

2023H1 Company Presentation

September 2023



Maoyan Entertainment

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2023H1 Results Highlights



2023H1 Maoyan Entertainment Performance Highlights

Financial Highlights

Revenue

RMB2,197 mn

Hit Record High for the Period

Adjusted Net Profit

RMB456 mn

Grew by Nearly 2 Times YoY



Business Highlights

Entertainment Content Services

Hit Record High for the Period

RMB1.1 bn in Revenue

Live Entertainment Revenue

Hit Record High

Surpassing FY2019's Level

Lead-Distributed Movies

13 Movies Hit Record High

Penetration Continuously Increasing

Progress in New Initiatives

Overseas + **AI** Technology

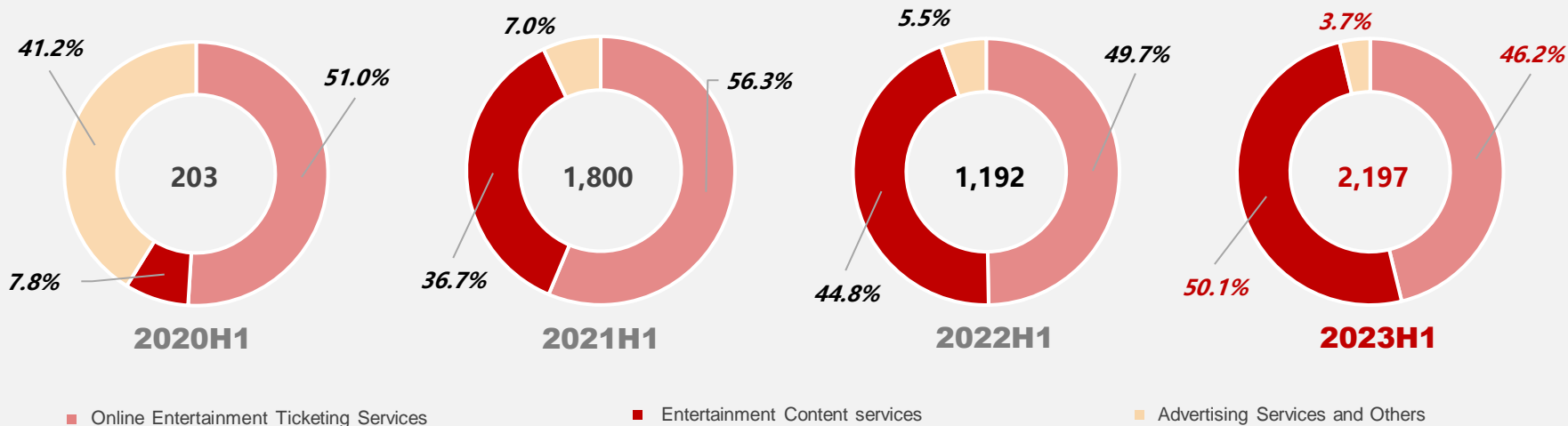


2023H1 Financial Highlights



Ongoing Revenue Structure Optimization; Entertainment Content Services Becoming the Largest Revenue Driver

(RMB million)



- **Entertainment Content Services** % of Revenue



44.8% to 50.1%

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



49.7% to 46.2%

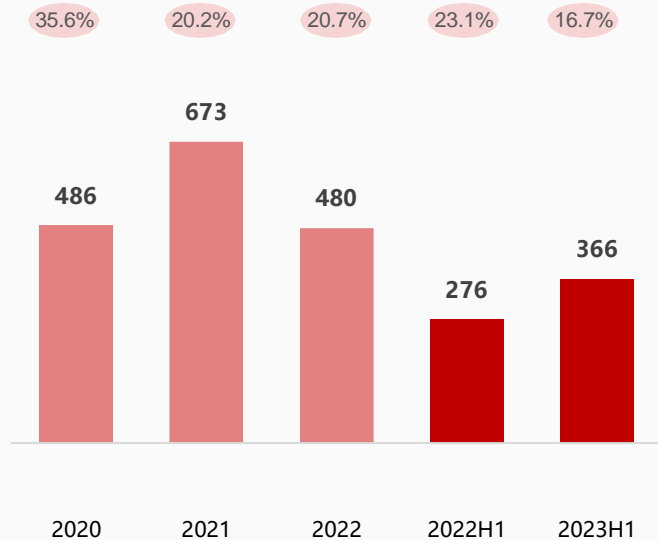
Achieved a Record High in Profitability

S&M Expenses

(RMB million)

As a % of Revenue

Prudent Cost Control

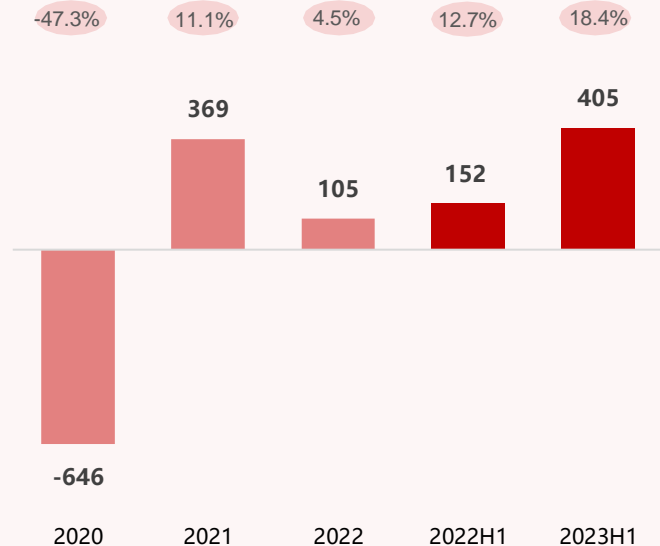


Net Margin

(RMB million)

As a % of Revenue

Achieved Record High in Profitability

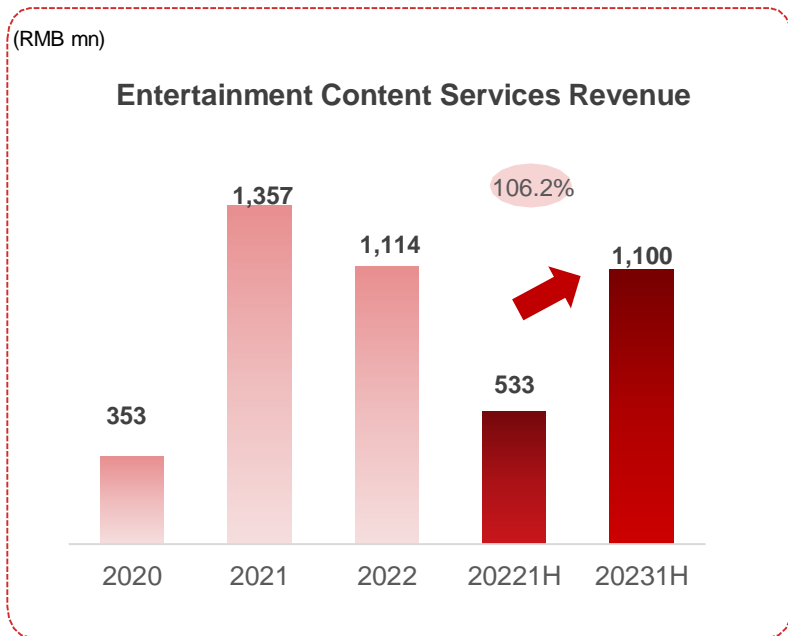




2023H1 Business Overview



Content Services Revenue Reaches a Historic High



Entertainment content services' revenue contribution surpassed 50% for the first time, hitting a record high

- Domestic movies' grossing penetration $\approx 50\%$
 - Participated in **28** movies
 - Lead-distributed **14** movies
- 2019
- Participated in **45** movies
 - Lead-distributed **14** movies
- 2020
- 2021
- Participated in **51** movies
 - Lead-distributed **18** movies
- 2022
- Expect to participate in **50+** movies
 - Expect to lead-distribute **20+** movies
- 2023
- Both the number of and box office of the movies we distributed/produced outperformed the overall market; the number of lead-distributed movies reached a record high
 - Both our market share and coverage rate of top-tier movies reached historical highs
 - ✓ Participated in the distribution/production of 24 domestic movies, including 13 of them for which we acted as a lead distributor
 - ✓ Our movies accounted for over **80%** of the total domestic movies box office during the same period
 - ✓ Covering 9 of the top 10 domestic movies in terms of box office during the same period

Enhanced Coverage of Top-tier Movies Released During Major Seasons

Selected Productions Involving Maoyan (Jan to Sep)

Spring Festival



RMB **4544**mn
Full River Red
满江红
Box-Office Champion



RMB **4029**mn
The Wandering Earth II
流浪地球2
Box-Office 2nd Place



RMB **1495**mn
Boonie
Bears: Guardian Code
熊出没·伴我熊芯

Labor Day



RMB **1184**mn
GODSPEED
人生路不熟
Box-Office Champion



RMB **843**mn
Born to Fly
长空之王
Box-Office 2nd Place

Summer Holiday



RMB **3523**mn
Lost In The Stars
消失的她
Box-Office 2nd Place



RMB **2606**mn
Creation of the Gods I:
Kingdom of Storms
封神第一部
Box-Office 3rd Place



RMB **2207**mn
Never Say Never
八角笼中

Qixi Festival



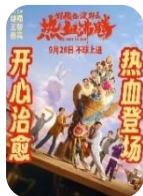
RMB **603**mn
Papa
学爸
Box-Office 2nd Place



RMB **76**mn
Just for Meeting You
念念相忘
Box-Office 3rd Place

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

Series of High-Quality Movies are Scheduled for Release at Various Time Slots in 2H2023



Lose to Win

好像也没那么热血沸腾

Sep. 29



An Encounter To Remember

最好的相遇

Oct. 20



One and Four

一个和四个

Nov. 1



Who's The Suspect

拯救嫌疑人

Nov. 11



The Goldfinger

金手指

Dec. 30



Jonny Keep Walking!

年会不能停

Dec. 30



Shining For One Thing

一闪一闪亮星星

Dec. 30



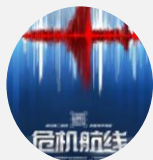
Shuke and Beita: Flying Saucer

舒克贝塔·五角飞碟

Dec. 30

Selected Movies to be Released (Lead distribution/Production/Self-Production)

Lead-distributed/Produced



High Forces
危机航线



Burning Star
盗火者



The Last Frenzy
末路狂花钱



Project P
P计划

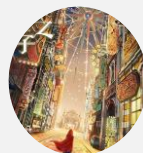


Follow You
藏地白皮书

Self-Produced



Game Start
天才游戏



Endless Journey of Love
时间之子

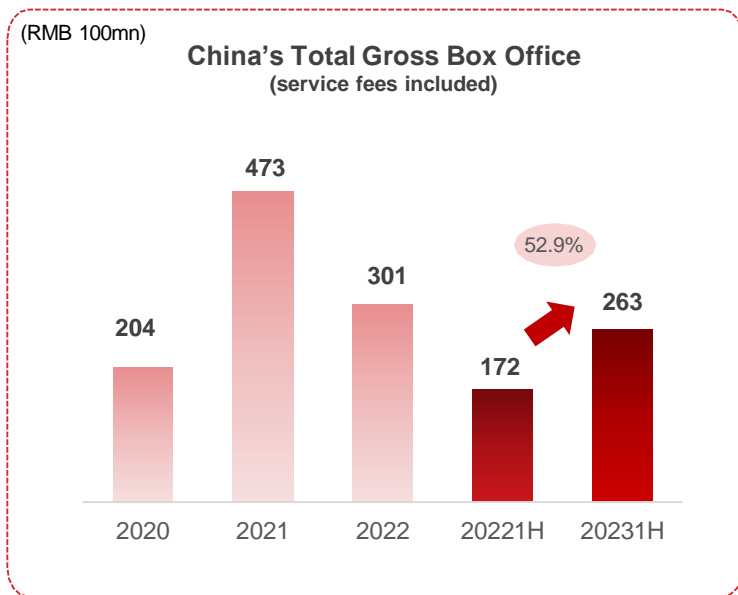


Chongsheng
重生



Sanshaonv
伞少女

Online Ticketing Business Rebounded Strongly Driven by the Market's Full Recovery



The market fully recovered during the first half of 2023; Box office for both 2023 Spring Festival and Dragon Boat reached their second-highest levels in the history of China's movie industry; Summer Holiday's grossing amount hit a record high, surpassing RMB40 billion as of Aug 18th.

Online Ticketing Services Maintained its Market Leading Position

- Achieved RMB1.02 billion in revenue in 1H2023, an increase of 71.5% YoY
- Enhanced platform service capabilities; Strengthened interaction between online and offline resources
- Continued to address the needs of the industry and make a valuable contribution
 - ✓ 13th Beijing International Film Festival
 - ✓ Many cultural activities held by various provincial and municipal governments in Sichuan, Zhejiang, Guangxi, and Hangzhou, among others

Enhanced Investment in Live Entertainment Capturing Massive Recovery Opportunities

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

- Since the beginning of 2023, live entertainment market has shown strong, rapid growth in supply and demand
- Proactively explore and develop the investments, production, and IP development for performance events
 - ✓ Maoyan's online entertainment ticketing revenue, total GMV and number of orders for performances for 1H2023 have exceeded 2019's level
 - ✓ Achieved breakthrough growth in many sub-categories, such as concerts, sports events, and music festivals
 - ✓ Deepen our business cooperation with large sports venues in various regions and small performance venues in lower-tier cities

Acting as General Agent for Shows by Top Artists



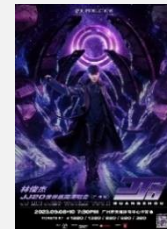
Jacky Cheung



Jay Chou



Eason Chan



JJ Lin Jun Jie

Active Exploration & Advancement in the Production of Immersive Entertainment Events and IP Development



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.

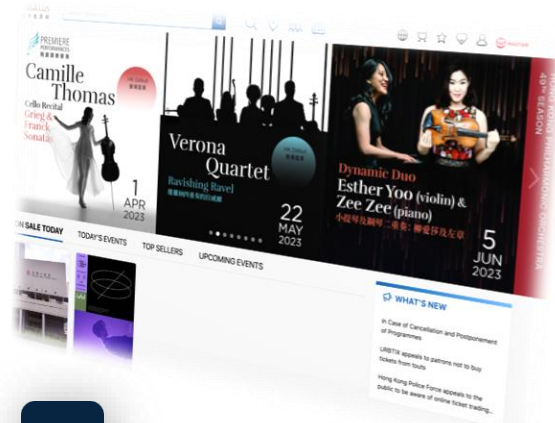
The new ticketing system with higher capacity we developed for URBTIX went live in **December 2022**.

A number of large-scale performance projects serviced in Hong Kong:

- ✓ the **You & Mi Sammi Cheng World Tour Hong Kong Station** (You & Mi 郑秀文世界巡回演唱会香港站)
- ✓ the **47th Hong Kong International Film Festival** (第四十七届香港国际电影节)
- ✓ the **FIVB Volleyball Nations League Hong Kong 2023 presented by China Life (Overseas)** (中国人寿海外FIVB 世界女排联赛等)

Other Regions

Apart from the Hong Kong, we are also actively exploring developing opportunities in regions such as Macau, Singapore and the Middle East.



<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, 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 Storyline
- ✓ Sample: *Shining For One Thing* 《一闪一闪亮星星》

Production

- **Distribution**

- ✓ Assist execution of distribution strategy and distribution of promotional materials
- ✓ Preparation for promotional materials
- ✓ Sample: *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