



Maoyan Entertainment

2024H1 Company Presentation

September 2024

猫眼娱乐

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2024H1 Results Highlights



2024H1 Maoyan Entertainment Performance Highlights

Financial Highlights

Revenue

RMB2,171 mn

Optimized Revenue Structure

Adjusted Net Profit

RMB352 mn

Consistently Profitable



Business Highlights

Entertainment Content Services

Solid Performance

RMB1,024 mn in Revenue

Live Entertainment Business

Hit Record High

1.5 Times YoY GMV Increase

Number of Lead-Distributed Movies

15 Hit Record High

Progress in New Initiatives

Overseas + **AI** Technology

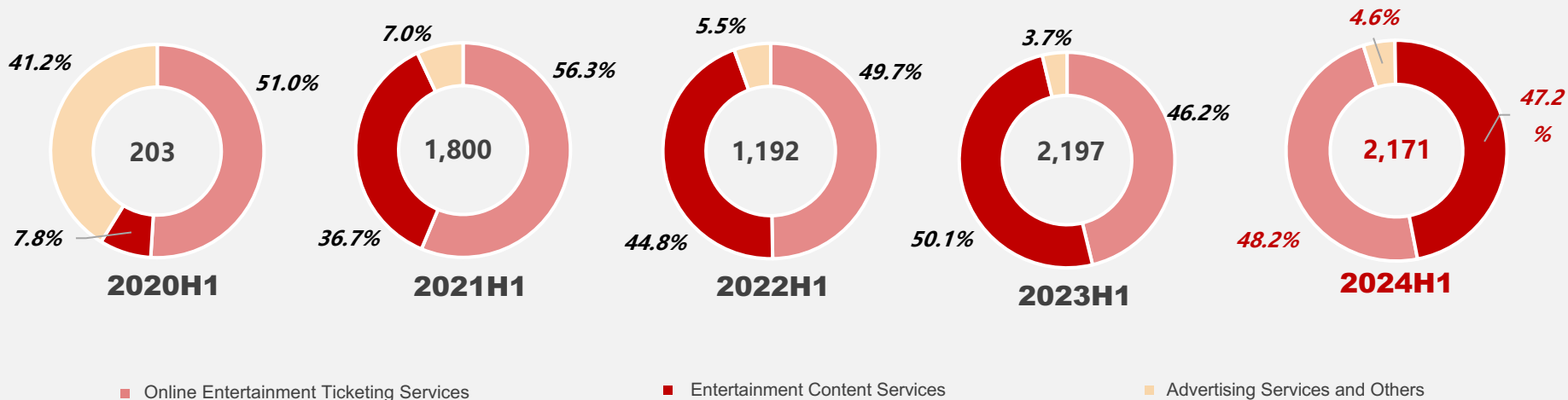


2024H1 Financial Overview



Ongoing Revenue Structure Optimization

(RMB million)



- **Entertainment Content Services** % of Revenue



From 50.1% to 47.2%

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



From 46.2% to 48.2%

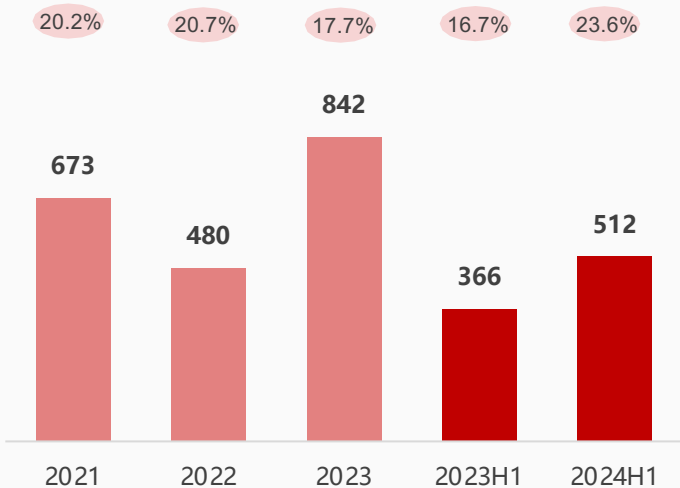
Stable Profitability

S&M Expenses

(RMB million)

As a % of Revenue

Prudent Cost Control

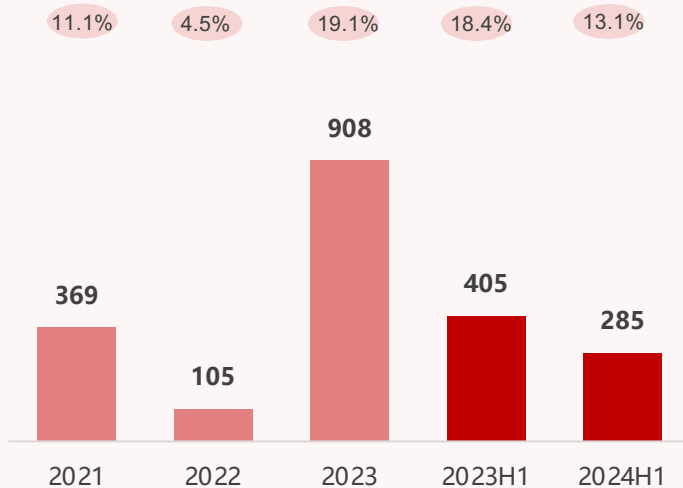


Net Profit

(RMB million)

As a % of Revenue

Solid Net Profit





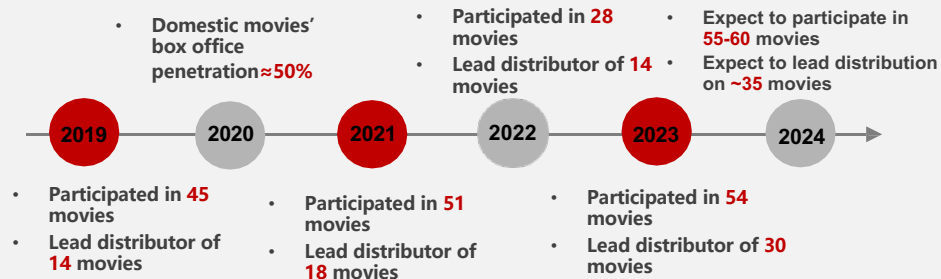
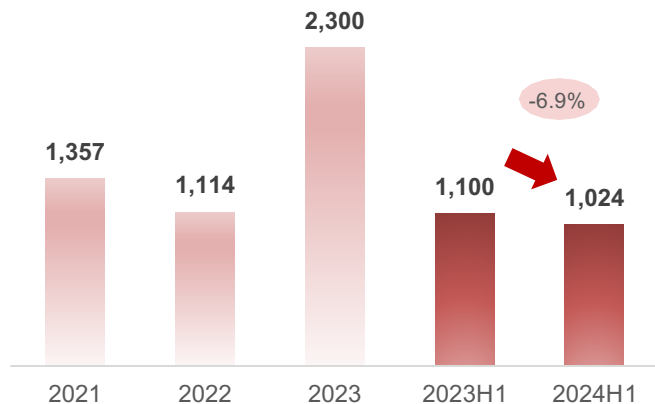
2024H1 Business Overview



Entertainment Content Services Performance

(RMB mn)

Entertainment Content Services Revenue



- Record-Breaking Performance: Both the number and box office of our distributed/produced films outpaced the market; the number of our lead-distributed movies reached a record high
- Strong coverage of top-tier movies with increasing market share

- ✓ Participated in the distribution/production of 32 domestic movies, including acting as lead distributor of 15 movies, a record high for the period
- ✓ Our movies accounted for ~70% of the total movies box office in 2024H1
- ✓ Covered 4 of the top 5 domestic box office hits in 2024H1

Enhanced Coverage of Top-tier Movies Released During Major Seasons

Selected Productions Involving Maoyan (Jan to Sep)

New Year's Day



RMB **1,292** mn
Johnny Keep Walking!
年会不能停!
No. 1 at the Box Office

RMB **702** mn
Shining For One Thing
一闪一闪亮星星
Box-Office 2nd Place



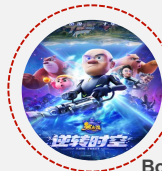
RMB **574** mn
The Goldfinger
金手指
Box-Office 3rd Place

Spring Festival



RMB **3,460** mn
YOLO
热辣滚烫
No. 1 at the Box Office

RMB **3,400** mn
Pegasus 2
飞驰人生2
Box-Office 2nd Place



RMB **2,007** mn
Boonie Bears: Time Twist
熊出没·逆转时空

Labor Day



RMB **782** mn
The Last Frenzy
末路狂花钱
Box-Office 2nd Place



RMB **167** mn
Howl's Moving Castle
哈尔的移动城堡

Summer Holiday



RMB **3,254** mn
Successor
抓娃娃
No. 1 at the Box Office



RMB **1,350** mn
A Place Called Silence
默杀
Box-Office 2nd Place



RMB **499** mn
Moments We Shared
云边有个小卖部
Box-Office 3rd Place

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

Multiple High-Quality Movies Strategically
Scheduled for Release in 2024H2



Like A Rolling Stone
出走的决心
Sept.15



High Forces
危机航线
Sept.30



Give You A Candy
出入平安
Sept.30



Panda Plan
熊猫计划
Oct.1



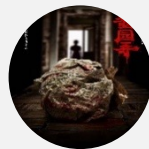
Honey Money Phony
“骗骗”喜欢你
Dec.31



Gift From A Cloud
有朵云像你
Dec.31

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

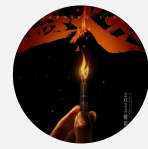
Lead-distributed/Produced



SHE'S GOT NO NAME
蕃园弄



Hot Pot Artist
火锅艺术家



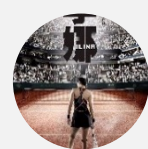
Burning Star
盗火者



Dumpling Queen
水饺皇后

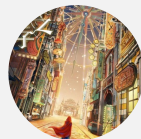


To Gather Around
胜券在握

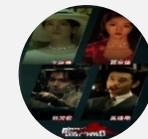


Li Na
独自·上场

Self-Produced



Endless Journey of Love
时间之子



Casual Revenge
即兴谋杀



Running in the Rain
千金不换

Resilient Online Ticketing



In 2024, multiple release seasons have surpassed last year's, with New Year's, Spring Festival and Qingming box offices hitting record highs.

Maintained Market Leadership in Online Ticketing Services

- Achieved 2024H1 revenue of RMB1.05 bn, an increase of 3% YoY
- Enhanced platform service capabilities and strengthened integration of online and offline resources
- Deepened cooperation with cinemas, exploring new business scenarios, and jointly provided SaaS services for ticketing systems with partners
- Continued to add value to the industry
 - ✓ The official ticketing platform for the 14th Beijing International Film Festival
 - ✓ Provided service support for cultural benefit activities launched by various provincial and municipal governments, such as those in Beijing, Guangxi, Xi'an, and Hangzhou

Increased Investment in Live Entertainment, Capturing Massive Recovery Market Opportunities

Seizing Rapid Growth Opportunities with the Resurgence of Live Entertainment

- Since 2024, the live entertainment market has recovered and remained prosperous
- Maoyan's live performance business' total GMV grew by **~1.5 times** YoY
- Continued to develop live performance services, while deeply cultivating local entertainment sub-categories and innovative marketing
 - ✓ Provided services for **3,000+** concerts, with concert and music festival GMV growing by **~3 times** year-over-year
 - ✓ Local performance coverage rate exceeds **95%**

Acting as the General Agent for Shows by Top Artists



Jacky Cheung



Jay Chou



Eason Chan



Andy Lau

Providing Support Services for Various Performances in Hong Kong and Macau



The 48th Hong Kong International Film Festival



You & Mi Sammi Cheng World Tour Hong Kong

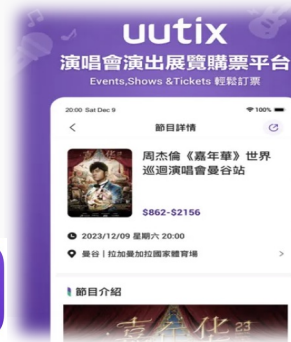


Time Concert - "Time Music"

Growth Expansion of New Markets

Hong Kong & Macau

- ✓ In Hong Kong, continued to provide support services for various performances
- ✓ In Macau, served many large-scale activities such as Time Concert-“Time Music”, officially established long-term ticketing partnership with Melco Group



Other Regions

- ✓ Continued to actively explore cooperation scenarios in Southeast, Asia, the Middle East, Latin America and other regions
- ✓ Established in-depth cooperations with several super Apps and will continue to explore opportunities to expand collaborations across business scenarios

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

● Script Creation

- ✓ Automatically read the script
- ✓ Generate storyboards from story text



Promotion
& Marketing

● Distribution

- ✓ Assist execution of distribution strategy and distribution of promotional materials
- ✓ Support preparation of 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》 and *Stand By Me* 《哆啦A梦》

Distribution



Branding
& Promotion

● Data Analysis

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



Maoyan Entertainment