

# Maoyan Entertainment



## 2022H1 Company Presentation

August 2022

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## **2022H1 Results Highlights**

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# 2022H1 Maoyan Entertainment Performance Highlights

## Financial Highlights

Revenue

**RMB1,191.4mn**

Solid Performance

Adjusted Net Profit

**RMB233.7mn**

Resilient Profitability



## Business Highlights

Entertainment Content Services

Outperformed Industry

**RMB533.4mn** in Revenue

Movie Production / Distribution

Industry-Leading Position

**15 Movies** Released

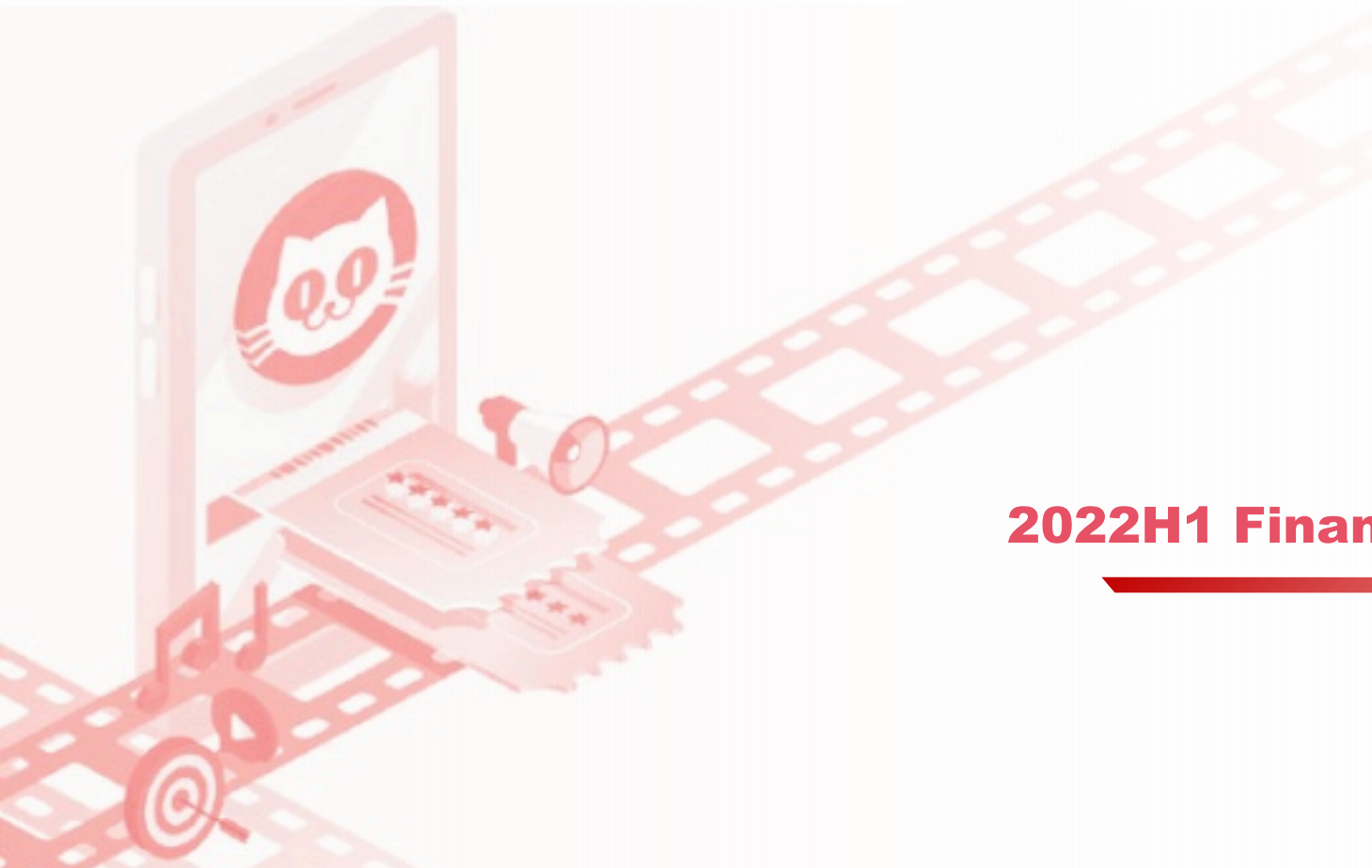
Promotion & Distribution Services

Extensive Coverage  
Covering Most Domestic Movies grossing

**RMB100 mn+**

Live Entertainment Business

Refined Operations  
Breakthrough **GMV** Growth Achieved  
in Certain Verticals

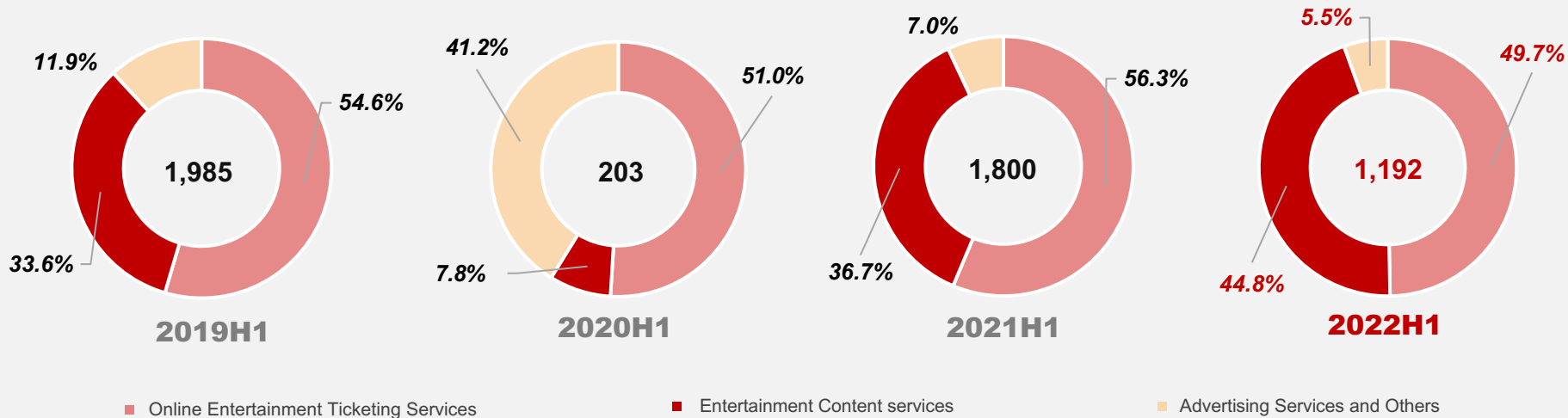


## **2022H1 Financial Highlights**

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# Ongoing Revenue Structure Optimization

(RMB million)



**Entertainment Content Services** % of Revenue



36.7% to 44.8%

**Online Entertainment Ticketing Services** % of Revenue



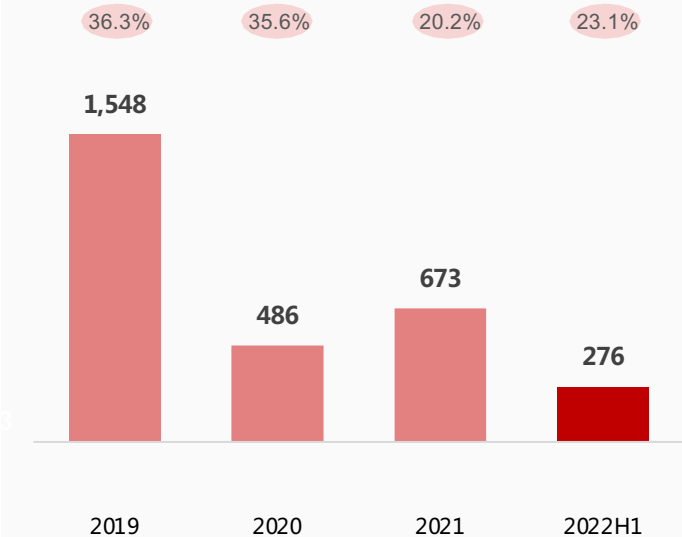
56.3% to 49.7%

# Demonstration of Resilient Profitability

## S&M Expenses (RMB million)

As a % of Revenue

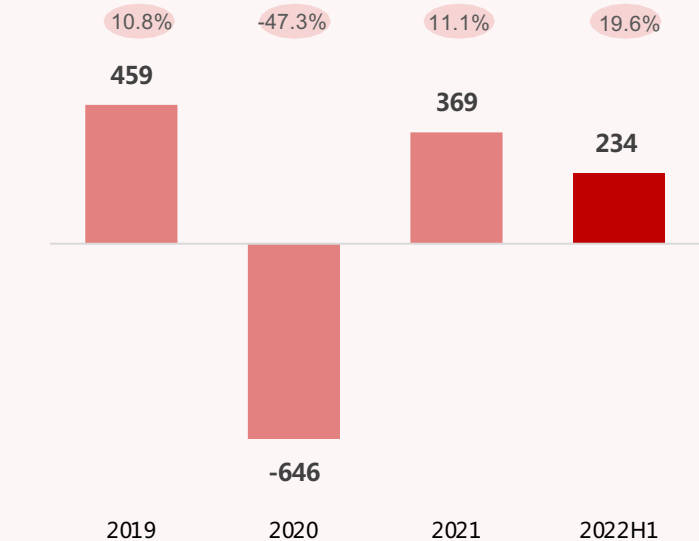
### Prudent Cost Control

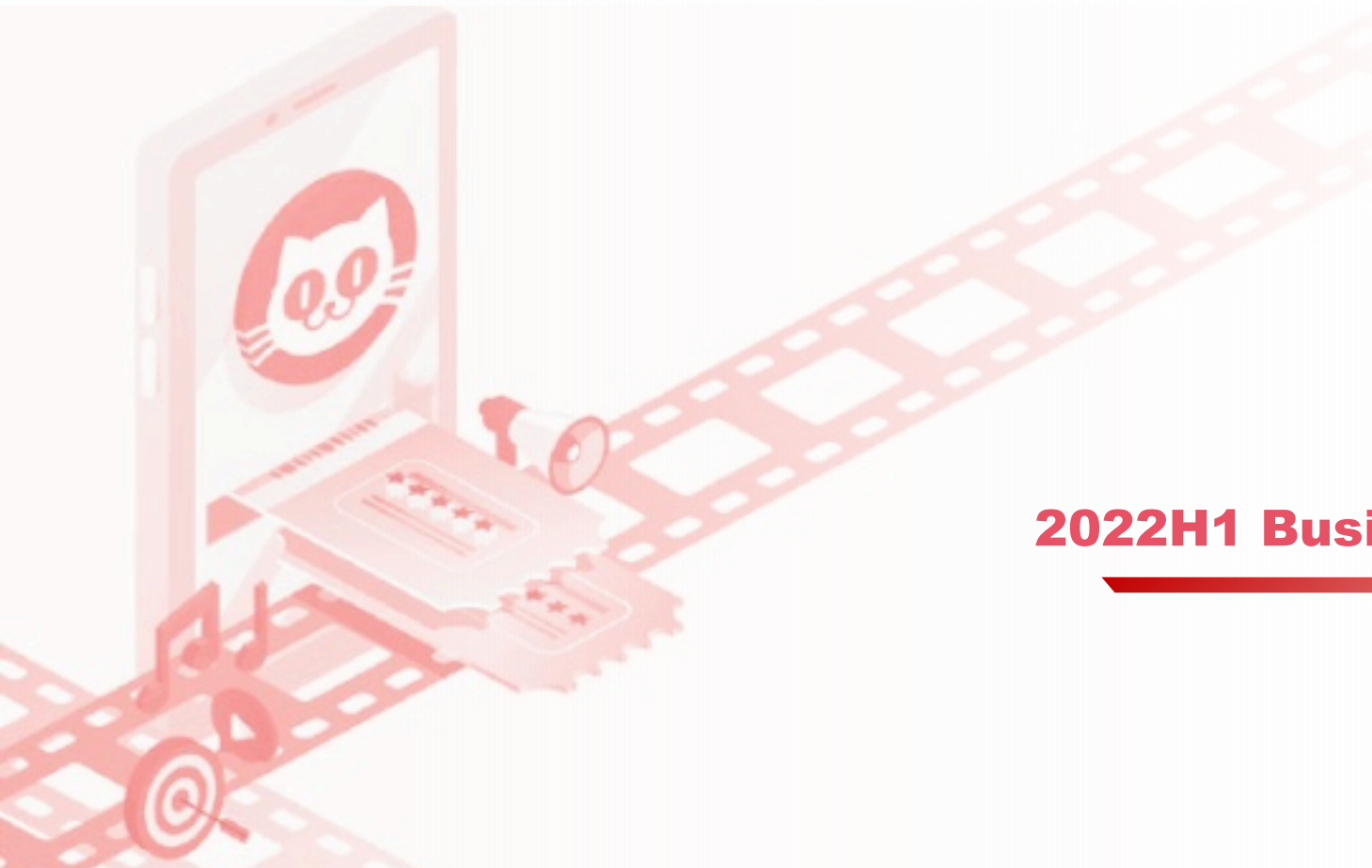


## Adjusted Net Margin (RMB million)

As a % of Revenue

### Solid Net Margin



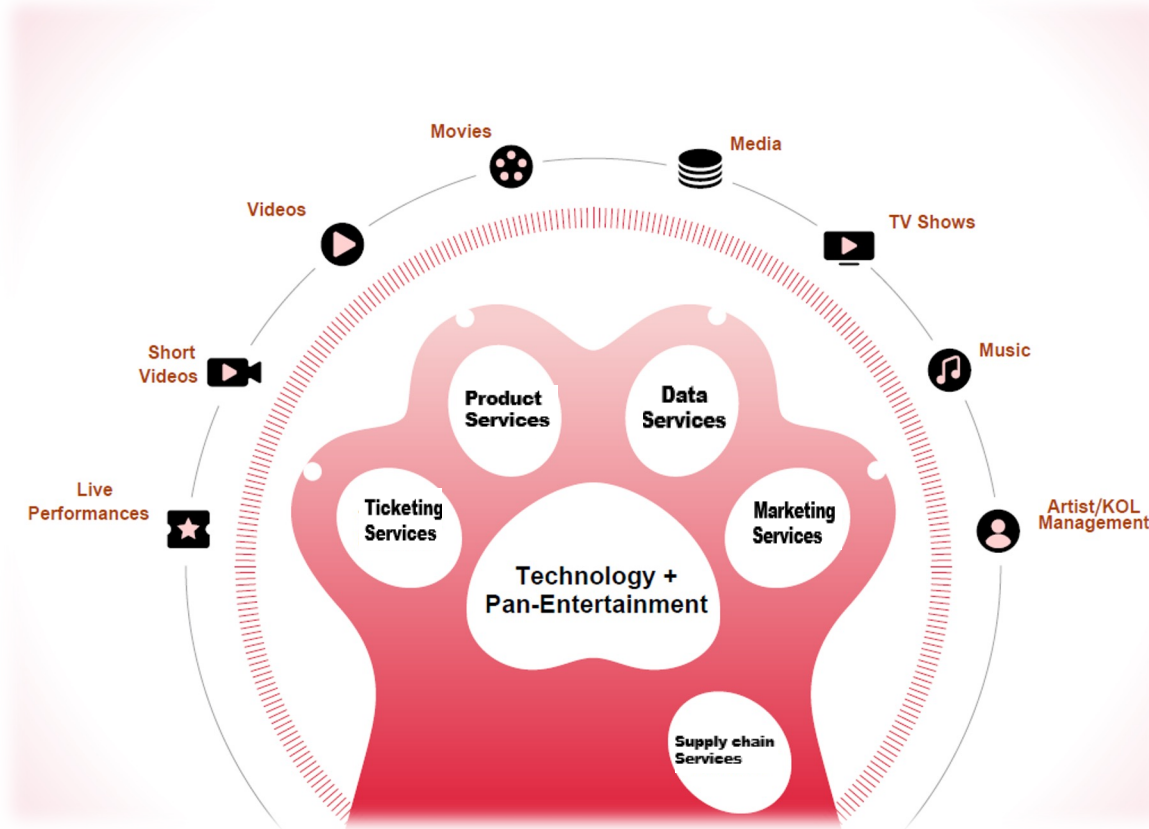


## 2022H1 Business Overview

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

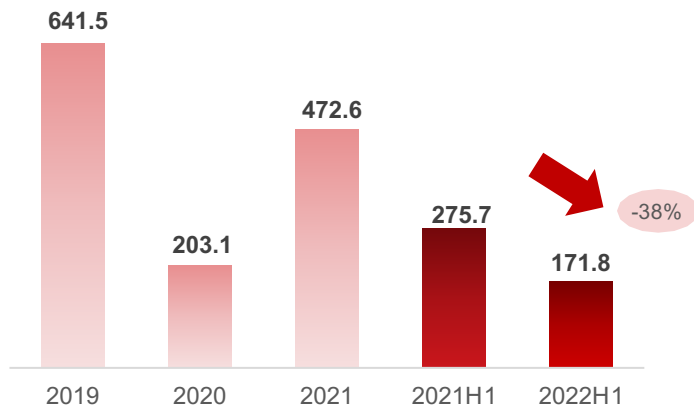


**Adhering to its core strategy, Maoyan continued to grow across diversified business lines with enhanced business resilience, further demonstrating its profitability capability**

# Rapid Recovery of Online Ticketing Business Following Market Rebound

(RMB 100mn)

## China's Total Gross Box Office ( service fee included )



Summer-holiday box office grew 24% compared with 2021H1 alongside the market recovery since June

- **Maintained our industry leadership**
- Continuously strengthened service capabilities, well-managed costs and expenses

## Breakthrough Growth in Live Entertainment Ticketing

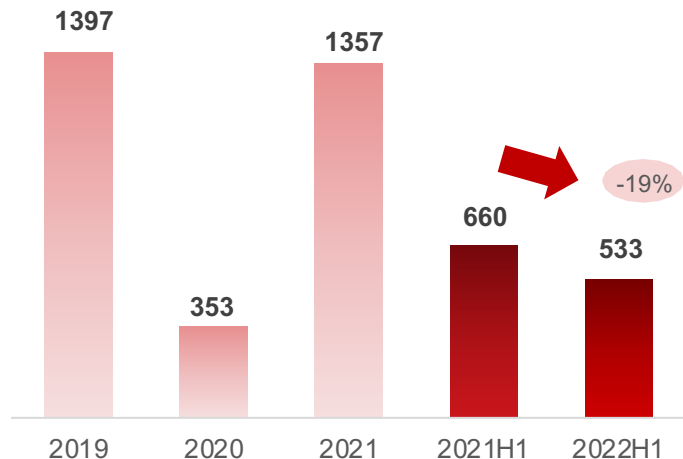


- Refined operations
- Breakthrough growth in verticals such as talk shows, family shows and immersive theaters. **The GMV of talk shows tripled** compared with 2021H1

# Strong Performance in Entertainment Content Services

(RMB mn)

## Revenue of Entertainment Content Services



## Content Services in 2022H1

- Revenue outperformed the market's box office on a year-on-year basis (-19% vs. -38%)
- Leading the industry in both box office and number of movies Maoyan participated in (Produced/distributed 15 movies, including 6 of which Maoyan acted as a lead distributor)
- Continued to enhance involvement in top-tier movies released during major seasons

# Enhanced Coverage over Top-tier Movies Released During Major Seasons

## Selected Productions Maoyan Involved in (2022 01-08)

### New Year's Day



RMB **936** mn  
Embrace Again  
穿过寒冬拥抱你  
Box-Office Champion

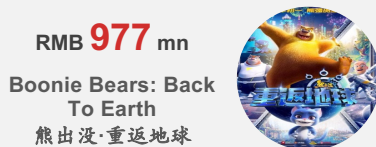


RMB **628** mn  
G Storm  
反贪风暴5: 最终章  
Box-Office 2<sup>nd</sup> Place

### Spring Festival



RMB **2,627** mn  
Too Cool To Kill  
这个杀手不太冷静  
Box-Office 2<sup>nd</sup> Place



RMB **542** mn  
Only Fools Rush In  
四海

### Valentine's Day & Dragon Boat Festival



RMB **135** mn  
My Blue Summer  
暗恋·橘生淮南  
Dragon Boat Festival  
Box-Office Champion



RMB **110** mn  
0.1% World  
好想去你的世界爱你

### Summer Holiday



RMB **2,895** mn  
Moon Man  
独行月球  
Box-Office Champion



RMB **623** mn  
Warriors of Future  
明日战记

# Continuous Improvement in Self-Production/Promotion/Distribution Capabilities

## Significant Progress in Self-Produced Movies



Be Somebody  
扬名立万  
November 2021

- Box office of RMB 930mn
- Daily box office champion for consecutive days and the box office champion of November
- Won an aggregate of 7 awards and nominations in 2022 Hundred Flowers Awards and Huading Awards



After Back to the Wharf  
风平浪静  
November 2020



On Your Mark  
了不起的老爸  
June 2021

## Selected Movies to be Released



Give Me Five  
哥，你好



Victims  
被害人



Post Truth  
保你平安



Hero  
世间有她



Better Man  
绝望主夫



Full River Red  
满江红



Too Beautiful To Lie  
请别相信她



The Procurator  
检察风云



Journey to the West  
宇宙探索编辑部

# 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)

#### 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
- ✓ Multi-dimensional test screening research analysis across the full value chain, empowering the development, production and distribution of movies and TV dramas
- ✓ In 2021, Maoyan contributed to 50+ movies, including over 30% of all domestic movies with a box office exceeding RMB100 million each, as well as many imported titles

### 猫眼专业版



#### Market Data Platform

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

### 猫眼智多星

- ✓ 24/7 real-time market data from a thousand 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, Integrated Online & Offline Marketing Channels

## Online: Enriched marketing channel coverage



## Offline: Extensive complementary extension

**10<sub>mn+</sub>**  
Exposures

**460+**  
Universities

**130+**  
Central Business Districts

**48**  
Cities

**11,000+**  
Theaters



**Maoyan Entertainment**