

FY2023 Company Presentation

April 2024



Maoyan Entertainment

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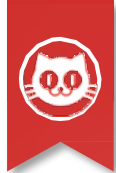
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FY2023 Results Highlights



FY2023 Maoyan Entertainment Performance Highlights

Financial Highlights

Revenue

RMB4.76 bn

Record High for the Period

Adjusted Net Profit

RMB1.03 bn

Over 3 Times YoY Increase



Business Highlights

Entertainment Content Services

RMB2.30 bn Record High Revenue

Online Entertainment Ticketing Services

RMB2.26 bn Record High Revenue

Lead-Distributed

30 Domestic Movies

Set new records in the cumulative box office

Progress in New Initiatives

Overseas + **AI** Technology

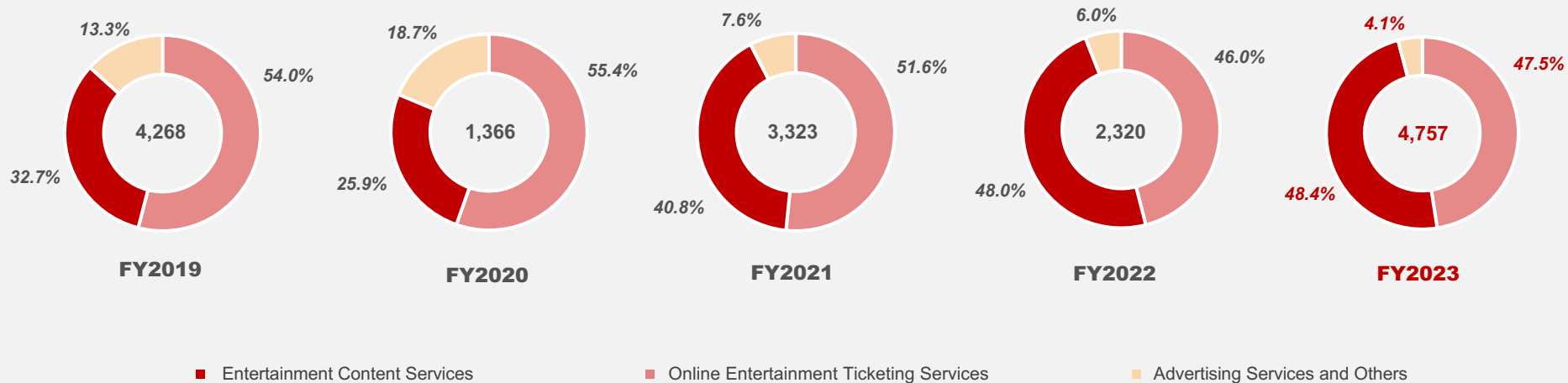


FY2023 Financial Highlights



Content Services Achieved Breakthrough Growth

(RMB million)



Entertainment Content Services % of revenue



YoY from **48.0%** to **48.4%**

Online Entertainment Ticketing Services % of revenue



YoY from **46.0%** to **47.5%**

Advertising Services and Others % of revenue



YoY from **6.0%** to **4.1%**

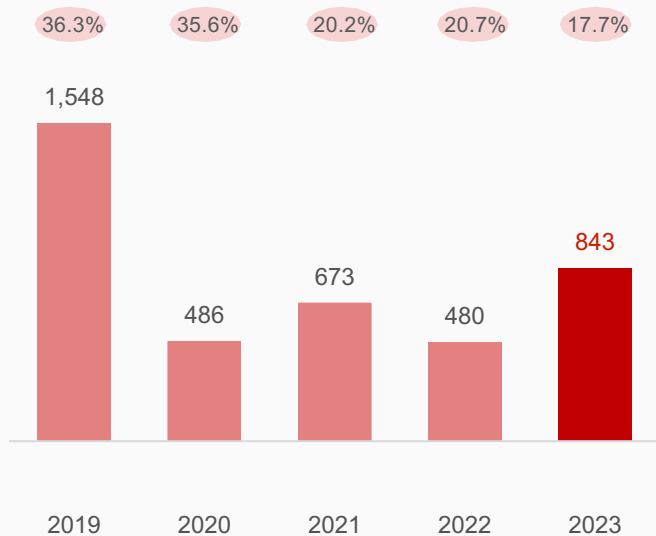
Achieved Record-High Profitability

S&M Expenses

(RMB million)

As a % of Revenue

Prudent Cost Control

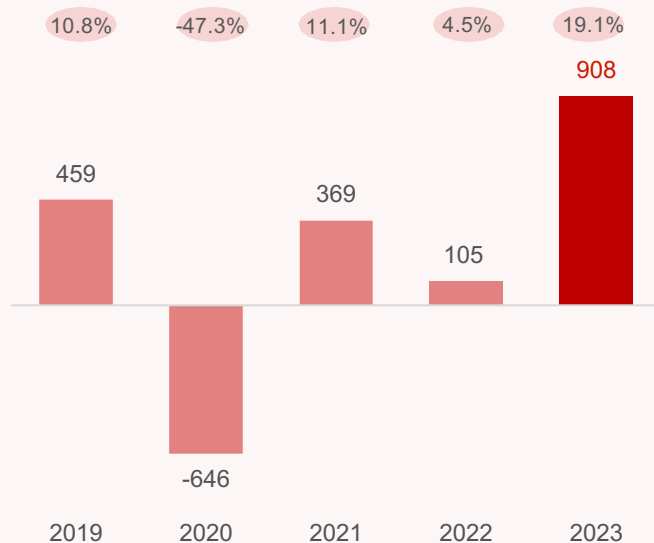


Net Margin

(RMB million)

As a % of Revenue

Achieved Record-High Profitability

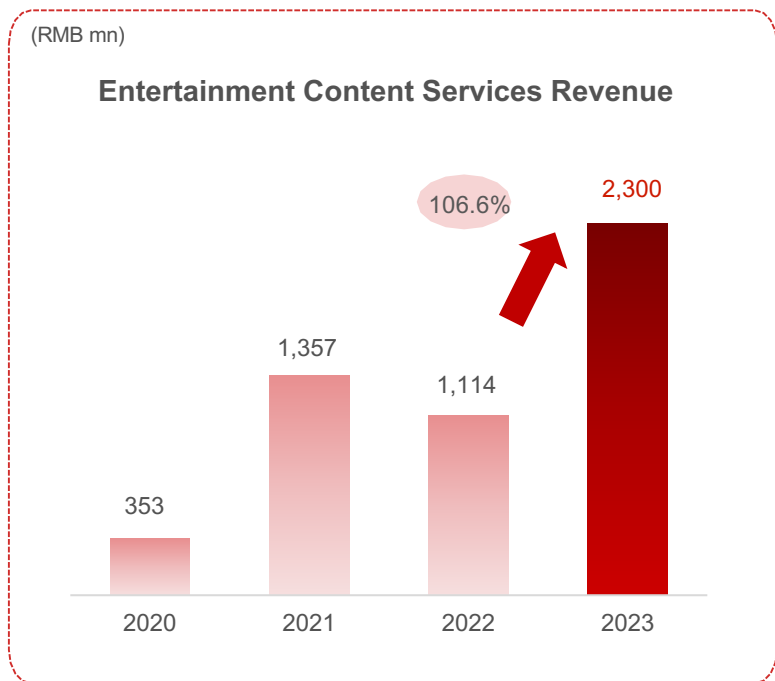




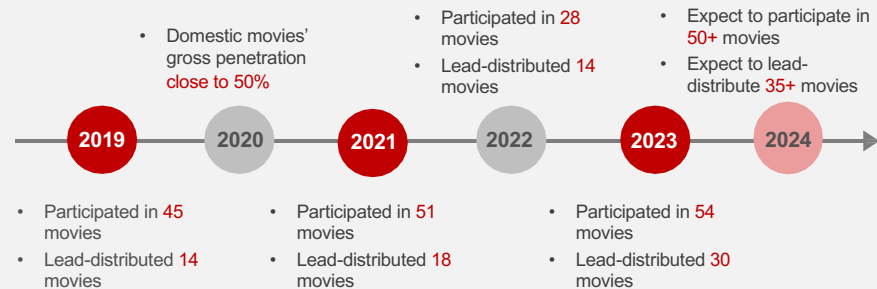
FY2023 Business Overview



Entertainment Content Services Revenue Reaches a Historic High



- Entertainment content services' revenue increased significantly by 106.6% YoY
- Becoming the **largest** contributor to total revenue



- Achieved historical highs in terms of the number of movies, cumulative box office and market coverage of movies participated in. Several movies also have achieved good box office and widespread popularity.

- ✓ Participated in a total of 54 released domestic movies, including 30 movies for which we acted as a lead distributor
- ✓ Out of the top ten Chinese movies at the box office in 2023, we acted as a lead distributor for four, lead producer for five and participated in the production for eight, with the box office coverage of the films we were involved in hitting a historical high during the same period

Continuously Refined Promotion and Distribution Capabilities and Products

We leveraged practical experience from numerous projects and iterated our methodologies accordingly. By combining film genres and their own unique characteristics, as well as utilizing cross-platform resources and data analysis capabilities, we have developed a strategy for precise marketing.

“One Strategy for One Movie”

“One Strategy for One City”

“One Strategy for One Moment”



Full River Red
满江红

Implemented an innovative “by-air-and-by-land” promotion and distribution model for the first time



GODSPEED
人生路不熟

Exclusive marketing methodology for different types of comedy



Creation of the Gods I :
Kingdom of Storms
封神第一部：朝歌风云

Pioneered an extended promotional campaign through a “co-creation” marketing strategy



Shining For One Thing
一闪一闪亮星星

Creatively initiated a special New Year's snowfall ceremony

Continuously Refined Promotion and Distribution Capabilities and Products

- Pioneered the “**Seasonal Marketing**” strategy for the movies released in the 2024 New Year’s Eve season*
- Developed integrated promotion and distribution plans for six movies during the season, which expanded the market potential during the season
- Continuously improved our product capabilities and regularly updated various promotional tools to provide more diverse and flexible options for film promotion and distribution
- ✓ “**Cloud Block Booking**” (云包场) service gained widespread recognition in the industry
- ✓ Served over 200 theatrical films in year 2023 and propelled a **YoY increase of 227%** in their box office

Maoyan Pioneered “Seasonal Marketing” Strategy



Johnny Keep Walking!
年会不能停!



Shining For One Thing
一闪一闪亮星星



The Goldfinger
金手指



The Adventures of Shuke and Beita
舒克贝塔·五角飞碟

- Launched joint trailers and joint theme songs, conducted joint live broadcasts, and created advertising scenarios in rockets, airplanes, high-speed trains, and on the ground
- Movies released in 2024 New Year’s Eve season set new historical records in terms of box office, screenings, and audience attendance

Enhanced Coverage of Top-tier Movies Released During Major Seasons

Selected Participating Films (Jan to Dec 2023)

Spring Festival



RMB **4.54**bn
Full River Red
满江红
Box-Office Champion

RMB **4.03**bn
The Wandering
Earth II
流浪地球 2
Box-Office 2nd Place



RMB **1.50**bn
Boonie Bears:
Guardian Code
熊出没·伴我熊芯

Labor Day



RMB **1.18**bn
GODSPEED
人生路不熟
Box-Office Champion



RMB **0.84**bn
Born to Fly
长空之王
Box-Office 2nd Place

Summer Holiday



RMB **3.52**bn
Lost In The Stars
消失的她
Box-Office 2nd Place

RMB **2.61**bn
Creation of the
Gods I: Kingdom
of Storms
封神第一部
Box-Office 3rd Place



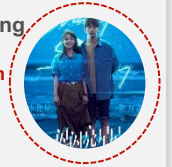
RMB **2.21**bn
Never Say Never
八角笼中

New Year's Eve



RMB **1.29**bn
Johnny Keep Walking!
年会不能停!
Box-Office 2nd Place

RMB **0.70**bn
Shining For One Thing
一闪一闪亮星星
Box-Office Champion



RMB **0.57**bn
The Goldfinger
金手指
Box-Office 3rd Place

Abundant Content Reserve in Lead Distribution/Production/Self-Production

Series of movies scheduled for release (distribution/production/self-production)

**Lead-distributed/
Produced**



The Last Frenzy
末路狂花钱



The Murderer
酱园弄



High Forces
危机航线



Li Na
独自·上场



Give You A Candy
出入平安



Casual Revenge
即兴谋杀



Project P
P计划



Burning Star
盗火者



Decoded
解密



Life Hotel
来福大酒店

Self-Produced



Chongsheng
重生



Game Start
天才游戏



Sanshaonv
伞少女

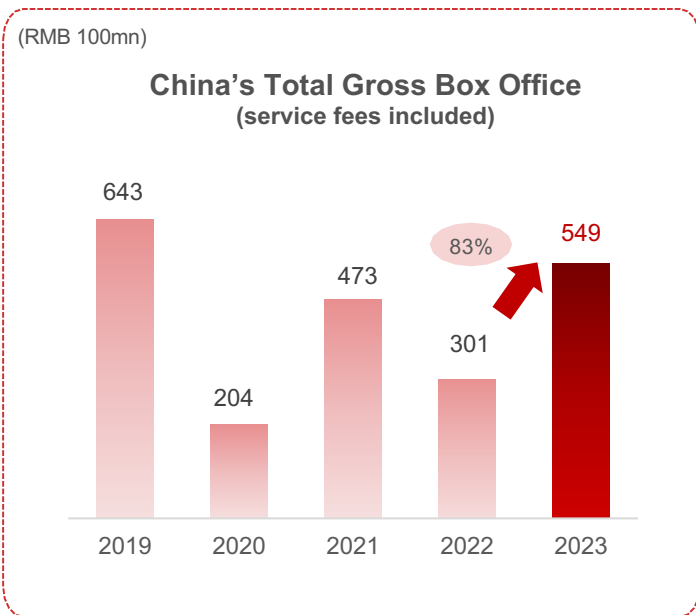


Endless Journey of Love
时间之子



Fire on the Plain
平原上的火焰

Steady Growth of Online Ticketing Business Driven by the Industry's Full Recovery



China's total film market box office in 2023 reached RMB54.92 billion, representing an 83% YoY increase. Of this total, domestic movies achieved an annual box office of RMB46.00 billion, marking a new historical high.

Online Ticketing Services Maintained its Market-leading Position

- Deepened presence in cinema scenarios, helping theaters to enhance operational efficiency
- Continuously strengthened cooperation with industry and government
- Supported the sustainable development of the industry by providing comprehensive, high-quality services
 - ✓ Thematic promotions and ticketing services for events including the 13th Beijing International Film Festival and the 5th Hainan Island International Film Festival
 - ✓ Service support for over 40 provincial, municipal and district-level film and live performance-related government initiatives, facilitating their consumer-focused cultural activities

Enhanced Investment in Live Entertainment Capturing Massive Recovery Opportunities

Seize the Opportunity to Promote the Rapid Growth of the Live Performance Business

- The offline performance market achieved an annual box office of RMB50.23 billion, increasing by 150.65% YoY
- Achieved breakthrough growth in multiple segments with continuously enhanced competitiveness; both total revenue and GMV of offline performances reached historical highs for the same period
 - ✓ Both total GMV and order number for offline performances exceeded pre-pandemic levels by more than double
 - ✓ Achieved breakthrough growth in many sub-categories, such as concerts, sports events, and esports tournaments
 - ✓ Total GMV and order number for e-sports and sports events services have both exceeded their pre-epidemic levels by more than 10 times

Acted as General Agent for Shows Featuring Top Artists



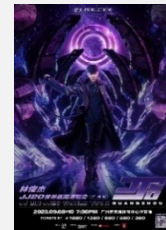
Jacky Cheung
张学友



Jay Chou
周杰伦



Eason Chan
陈奕迅



JJ Lin
林俊杰

Provided High-Quality Services for E-Sports and Sports Events



LPL 2023 Spring Playoffs
2023英雄联盟职业联赛春季
赛季后赛



Honor of Kings
International
Championship (KIC)
2023 Qualifiers
2023年王者荣耀世界冠
军杯淘汰赛



2023 CBA All-Star
Weekend Rookie
Challenge
2023年CBA全明星周末
锐挑战赛

Exploration of Markets Outside Mainland China

Hong Kong

In addition to providing ongoing support for performance events in Hong Kong through **URBTIX**, we officially **launched our ticketing platform called UUTIX in the second half of 2023 to start our own ticketing business in Hong Kong**, covering concerts, dramas, dance and many other types of performances.

Served multiple large-scale performance projects:

- ✓ Jay Chou “Carnival” World Tour 2023 – Bangkok Station
- ✓ Picasso’s original Exhibition Private Concert Night – Guangzhou Station

Other Regions

- In addition to Hong Kong, we established strategic partnerships with Tencent Video and Sands China in Macau, engaging in comprehensive and in-depth cooperation.
- Beyond Hong Kong and Macau, we are also actively exploring developing opportunities in regions such as Southeast Asia and the Middle East.



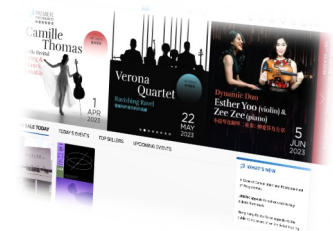
<https://www.uutix.com/>

UUTIX is a ticket-buying mobile app tailored for fans of concerts, dramas, dance and all types of performance events. The app provides a simple, convenient and secure ticket-buying experience, allowing users to easily order tickets anytime, anywhere. It provides detailed information on all kinds of performance events, including performance time, venue, ticket price, etc., keeping users up-to-date with the latest performance news.



<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's 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-based services, a mobile ticketing app (Android and iPhone/iPad versions) and telephone booking services.



New Initiatives – Exploration in AI

Planning

- Early Stage

- ✓ Develop specific IP genres
- ✓ Improve Storylines
- ✓ Sample: *Shining For One Thing* 《一闪一闪亮星星》

Production

- Distribution

- ✓ Assist with execution of distribution strategy and distribution of promotional materials
- ✓ Prepare promotional materials
- ✓ Samples: *Never Say Never* 《八角笼中》, *Lost In The Stars* 《消失的她》, *Transformers* 《变形金刚》, *The First Slam Dunk* 《灌篮高手》, *Stand By Me* 《哆啦A梦》

Promotion & Marketing

Distribution

Branding & Promotion

- Data Analysis

- ✓ Improve data analysis capability
- ✓ Improve Box Office Forecast intelligence
- ✓ Sample: *Lost In The Stars* 《消失的她》





Maoyan Entertainment