



长信传媒
G.H.Y Culture & Media

Financial Results Highlights for FY2024

28 February 2025

Disclaimer

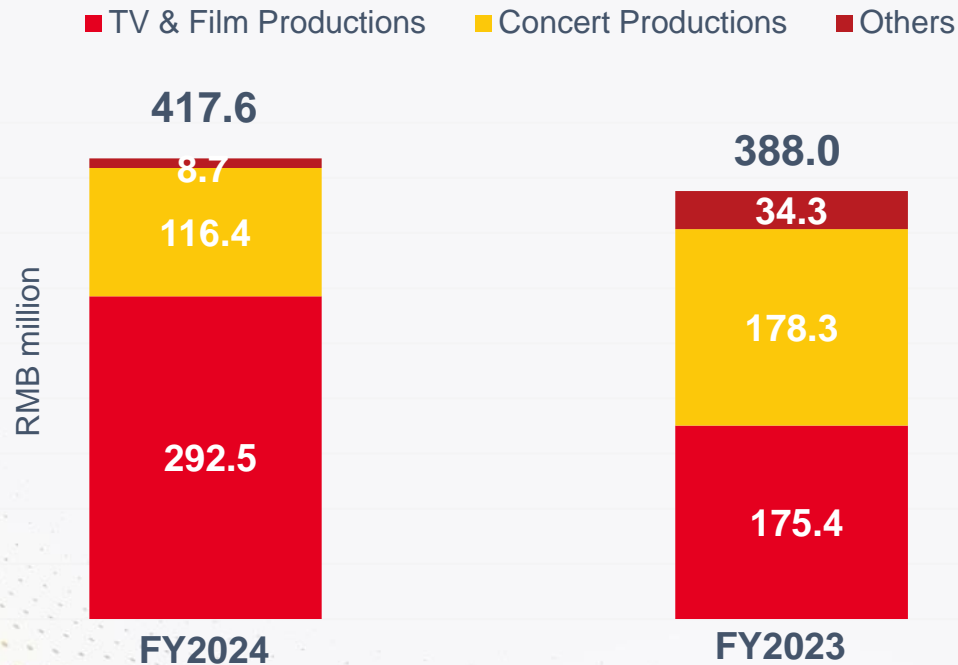


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Revenue Highlights for FY2024

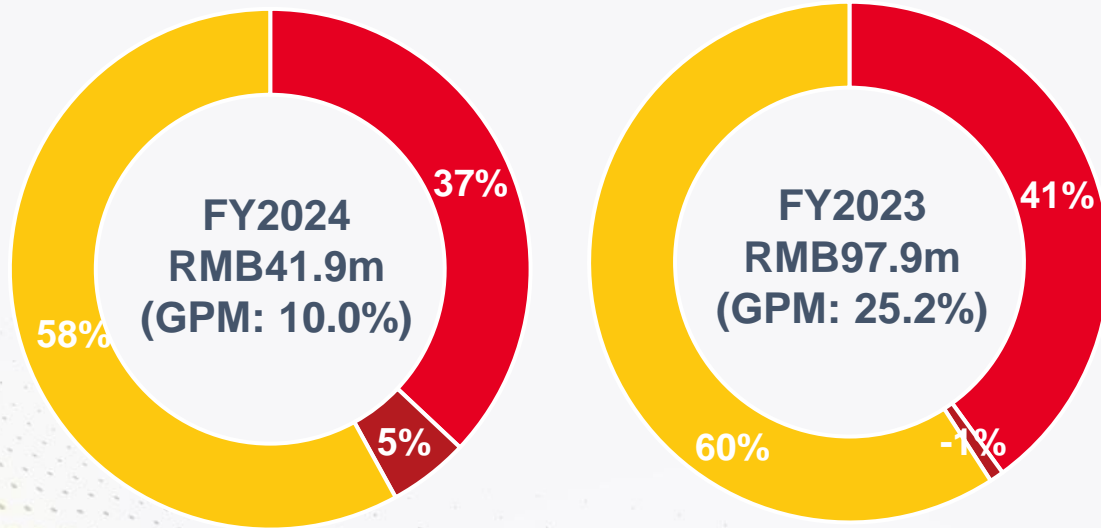


For FY2024:

- The Group's TV Program and Film Production business segment contributed more revenue in FY2024, as a result of increased revenue recognised of RMB292.5 million mainly from the drama series titled "Strange Tales of Tang Dynasty 3: To the West 唐朝诡事录之长安", "Contenders 狮城山海", "鉴定" and "《江城诡事》原《无冤行者》", as well as online short drama series titled "Miss Tanya 天涯小娘惹" and "王妃娘娘, 有人下单啦!".
- With the completion of six smaller-scale concert productions in Singapore, Australia and Japan during FY2024, the Group's Concert Production business segment contributed revenue of RMB116.4 million.
- Others business segment mainly comprising Talent Management, Costumes, Props and Make-up Services and Musical Play undertook lesser number of projects, posting revenue contribution of RMB8.7 million.

Gross Profit Highlights for FY2024

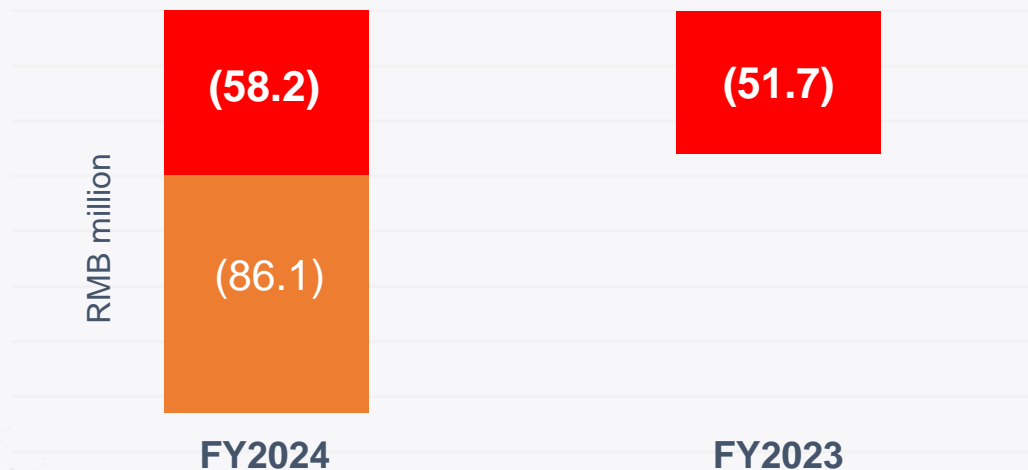
■ TV & Film Productions ■ Concert Productions ■ Others



For FY2024:

- TV Program and Film Production business segment was affected by legacy projects (during COVID-19) that were delayed and inflated production costs, such historical costs resulted in lower gross profit margin and gross profit in FY2024.
- Concert Production business segment accounted for a larger portion even though there was higher costs of concert production.
- Others business segment contributed with a gross profit, mainly due to better cost controls.

P&L Highlights for FY2024

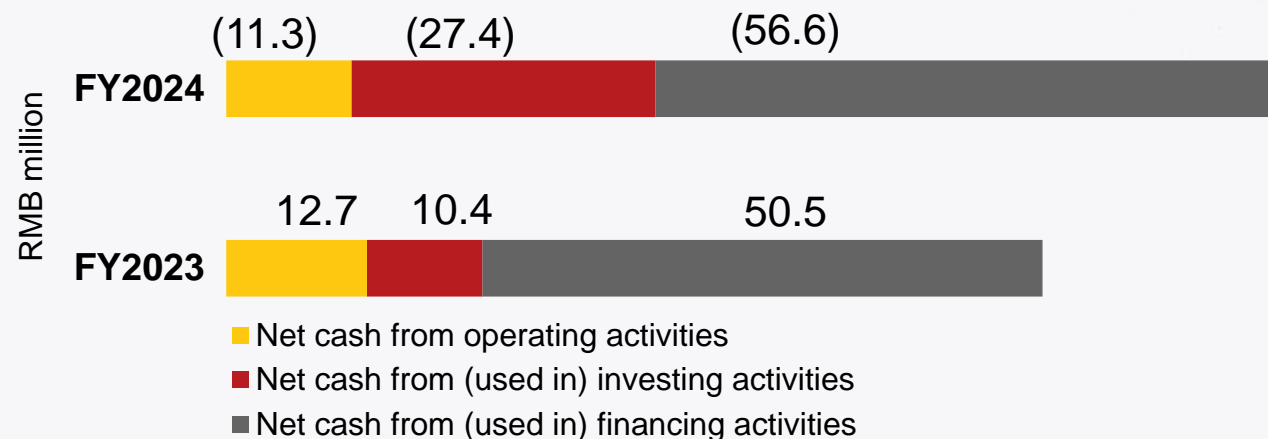


For FY2024, the loss was mainly attributable to:

- Historical production costs from legacy projects (during COVID-19) affected the business performance of our TV Program and Film Production business segment, while the Concert Production business segment faced higher concert production costs in FY2024.
- Recognition of one-time losses of approximately RMB86.1 million in FY2024 from “China Soccer Tournament 2024” arising from the Tournament Cancellation.

Excluding the one-time losses recognised in FY2024, the Group would have been recognised a smaller loss of RMB58.2 million in FY2024.

Positive Liquidity with Net Cash Position



The Group has net working capital of RMB392.4 million and cash and cash equivalents of RMB158.4 million as at 31 December 2024

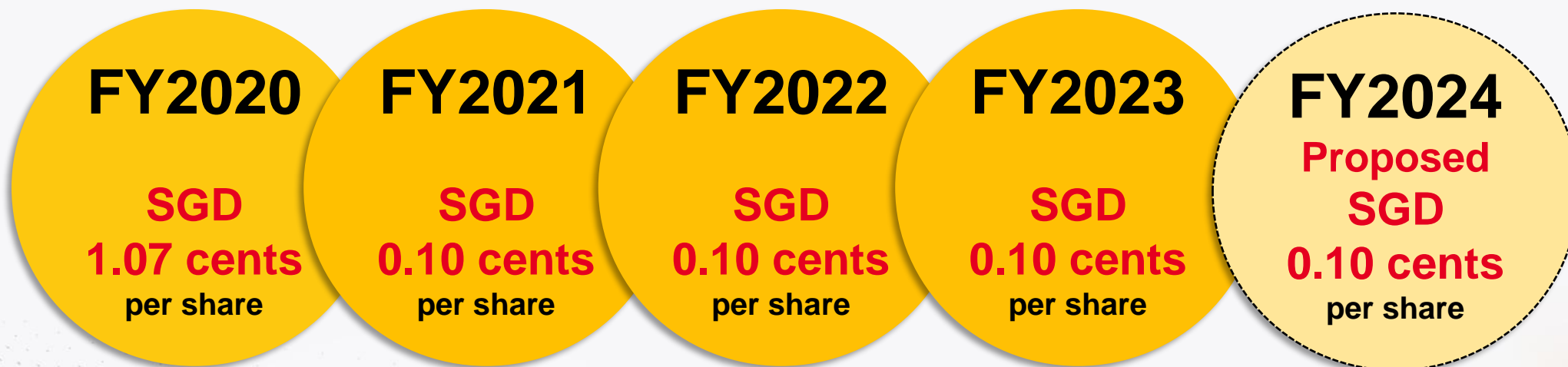
Net asset value per share stood at approximately RMB49.0 cents as at 31 December 2024

For FY2024:

- Net cash of approximately RMB11.3 million was used in operating activities, mainly due to an increase in films and drama productions in progress, an increase of contract assets and a decrease in contract liabilities, which was partially offset by a decrease in trade, notes and other receivables, decrease in contract cost and an increase in trade and other payables
- Net cash of approximately RMB27.4 million was used in investing activities, mainly due to an increase in plant and equipment, an increase in intangible assets, acquisition of subsidiaries, which was partially offset by the proceeds from the disposal of plant and equipment.
 - Net cash of approximately RMB56.6 million was used in financing activities, mainly due to a repayment in borrowings including interest payment, repayment of film investment funds from investors, payment of final dividends, payment of lease liabilities and shares repurchased in FY2024, which was partially offset by funds received in relation to bank deposit pledged as securities for bank facilities.

Committed to rewarding our shareholders

Since our IPO listing, GHY has issued dividends to shareholders annually as part of our commitment to reward shareholders



Our Strategic Priorities

- ✓ **Anchored by the Group's core businesses in the media and entertainment industry**
- ✓ **Drive synergies across existing businesses activities**
- ✓ **Enhance cost management measures**
- ✓ **Active expansion to new growth adjacencies**
- ✓ **Continued commitment to creating sustainable returns**



Focus on core competencies and building a healthy pipeline of both long-form and micro dramas and films



Leveraging on our "IP Franchise" business strategy to create innovative media and entertainment content (such as and to enhance collaboration with various popular media platforms



Committed to pursuing opportunities in our concert production business segment as and when they arise



Leverage on our recent acquisition of Orita Sinclair, a boutique private education institution in Singapore, to develop synergies and to expand our capabilities within the creative sector



Explore new monetisation opportunities (such as musical plays, immersive games, augmented reality, etc) of our IP content



Utilise AI-technology and tools to improve our cost efficiencies within our business activities



Deepen business collaboration with local and regional businesses in Asia to diversify product and services offerings

