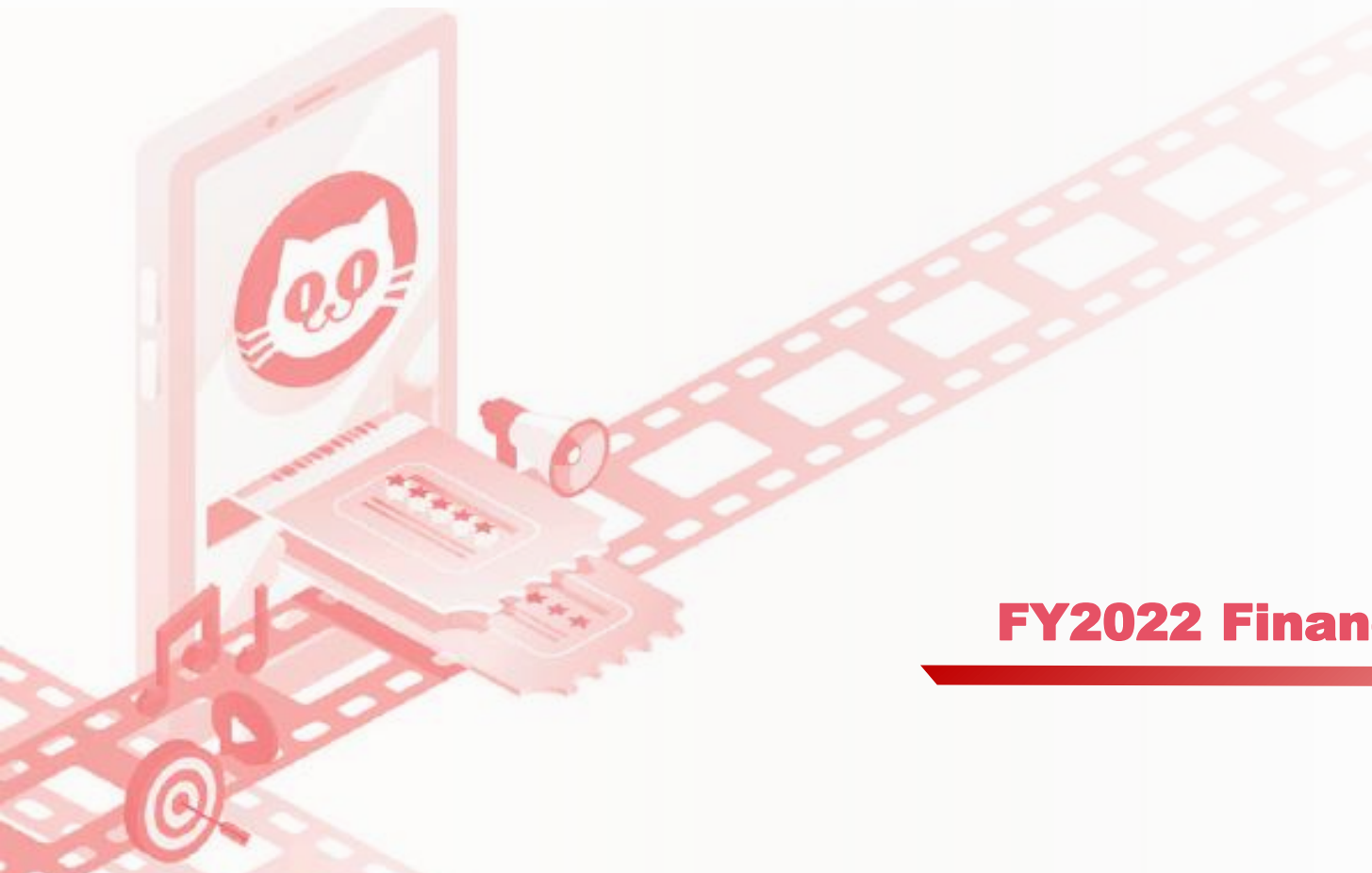
of Domestic Movie Market's Box Office

Promotion & Distribution Services

Further Enhanced Capabilities
“Real-time Promotion & Distribution”

Live Entertainment Business

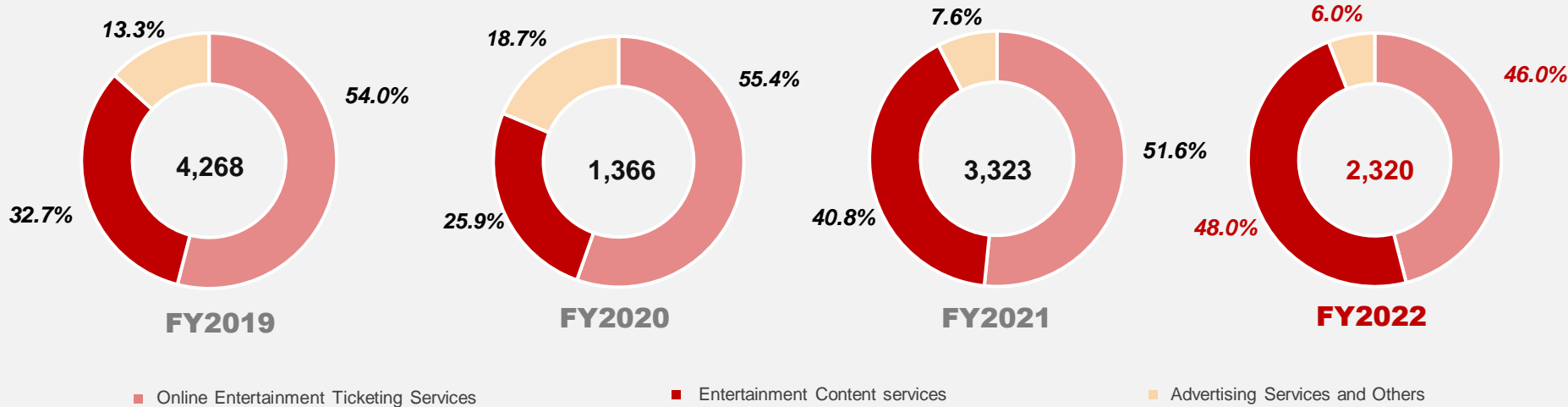
from Ticketing to Production &
Exploration in Overseas Markets



FY2022 Financial Highlights

Ongoing Revenue Structure Optimization: Entertainment Content Services Became the Top Revenue Contributor for the First Time

(RMB million)



- **Entertainment Content Services** % of Revenue



40.8% to 48.0%

- **Online Entertainment Ticketing Services** % of Revenue



51.6% to 46.0%

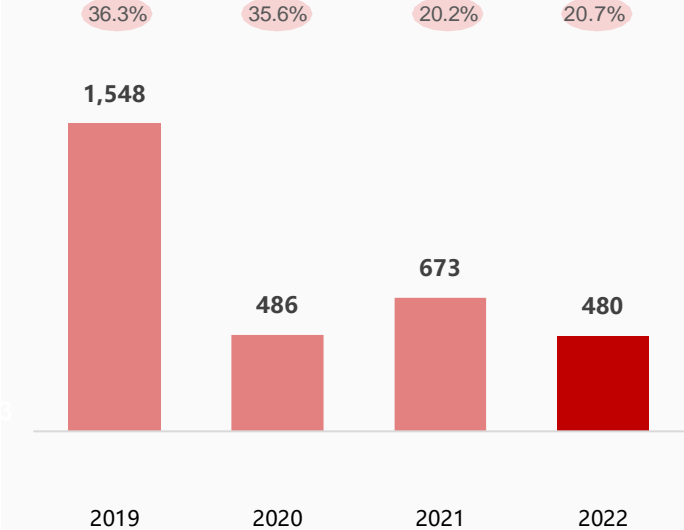
Solid Financial Performance

S&M Expenses

(RMB million)

As a % of Revenue

Prudent Cost Control

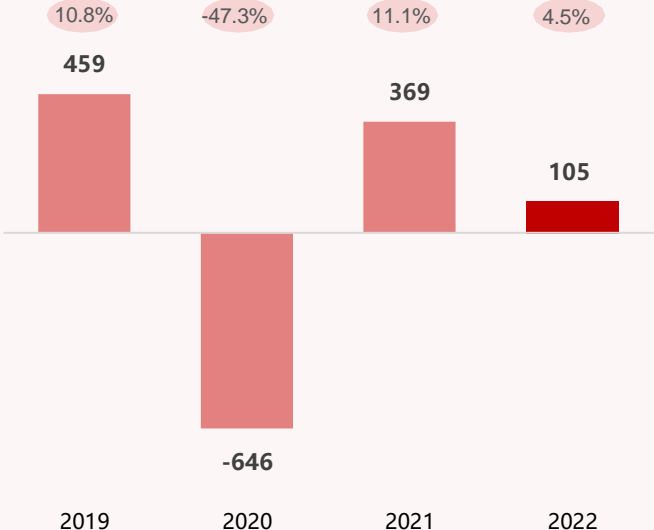


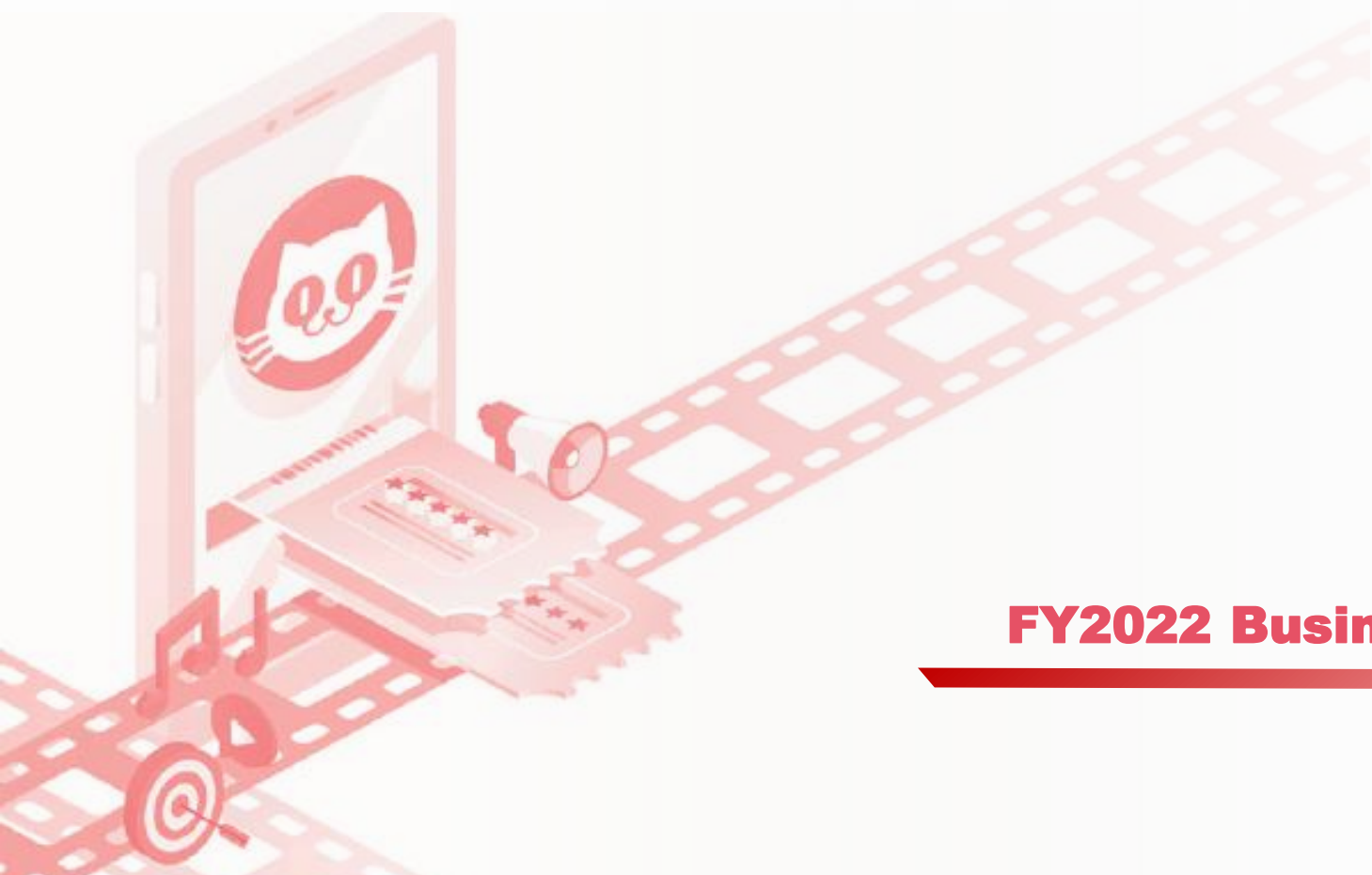
Net Margin

(RMB million)

As a % of Revenue

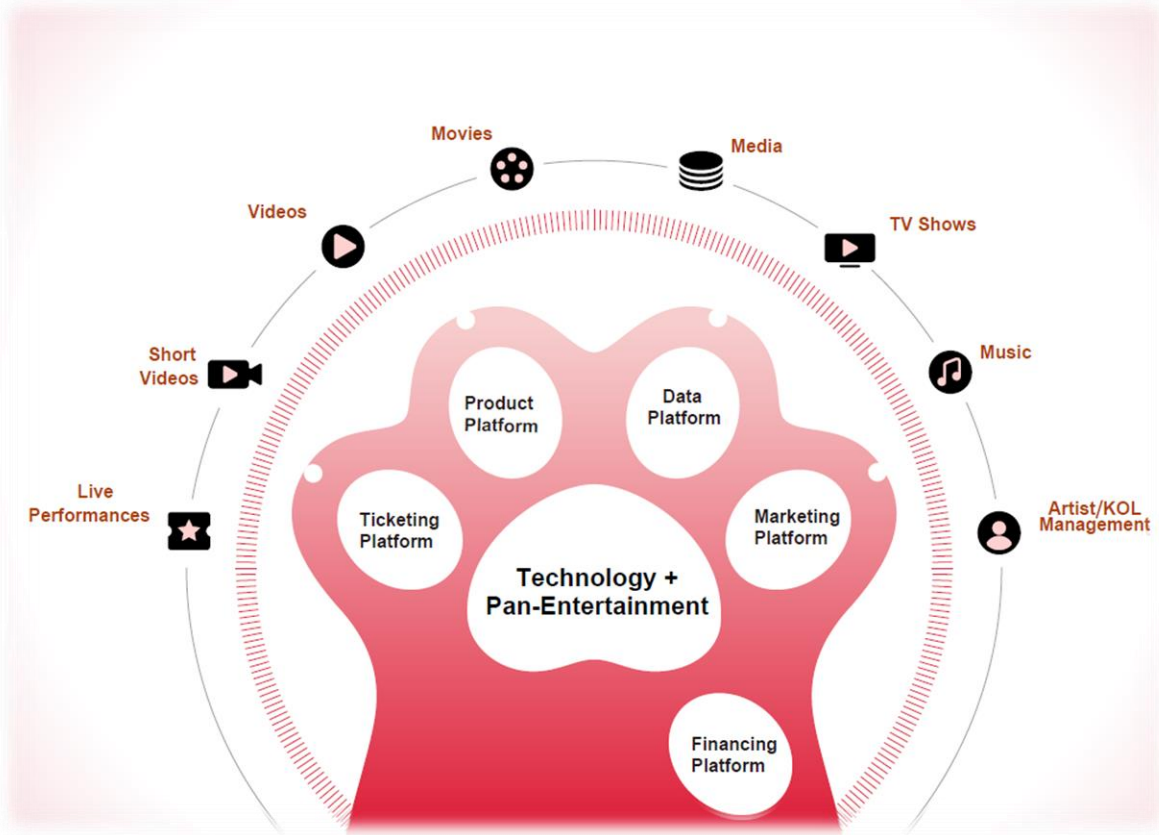
Sustainable Profitability





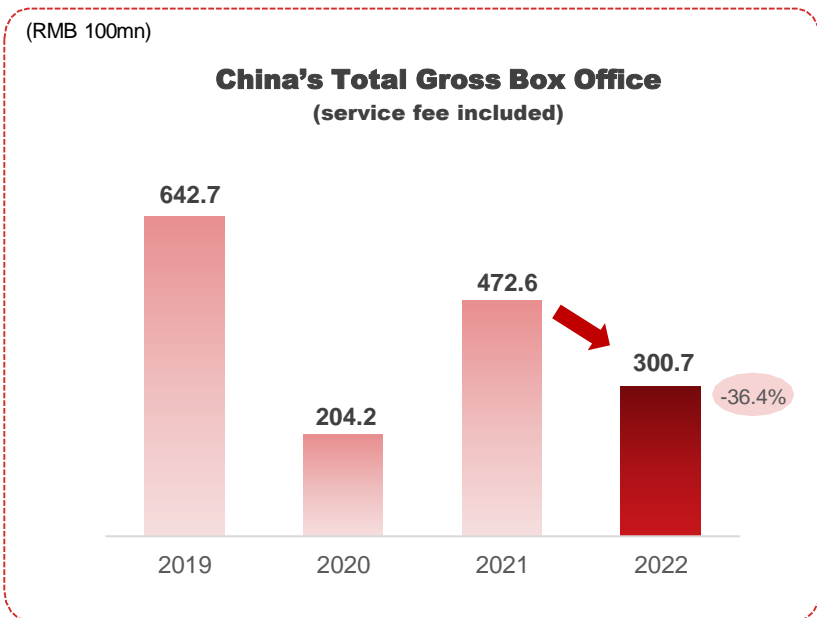
FY2022 Business Overview

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



Adhering to its core strategy, Maoyan continued to grow across diversified business lines with enhanced business resilience and growth momentum

Online Ticketing Business Remained Resilient in the Face of Industry-wide Challenges Posed by the Pandemic



The market has recovered significantly since December 2022, with the 2023 Spring Festival season box office reaching its second-highest level in the history of China's movie industry

Online Ticketing Services Maintained its Market Leading Position

- Enhanced platform service capabilities, well-managed operating costs; improved service efficiency
- Deepened strategic cooperation with Tencent and Meituan
- Launched a variety of new marketing functions
- Continued to address the needs of the industry and make valuable contributions
 - ✓ 12th Beijing International Film Festival
 - ✓ 4th Hainan Island International Film Festival
 - ✓ 9th Silk Road International Film Festival

Ongoing Exploration of Live Entertainment Business

Sustainable Growth in Live Entertainment



Both box office and audience numbers for commercial performances during the 2023 Spring Festival season recovered to approximately **80%** of those in 2019

Active exploration & advancement in the production of immersive entertainment events and IP development



The Grand Studio
Shanghai

玩味制片厂·上海



The Grand Expedition
Shanghai & Shenzhen

玩味探险家·上海/深圳



Mingzhuchuanqi
Shanghai

明珠传奇·上海



A Film Is Born
Shanghai

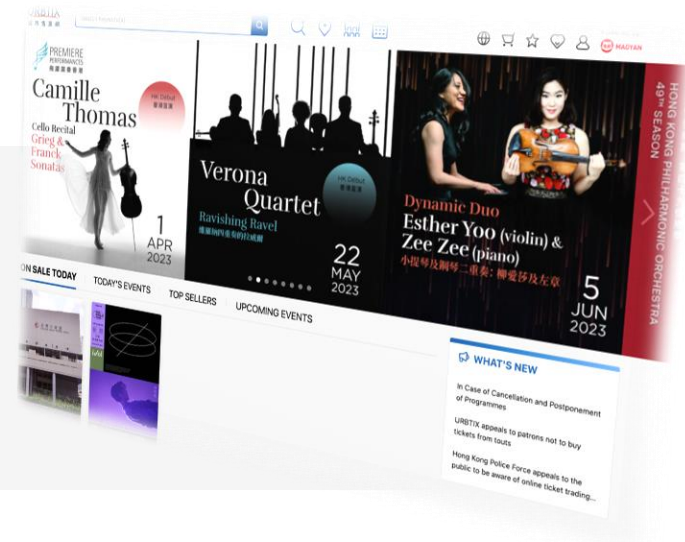
扬名立万·上海

Exploration of Markets Outside Mainland China

Hong Kong

We established a partnership with **Hong Kong Urban Ticketing System (URBTIX)** to provide technical and operational services in Hong Kong, covering all events and performances across the city

The new ticketing system with higher capacity we developed for URBTIX went live in **December 2022**



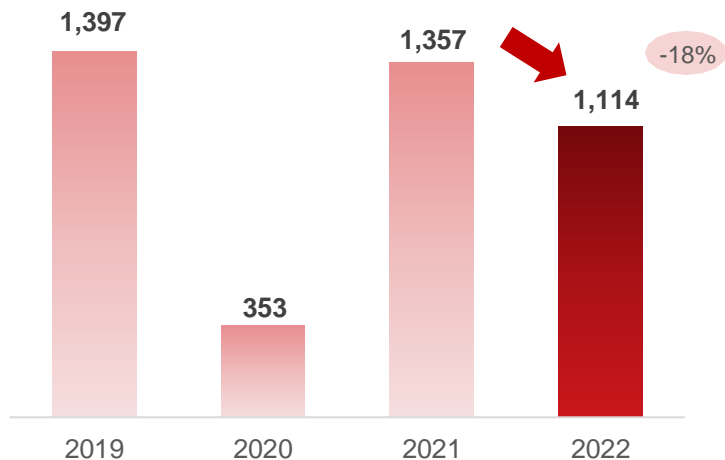
<https://www.urbtix.hk>

Launched in 1984, URBTIX (Urban Ticketing System) provides one-stop ticketing services mainly to hirers or event presenters and audiences of the Leisure and Cultural Services Department performance venues. Customers are served by a full range of ticketing services through counter booking and self-service ticketing kiosks at outlets located in different districts of Hong Kong, as well as Internet, mobile ticketing app (Android and iPhone/iPad versions) and telephone booking services.

Solid Growth in Entertainment Content Services Amid Market Contraction

(RMB mn)

Revenue of Entertainment Content Services



Became the Largest Revenue Driver for the First Time

- Revenue outperformed the market's box office on a year-on-year basis (-18% vs. -36%)
- Leading the industry in both the box office and the number of movies that Maoyan participated in
- ✓ Coverage rate of the total box office of released domestic movies remained at > 50% of the entire market
- ✓ Proportion of quantity and GMV of the top 10 domestic movies in which Maoyan participated continued to align with that of 2021, even significantly exceeding pre-pandemic levels

Enhanced Coverage over Top-tier Movies Released During Major Seasons

Selected Productions Involving Maoyan in 2022 (Jan to Dec)

New Year's Day



RMB **936** mn

Embrace Again
穿过寒冬拥抱你

Box-Office Champion



RMB **628** mn

G Storm
反贪风暴5: 最终章
Box-Office 2nd Place

Spring Festival



RMB **2,627** mn

Too Cool To Kill
这个杀手不太冷静

Box-Office 2nd Place

RMB **977** mn

Boonie Bears: Back
To Earth
熊出没·重返地球



RMB **542** mn

Only Fools Rush In
四海

Summer Holiday



RMB **3,103** mn

Moon Man
独行月球

Box-Office Champion

RMB **1,712** mn

Lighting Up The Stars
人生大事

Box-Office 2nd Place



RMB **679** mn

Warriors of Future
明日战记

National Day



RMB **1,593** mn

Home Coming
万里归途

Box-Office Champion



RMB **547** mn

Give Me Five
哥，你好
Box-Office 3rd Place

2023: Steady Improvement in Self-Production/Promotion & Distribution Capabilities with Abundant Content Reserve

In the 2023 Spring Festival season, Maoyan was involved in 4 out of the 6 movies as either distributor, producer or both



Full River Red

满江红

Producer & Lead-distributor

- ✓ Accumulated box office exceeding RMB4.5 billion
- ✓ 2023 Spring Festival season champion
- ✓ Ranked No.6 in China's movie history



The Wandering Earth II

流浪地球2



Boonie Bears: Guardian Code

熊出没·伴我“熊芯”



Five Hundred Miles

交换人生

Selected Movies to be Released



Godspeed

人生路不熟



Born to Fly

长空之王



Never Say Never

八角笼中



The Woman in the Storm

我经过风暴



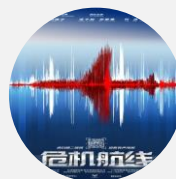
Papa

学爸



Castle in the Sky

天空之城



High Forces

危机航线



The Goldfinger

金手指



Who's the Suspect

拯救嫌疑人

Quality Services Provided across Pan-entertainment Industry Value Chain

Intelligent Promotion and Distribution Solutions



Intelligent Promotion and Distribution

Strategic Planning	Popularity Promotion (热度提升)
Word-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 (实时预售排片)
- ✓ Real-Time Monitoring of Publicity Materials (实时物料监控)
- ✓ Real-Time Trending List (实时热搜)

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



Data Analysis Platform

- ✓ Leading data analysis platform in the pan-entertainment industry
- ✓ Data-driven insights and reports covering major seasons and special movie themes

 猫眼专业版



Market Data Platform

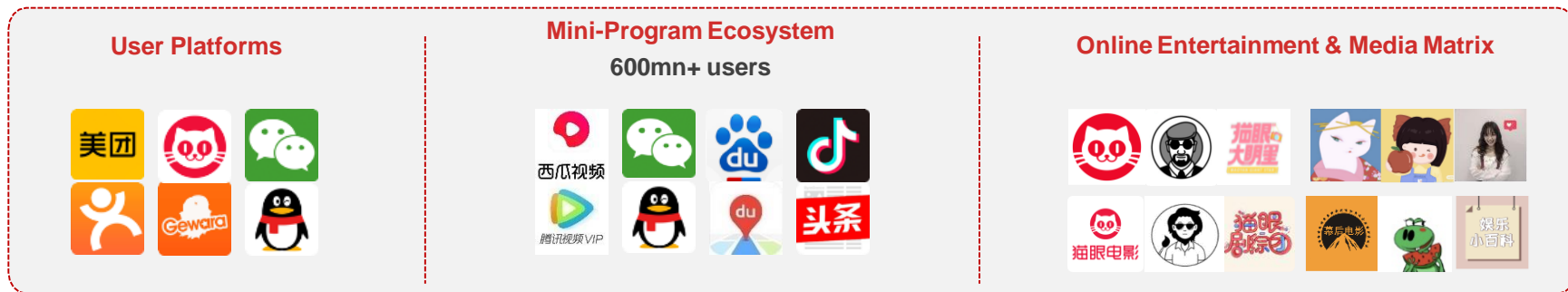
- ✓ Real-time, accurate and professional analysis of movie box office
- ✓ The box office chart now covers data from across major countries and regions worldwide
- ✓ The promotion/distribution chart has been upgraded to cover 8 major trending lists across Weibo, Douyin and Kuaishou

 猫眼智多星

- ✓ 24/7 real-time market data from thousands of 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 behavior study

Comprehensive and Integrated Online & Offline Marketing Channels

Online: Enriched marketing channel coverage



Offline: Extensive complementary extension

10_{mn+}
Exposures

460+
Universities

290+
Central Business Districts

70
Cities

11,600+
Theaters



Maoyan Entertainment