

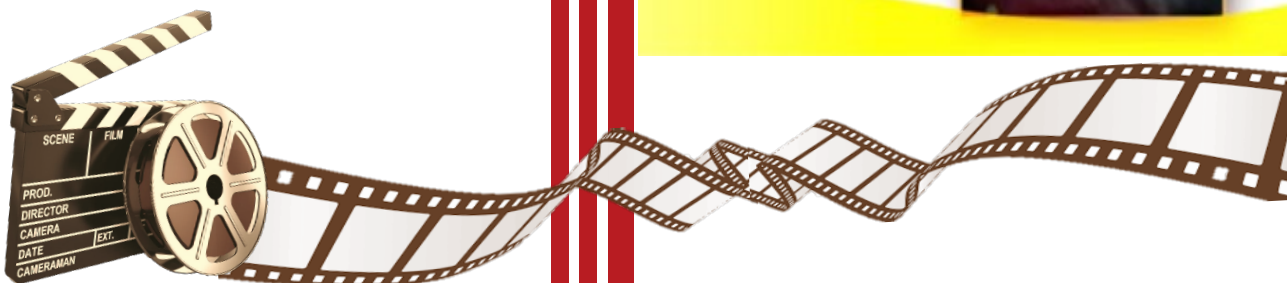


长信传媒

G.H.Y Culture & Media

FY2021 Financial Results

1 March 2022





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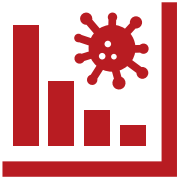
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“Brave Heart 2 勇敢的心”

FY2021 Financial Overview

Section 1



A Year of the Great Reset

GHY remains profitable despite the most challenging year due to the COVID-19 pandemic



A Year of Repositioning

Refine growth strategy with content diversification, expansion of end-to-end capabilities and strategic investments



Look ahead: A Year of Rebuilding Resilience

Disciplined capital management and phased reopening of economies support recovery and sustainable growth

Strategic investment to support our long-term growth

Capturing opportunities amidst market headwinds to strengthen portfolio capabilities

The Group continues to invest in content development and its end-to-end production capabilities to expand its portfolio of entertainment content and products.



2021

- Completion of two dramas "Horror Stories of Dynasty Tang 唐朝诡事录" and "Brave Heart 2 勇敢的心2", an online short-form video series "Ability Bureau 谁? 异能者" (formerly named as "Whimsical World 异想世界") and three films under the film series "I Come From Beijing 我来自北京"

2020

- Ongoing production for a drama "Sisterhood 南洋女儿情"
- Building up visual effects ("VFX") capabilities in Singapore by investing in talent and equipment
- Investment in 51% equity interest in Xiamen Jinzhao Film Culture and Media Co., Ltd. which entered into online short form video series collaboration agreement with Kuaishou
- Investment in 48.92% equity interest in Xiamen Kaimen Jianjun Film & Television Industry Investment Partnership which focuses on script development and creation
- Strategic 70:30 joint venture with iQIYI to establish a Uni-Icon Entertainment Pte. Ltd.
- Joint investment with iQIYI to co-produce "Lion in the Dream" stage musical in PRC



2019

- Released the following dramas
 - "The Little Nyonya 小娘惹", "Perfect Village 最美的乡村" "Dance of the Sky Empire 天舞纪" and "Frontliners 最美逆行者"
- Completed production of the all 7 films of the series "I Come From Beijing 我来自北京", with the release of 3 of such films
- Completed production of "The Ferryman 灵魂摆渡"
- Held two Jay Chou (周杰伦) concerts in Singapore
- Launched production of 1st online short drama series "Whimsical World 异想世界", which is a collection of 20 short drama series with 12 to 24 episodes per drama series

2018

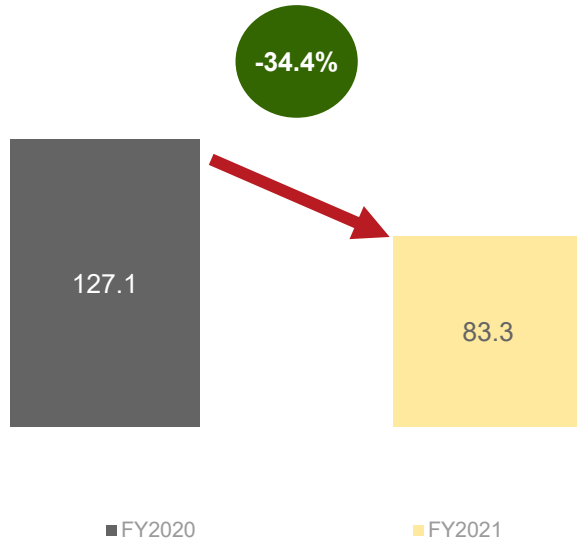
- Established Tianjin Changxin, the PRC production arm
- Established the Company
- Acquired GHY Singapore, the Singapore production arm
- Completed production of dramas
 - "The Little Nyonya 小娘惹", "Make a Wish Miss Xianqi 仙琦小姐许愿吧", "Dance of the Sky Empire 天舞纪" and "Perfect Village 最美的乡村"
- Held first concert in Singapore featuring Li Ronghao (李荣浩)

In-line with the Group's long-term growth strategies, with a focus on expanding its geographical footprint and increasing its production and distribution capabilities.

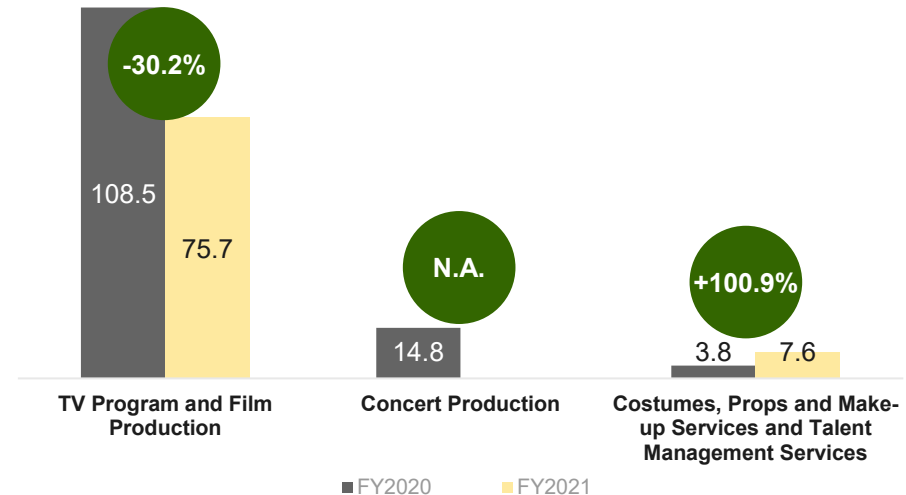
Revenue breakdown by segments

Growth interrupted by Covid-19 impact

Revenue (S\$' m)



Revenue Breakdown by Business Segment (S\$' m)



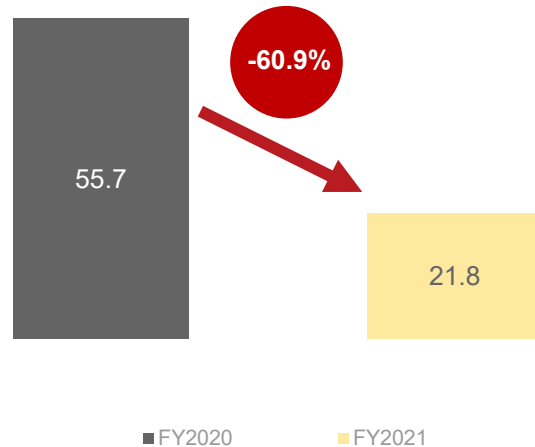
Revenue declined S\$43.8 million or 34.4% y-o-y to S\$83.3 million

- Decrease in revenue contribution from the TV Program and Film Production business segment due to fewer titles sold as well as absence of revenue from the Concert Production business segment
- In FY2021, the Group recognised revenue for completion of:
 - three dramas “Horror Stories of Dynasty Tang 唐朝诡事录”, “Perfect Village 最美的乡村” and “Brave Heart 2 勇敢的心2”, an online short-form video series “Whimsical World 异想世界” and three films under the film series “I Come From Beijing 我来自北京”; and
 - ongoing production for a drama “Sisterhood 南洋女儿情”

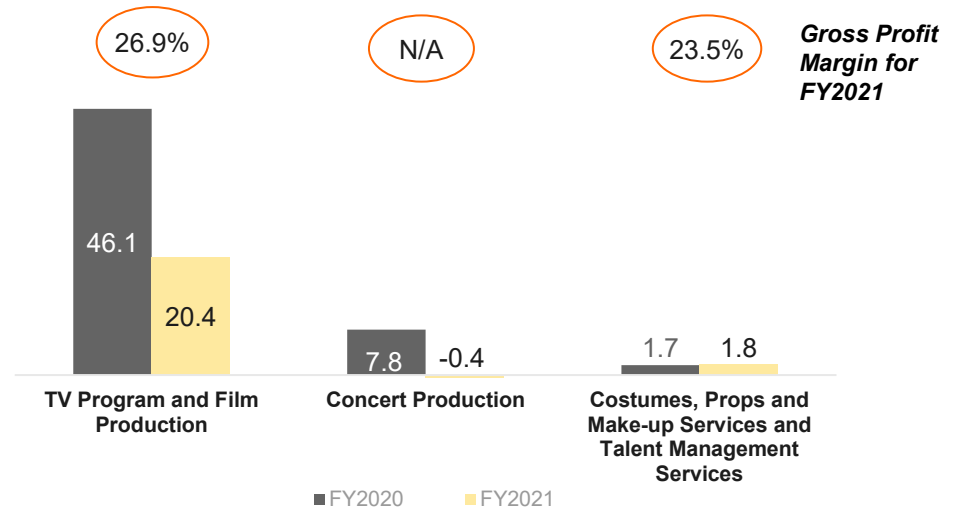
Profitability impacted by external variables beyond control

Remains profitable despite challenges in Covid-19 environment

Gross Profit (S\$' m)



GP (S\$' m) and GP Margin (%) by Business Segment



Gross profit declined S\$33.9 million or 60.9% to S\$21.8 million

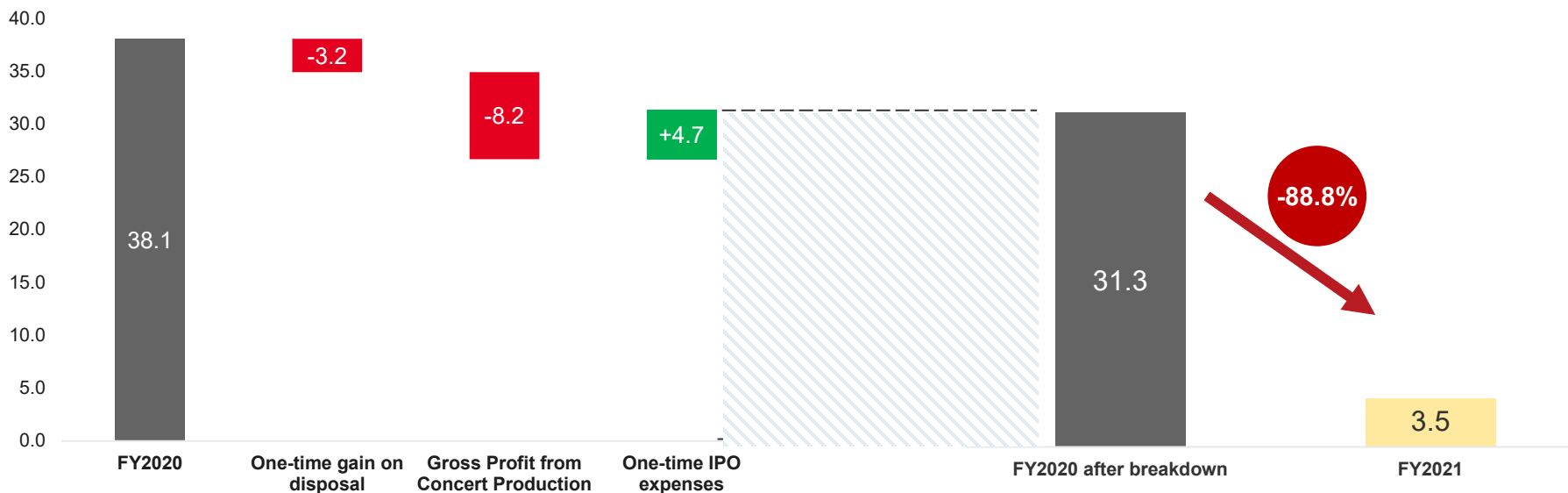
- Lower profitability due to lower profit contribution from the TV Program and Film Production business segment and the absence of profit contribution from Concert Production business segment
- GP margin impacted by duplicated set-up costs incurred for the drama series “Sisterhood 南洋女儿情” as certain filming and production activities were relocated from Malaysia to China due to the COVID-19 situation in Malaysia. “Sisterhood 南洋女儿情” remains profitable.

Affected by challenging industry landscape

Affected by the absence of one-off disposal gain and absence of contributions from Concert Production business

Net Profit Breakdown (S\$' m)

Net Profit YoY (S\$' m)



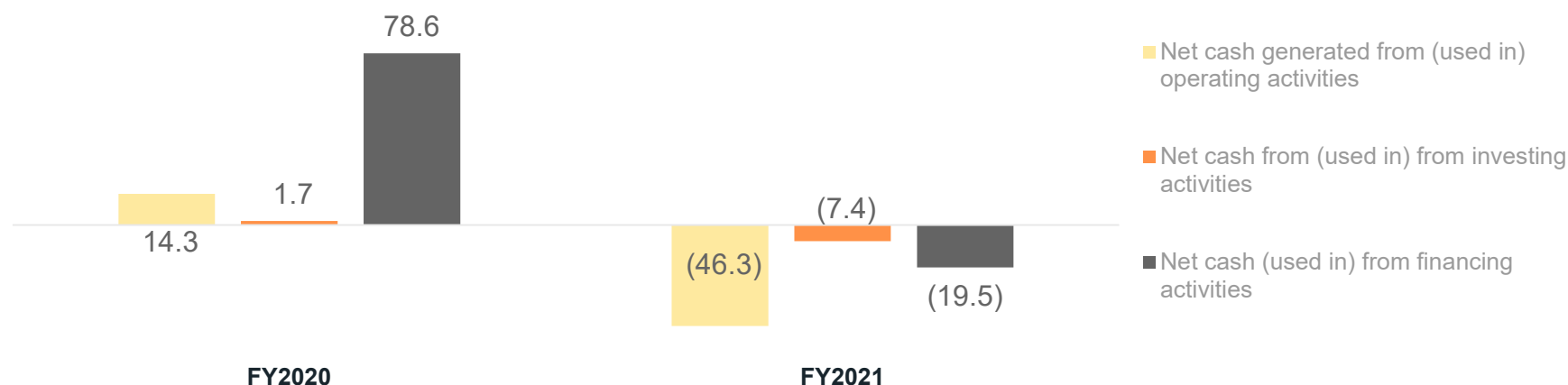
Net profit was S\$3.5 million in FY2021, with the decline mainly due to:

- Decrease in contribution of S\$8.2 million from Concert Production business recorded in FY2020;
- One-off gain on disposal of an associate of S\$3.2 million, partially offset by IPO expenses of S\$4.7 million in FY2020;
- Duplicated set-up costs incurred for the drama series “Sisterhood 南洋女儿情”;
- The remaining variance was mainly due to lower drama and film production sales driven by fewer titles sold in the current year and the shift from licensing our content to third parties to licensing based on user clicks or viewership.

Strategic investments for the future

Adapting to the new landscape, continuing investment for future growth

Net Cash (Used In)/Generated from Operating, Investing and Financing Activities (S\$' m)



Preparing to ramp-up productions in the second half of 2022

- Net increase in films and drama productions in progress and products by approximately S\$14.9 million
- Increase in contract assets of approximately S\$7.3 million mainly due to ongoing drama and film productions to date but not yet billed as at reporting date
- Increase in trade and other receivables of S\$28.6 million mainly due to prepayments made for drama productions

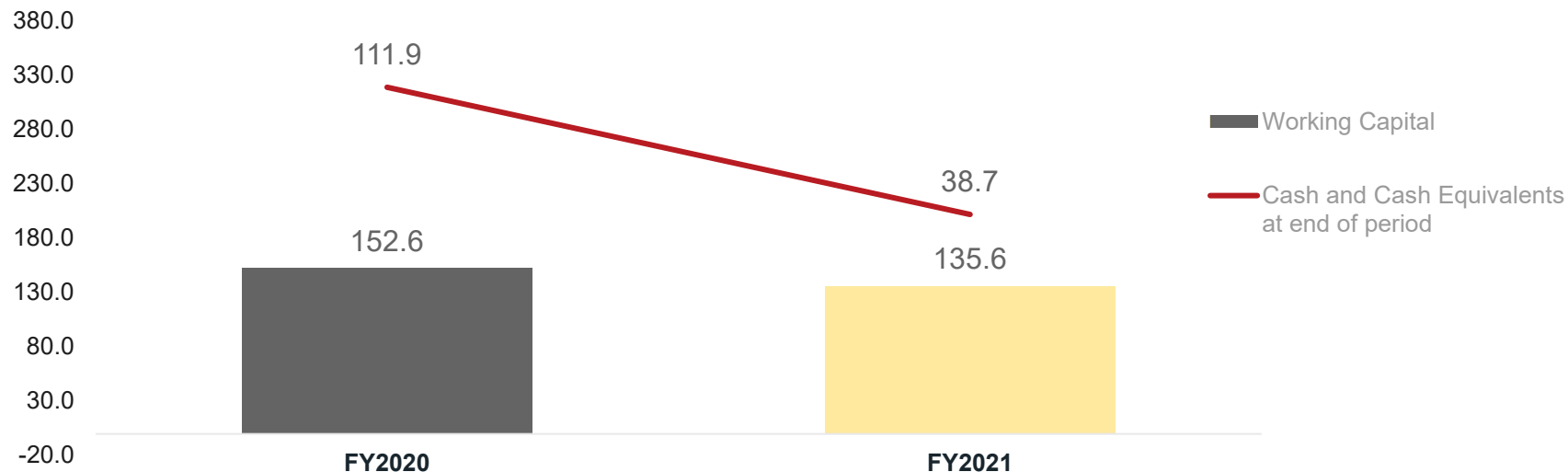
Investing in business adjacencies to capture future growth

- Purchase of plant and equipment of approximately S\$2.2 million, mainly for expansion of post-production visual effects activities to strengthen the Group's end-to-end production capabilities and addition of a film set in PRC for filming purposes.
- Investment in associate and joint ventures of approximately S\$1.1 million and S\$1.0 million, respectively

Healthy working capital cycles

Well-placed to capture organic and inorganic growth opportunities in 2H2022

Working Capital & Cash and Cash Equivalents at end of period (S\$' m)



Maintains a net working capital of S\$135.6 million

- Having invested into growth in 2H2021, contract assets and trade receivables stand at S\$59.3 million and S\$48.1 million respectively;
- The Group is favourably positioned to ramp up productions in 2H2022;
- Net working capital of S\$135.6 million maintains the Group's ability to leverage its strong position in the industry value chain to strategically pursue organic and inorganic growth in order to enhance stakeholders' value

Capital management strategy

Strategic growth initiatives to overcome Covid-19 headwinds

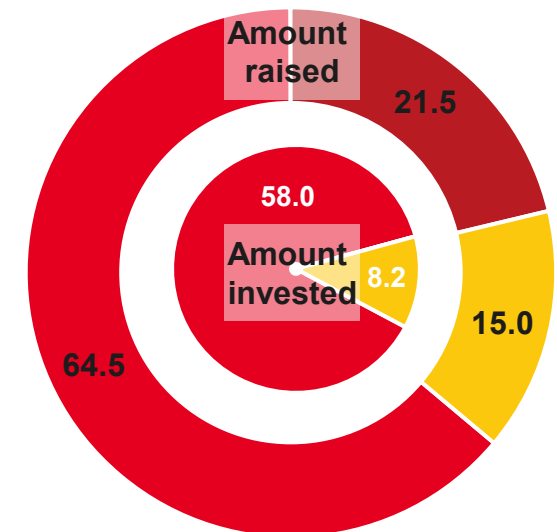
Growth underway

- Investment focus on
 - creating original and well-received drama and film productions
 - maximising the synergies of GHY's unique eco-system to deepen consumers' connection to the dramas and films including but not limited to its characters and stories
 - using new technologies to give consumers the best entertainment experience possible
- Well positioned for FY2022, to ensure sustainable operations and maintain high production quality in a safe workplace environment

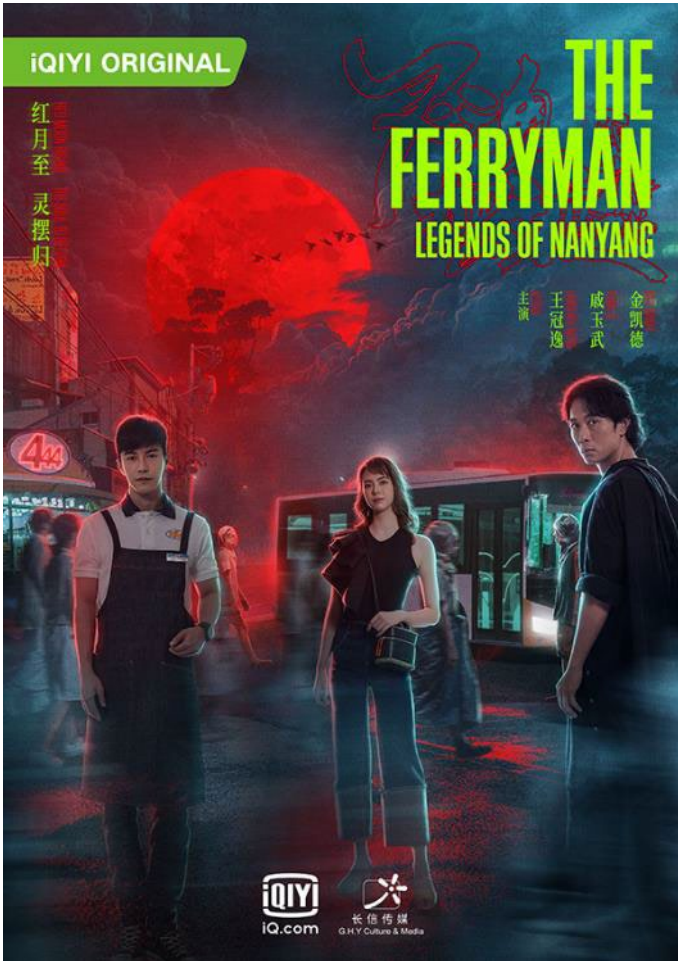
Maximising long-term shareholders' value

- Sustainable dividends to reward shareholders:
 - 0.10 Singapore cents per share, representing approximately 30% payout ratio
 - Prioritising reinvestment in the core businesses and to fund new growth opportunities, followed by highly selective acquisitions;
 - Excess cash will be returned to Shareholders via dividends and share repurchases.
- Share buyback as the Group believes its shares may be undervalued due to market conditions
 - Purchased a total of 1.31 million shares at an average price of S\$0.54 per share as at 24 January 2022 by way of on-market acquisition;
 - Shares repurchased under the share buyback mandate will be held as treasury shares which may be used for employee share plans and/or possible consideration for future M&A opportunities.

IPO Proceeds (\$\$)



- Expansion of TV Program and Film Production
- Expansion of Concert Production
- General Working Capital



“The Ferryman: Legends of Nanyang 灵魂摆渡之南洋传说”

Business Strategies and Growth Plan

Section 2

Forging new frontiers with content innovation

Leveraging on technological advances to expand content offerings

- Expand regional production capacity and distribution capabilities
- Strengthen network of business partnerships
- Identifying new growth adjacencies while driving synergies across existing core businesses
- Capitalise on the commercial success of the Group's drama, films and concerts and expand its entertainment offerings into short form videos, musicals, stage plays and VR concerts



Online short-form videos

- Diversify distribution channels
- Establish own account and grow our fan base
- Short video scripted by Xiao Ji Xiang Tian will be release on our own channels

TV Program & Film Production

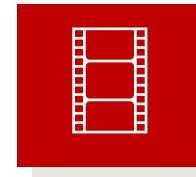
- Diversify distribution channels
- Invest in industry-leading technology to stay ahead



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Content innovation remains the foundation of the Group



Interactive content and multi-level entertainment products

Concert Production

- Anticipated resumption of in-person concerts in Q4 2022



Stage musical performances

- Diversify our product offerings to bring sustainable revenue to the Group

Costumes, Props and Make-up Services and Talent Management Services



Investing strategically in high value post-production capabilities

Building 5G content technology hub in Singapore

- Evolving viewership preference for engaging, high-definition visual experiences drive strong demand for quality animation and VFX content
- Increasing consumption on streaming digital content has resulted in increased VFX expenditure globally with market size of Asian Animation and VFX industry measured at approximately US\$50 billion in 2020¹
- GHY has initiated a 5-year detailed roadmap plan to progressively enhance and scale its VFX capabilities across 3D Assets, Animation, Visual Effects, Rendering and Post-Processing
- Harnessing the professional and experienced talent pool in Singapore to grow GHY's human capital
- Expanding competencies in the region to enhance GHY's end-to-end production capabilities



Note:

(1) "Asia-Pacific \$49.95 billion animation & VFX markets, strategies, trends & opportunities to 2025"; Researchandmarkets, Jan 2021

Forging new frontiers with content innovation

Successfully expanded content offerings to short-form videos

- Strengthened partnerships with both streaming entertainment platforms and linear TV
- Affordable paid content to capture younger millennial and Gen Z audience



契约夫妇离婚吧

Viewership²:
150 million



Ability Bureau
谁? 异能者

Viewership²:
5,009,000



Ability Bureau II
谁? 异能者 II

Viewership²:
3,967,000



六神无主

Viewership²:
4,464,000



Twin Sisters
替身姐妹

Viewership²:
55,926,000



负负得正

爱的鉴定师



商骄

Note:

(1) Key traffic metrics, October 2021, QuestMobile

(2) Source: Kuaishou, Bilibili, Tencent Video as at 1 December 2021

Diversifying into multi-level entertainment offerings

Monetising the proprietary entertainment content and increasing revenue streams

- Rollout of musicals to amplify outreach and publicity of our top-quality productions while capturing the pent-up demand for live performances in PRC

Completed



Joint investment with Beijing iQIYI Science & Technology Co. Ltd. to co-produce “Lion in the Dream” stage musical in PRC to be performed from August 2021 to August 2022

Completed



“The Ferryman” stage musical, is based on one of the popular dramas produced by the Group. The strong demand for the drama has driven the diversification of entertainment content. National tour begun in end 2021

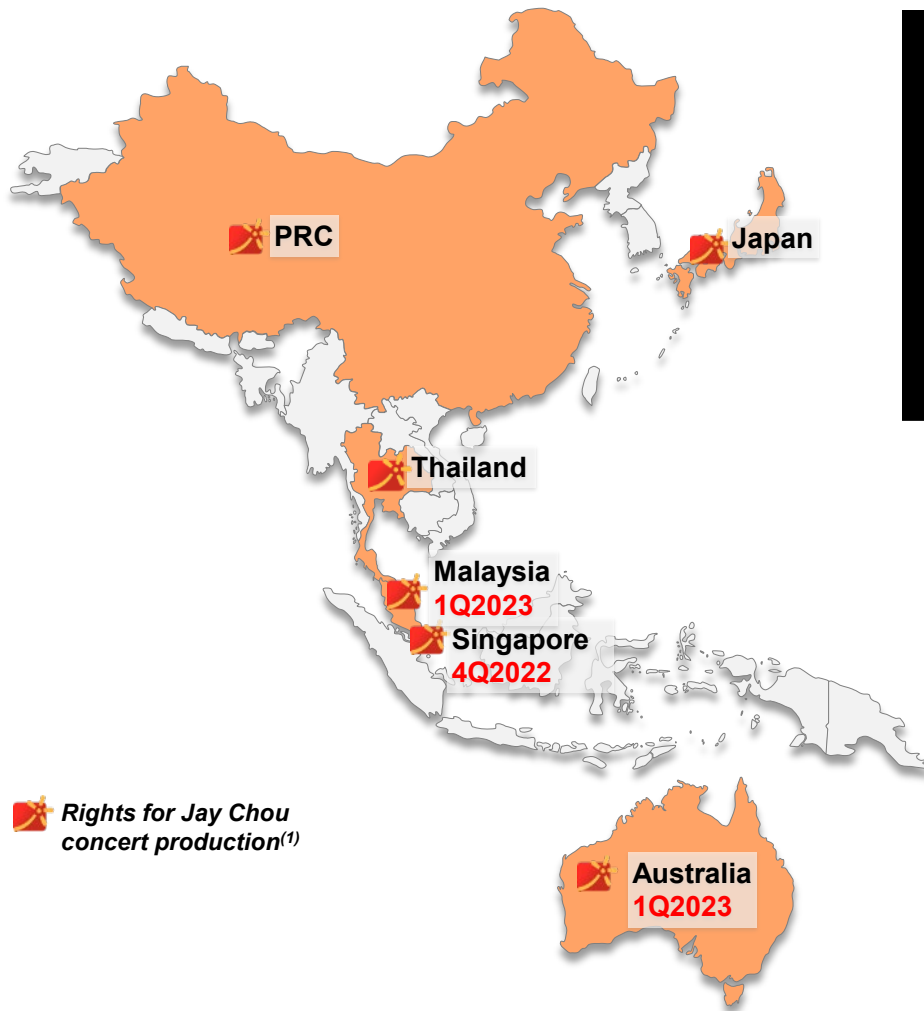
On-going



Commenced casting and audition for “Horror Stories of Tang Dynasty” stage musical in PRC

Resumption of Concert Production Business

Partnering more artistes and growing the talent portfolio to support core business



- ✓ Maintains a small team to manage operating costs but has the flexibility and agility to ramp up once concert dates are confirmed given the long-standing relationships with vendors
- ✓ Preparing for resumption of concert production across operating geographies from 4Q2022, in compliance with COVID-19 health advisory notices

Note:

(1) Long-term concert production for popular singer-songwriter Jay Chou in Singapore, Malaysia, Australia, Thailand, Japan and the PRC (excluding Hong Kong and Macau). For the PRC, the Group undertakes Concert Management where it retain general oversight and management of the concert production process, and appoint sub-agents and/or collaborate with third party concert hosting companies as business partners who will undertake the execution of the concert production.

Driving synergies across various segments

Maximising value and positioning for growth across the entertainment value chain

- Affirmation of GHY's strong end-to-end capabilities;
- Exclusive collaboration with Chen Minzheng, award-winning costumes and props designer;
- Strengthen collaboration opportunities with industry veterans in make-up artistes and costumes design services



陈明正 | Chen Minzheng¹

Awards and Recognition:

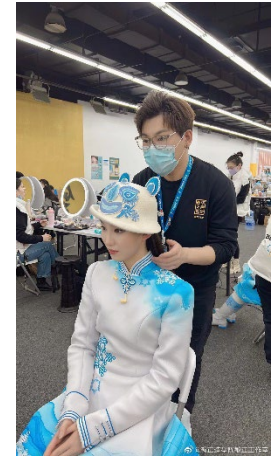
- Golden Horse Award for Best Makeup & Costume Design (2018)
- Asian Film Award for Best Costume Design (2019)

Masterpiece:

- Shadow 《影》
- The Honey Sank Like Frost 《香蜜沉沉烬如霜》
- Empresses in the Palace 《甄嬛传》



GHY is chosen for Beijing 2022 Winter Olympics opening ceremony to design performance costumes and provide make-up services



Driving synergies across various segments

Maximising value and positioning for growth across the entertainment value chain

- Enhancing growth potential by strengthening GHY's value-added business segments
- Continue to grow our pool of over 60 artistes across the region

GHY artistes

Singapore



郑斌辉 |
TAY PING HUI

Masterpiece:

- Bountiful Blessings 《萬福樓》
- The Legend of the Condor Heroes 《射鵰英雄傳》

PRC



戴向宇 |
DAI XIANG YU

Masterpiece

- Little Nyonya 《小娘惹》
- Eternal Love, The Pillow Book 《三生三世枕上书》



齐欢 |
QI HUAN

Masterpiece:

- Ruyi's Royal Love in the Palace 《如懿传》
- Perfect village 《最美的乡村》



史可 |
SHI KE

Masterpiece:

- Mother's Life 《娘道》
- The Young Doctor 《青年医生》

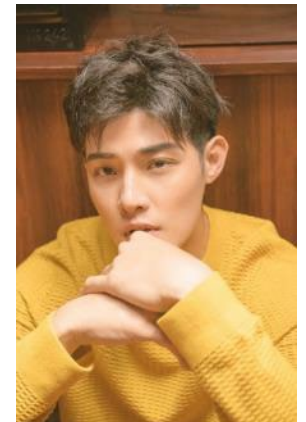


黑子 |
HEI ZI

Masterpiece:

- The Heaven Sword and the Dragon Saber 《新倚天屠龙记》
- Dog Stick 《打狗棍》

China Taiwan



寇家瑞 |
KOU CHIA JUI

Masterpiece:

- The Little Nyonya 《小娘惹》
- The Ferryman 《灵魂摆渡》

Nurturing future talents and bolster local talent

Supporting our ambitions to expand our regional footprint



☑ Identify and promote talent across Southeast Asia

- Provide valuable exposure to end-to-end production capabilities and opportunity to learn from industry professionals
- Tie-ups with industry leaders and education institutions

☑ Grow pool of artistes in PRC and Singapore

- Strategic joint venture to establish Singapore-based talent management agency with iQIYI, Uni-Icon Entertainment Pte. Ltd., to focus on artistes in the region which will facilitate the Group to gain access to wider audiences and exposure to new markets

Summary

Building an entertainment ecosystem to be a leading player in Asia Pacific



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G.H.Y
VFX

灵魂摆渡

南洋传说

LEGENDS OF NANYANG

VFX BREAKDOWN REEL



“The Little Nyonya 小娘惹”

Appendix:
FY2021
Financial Statements

Section 5



Financial Statements (FY2021)

| | Group | | | |
|---|---|---|--|---|
| | For the year ended | | | |
| | 31 December 2021 (Unaudited) \$'000 | 31 December 2020 (Audited) \$'000 | Change Increase / (Decrease) \$'000 | Change Increase / (Decrease) % |
| Revenue | 83,319 | 127,095 | (43,776) | (34) |
| Cost of sales | (61,564) | (71,426) | (9,862) | (14) |
| Gross profit | 21,755 | 55,669 | (33,914) | (61) |
| Other income | 5,961 | 9,668 | (3,707) | (38) |
| Share of result from associate | (8) | (11) | (3) | (27) |
| Share of result from joint venture | (285) | - | 285 | 100 |
| Administrative expenses | (11,514) | (10,942) | 572 | 5 |
| Selling and distribution expenses | (5,957) | (6,701) | (744) | (11) |
| Other expenses | (2,263) | (623) | 1,640 | 263 |
| Finance costs | (1,048) | (985) | 63 | 6 |
| Profit before income tax | 6,641 | 46,075 | (39,434) | (86) |
| Income tax expense | (3,173) | (8,009) | (4,836) | (60) |
| Profit for the year | 3,468 | 38,066 | (34,598) | (91) |
| Earnings per share | | | | |
| Basic and diluted (cents) | 0.36 | 4.15 | (3.79) | (91) |



“The Little Nyonya 小娘惹”

About GHY

Section 1

Key competitive strengths

Differentiating with our value proposition



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Leading player in the media and entertainment industry

Growth is supported by increasing internet penetration rates⁽¹⁾

Connecting people through innovative online video and content



TV Program and Film Production Services

- Producer and co-producer of high-quality TV and web dramas and films broadcasted and/or distributed on video streaming platforms and TV networks in the PRC (e.g., iQIYI, YOUKU and CCTV) and beyond
- Established production teams of experienced directors and producers in both the PRC and Singapore



Concert Production

- Organiser of concerts for well-known international artistes in Singapore, with upcoming concerts in Malaysia and Australia
- Involved in production of concerts in the PRC
- Established concert production teams in both the PRC and Singapore



Costumes, Props and Make-up Services and Talent Management Services

- Provision of costumes, props and make-up services for drama and film production activities. Exclusive collaboration with award-winning costumes and props designer Chen Minzheng⁽²⁾
- Provision of talent management services to more than 60 artistes primarily based in the PRC and/or Singapore

Note:

(1) Source: Frost & Sullivan, *Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia*

(2) Chen Minzheng is a well-known designer for costumes, props and make-up in the PRC who has won, among others, the Golden Horse Award for Best Makeup & Costume Design in 2018 and the Asian Film Award for Best Costume Design in 2019

Overview of businesses and revenue models

Diversified business segments across the value chain



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Businesses


Types of revenue models

TV Program and Film Production



1. Engaged by the customer for production by the Group for a fixed fee
- 2a. Produced by the Group and sold to the customer for a fixed fee
- 2b. Produced by the Group and licensed to the customer for a fixed fee for a fixed period of time
3. Produced by the Group and licensed to the customer for variable fees based on user clicks or viewership for each episode

Concert Production



Proceeds from concert ticket sales and sponsorship income for concert organisation and fees for concert management

Costumes, Props and Make-up Services and Talent Management Services



- Fees from provision of costumes, props and make-up services
- Fees from management services for artistes based on an agreed fee-sharing arrangement

Working Partners / Customers / Artistes



More than **60** Artistes



Note:
(1) Based on the unaudited financial results of the Group for 6M2021

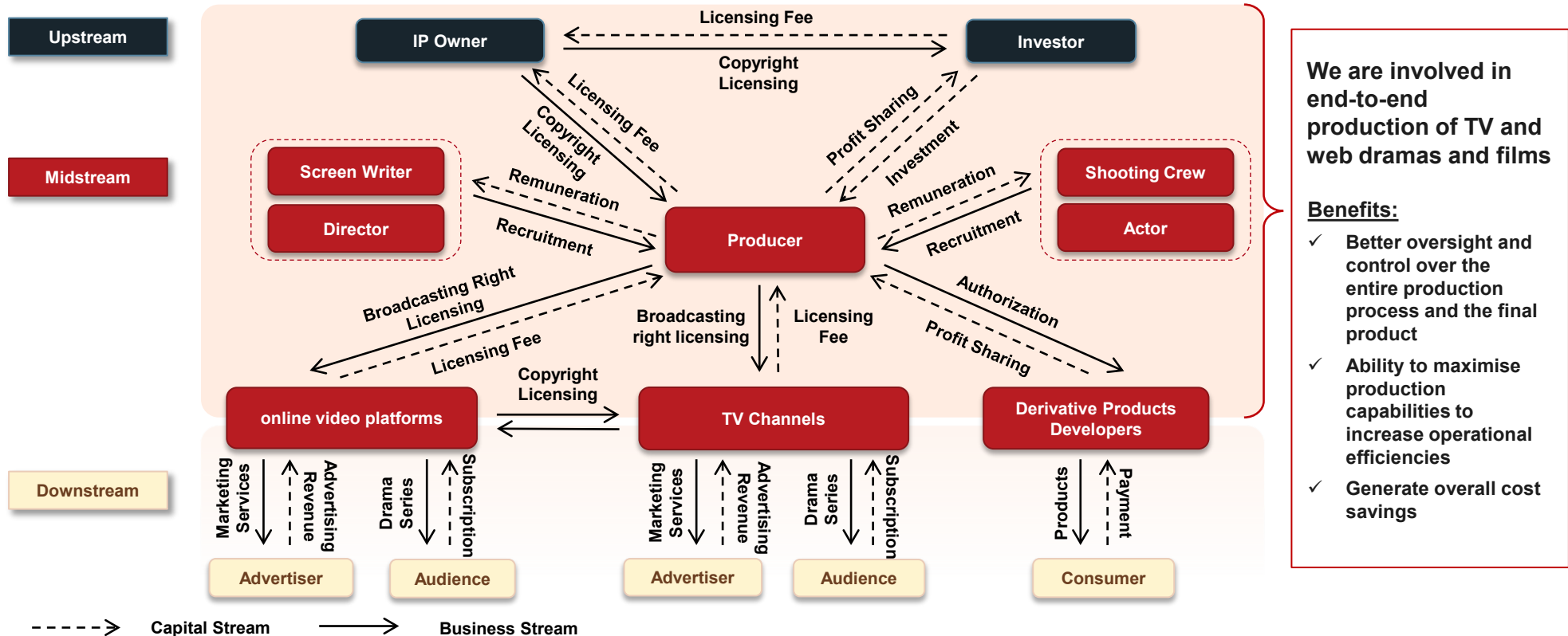
Well-positioned within the drama production value chain

Adding strategic value across the film and drama production ecosystem



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Value Chain of Drama Series



We are involved in end-to-end production of TV and web dramas and films

Benefits:

- ✓ Better oversight and control over the entire production process and the final product
- ✓ Ability to maximise production capabilities to increase operational efficiencies
- ✓ Generate overall cost savings

Growing regional presence

Establishing our footprint in Singapore and growing into SEA



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| | TV Program and Film Production Services | Concert Production ⁽²⁾ | Costumes, Props and Make-up Services and Talent Management Services |
|-----------------------|---|-----------------------------------|---|
| PRC ¹ | ✓ | ✓ | ✓ |
| Singapore | ✓ | ✓ | ✓ |
| Malaysia | ✓ | ✓ | ✓ |
| Australia | | ✓ | |
| Thailand ² | | ✓ | |
| Japan ² | | ✓ | |

Note:

(1) For the PRC, the Group undertakes Concert Management where it retain general oversight and management of the concert production process, and appoint sub-agents and/or collaborate with third party concert hosting companies as business partners who will undertake the execution of the concert production

(2) Long-term concert production for popular singer-songwriter Jay Chou in Singapore, Malaysia, Australia, Thailand, Japan and the PRC (excluding Hong Kong and Macau).

Management bench strength

Experience and capabilities spanning the Group's business value chain



Guo Jingyu
Executive Chairman and Group CEO

- >25 years of experience as a producer, drama director and scriptwriter
- Formerly director, producer and scriptwriter with Perfect World
- Chairman of Youth Committee of China Television Drama Production Industry Association (中国电视剧制作产业协会)



Yue Lina
Executive Director

- >20 years of experience in the film industry as an established executive producer and actress
- Formerly artistic director with Perfect World⁽²⁾
- Master's in Business Administration from Peking University



Wang Qing
Executive Director

- Formerly tax director with Perfect World
- Masters' in Accountancy from the University of International Business and Economics and a Bachelor's in Accountancy from Qingdao Technological University



Low Hui Min
CFO

- Formerly Regional Financial Controller of BBDO Asia Pte. Ltd., which is a subsidiary of a listed company on the New York Stock Exchange
- Received a Bachelor of Accountancy from Nanyang Technological University



Xue Xin
Senior Director of Television Program and Film Production

- >30 years of experience as a producer
- Formerly manager and producer of TV program and films at Perfect World
- Member of the China Alliance of Radio, Film and Television (中国广播电影电视社会组织联合会)



Chan Pui Yin
Senior Director of Concert Organisation and Management

- >25 years of experience in the TV program and film production industry
- Formerly Assistant Vice President at MediaCorp Raintree Pictures Pte. Ltd.
- Worked on award-winning films such as "I Not Stupid" and "Homerun"

Production team

Including award-winning scriptwriters



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Guo Jingyu



Xiao Ji Xiang Tian /
Han Xiao Tian



魏风华 Wei Fenghua
Scriptwriter

“Horror Stories of Tang Dynasty
唐朝诡事录”
“Brave Heart 2 勇敢的心2”
“Heroes 大侠霍元甲”



张弘弢 Zhang Hongtao
Scriptwriter

“Perfect Youth 最美的青春”
“Perfect Village 最美的乡村”
“I Come From Beijing · Happy
New Year 我来自北京之过年好”

- Curated script ideas and developed a repertoire of scripts for potential drama or film projects across varying genres
- In addition, proposals and pitches are received from various external scriptwriters and directors who are keen to work with the Group



Content innovation remains
the core foundation of the
Group



Group intends to build on the capacity to deliver quality entertainment content
through (i) in-house script production team, and (ii) while remaining open to
external opportunities and sources for scripts

Production team

Including producers involved in notable dramas and films in the PRC



长信传媒
G.H.Y Culture & Media



薛鑫 Xue Xin
Leads the PRC Production Team
"Rush Year 刀锋1937"
"The Red Lady 红娘子"
"Brave Heart 2 勇敢的心"
"The Blue Blade 火蓝刀锋"



王冰 Wang Bing
Producer
"The Legend of the Condor Heroes
射雕英雄传 (2017版)"
"Handsome Siblings 绝代双骄
(2020版)"
"Dance of the Sky Empire 天舞纪"



张焕引 Zhang Huanyin
Producer
"Perfect Youth 最美的青春"
"Perfect Village 最美的乡村"
"I Come From Beijing
我来自北京" film series



王永辉 Wang Yonghui
Producer / Director
"My Natasha 我的娜塔莎"
"Brave Heart 2 勇敢的心2"
"Heroes 大侠霍元甲"



刘搏 Liu Bo
Producer
"Mother's Life 娘道"
"Perfect Youth 最美的青春"
"To Be With You 约定之青春永驻"

Production team

Directors with years of experience in the media and entertainment industry in the PRC



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柏杉 Bai Shan
Director

“The Red Lady 红娘子”
“Yangko Dance 大秧歌”
“Brave Heart 勇敢的心”
“Heroes 大侠霍元甲”



满意 Man Yi / Ju Xing Mao
Director

“The Ferryman 灵魂摆渡” Series
“Perfect Youth 最美的青春”
“The Frontliners 最美逆行者”
“To Be With You 约定之青春永驻”
“The Journey Across the Night 我在香港遇见他”



信鹏 Xin Peng
Director

“Candle In The Tomb 鬼吹灯”
“The Secret of Sharp Knife 尖刀之风雷诀”

Track record of commercial success

Testament to the high-quality content produced

Commercial success of the dramas and films



“The Little Nyonya 小娘惹”

- Production in Singapore, Malaysia and PRC

- ✓ Broadcasted on leading TV network and video streaming platform – CCTV, iQIYI
- ✓ 1st in viewership rating⁽¹⁾ – for eps. 18 to 45
- ✓ 3rd in viewership rating⁽¹⁾ – for eps. 1 to 17



“Perfect Village 最美的乡村”

- Production in PRC

- ✓ Broadcasted on leading TV network – CCTV
- ✓ 1st in viewership rating⁽¹⁾

Source: Frost & Sullivan, Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia



- ✓ Ability to identify changes in consumer preferences through active ongoing engagements with leading customers in selection of drama and film projects with potential for commercial success



- ✓ Strategically developed and curated scripts with trending themes and content that resonate with consumers to capture market demand



- ✓ Positive reception and immediate consumer interest are testaments to the quality of the dramas and films produced and the capabilities of the production teams

Note:

(1) Among all TV series broadcasted on TV channels in PRC during the same timeslot when it was aired

Control and flexibility with production timelines

Executing a progressive rollout throughout the year for earnings visibility



Note:

(1) The production phase for each project typically takes approximately one to four months, depending on the length of the drama or film, the number of scenes at each filming location, the filming plan and the scale of the production.

Strong network of business relationships and partnerships

Across TV networks, video streaming platforms and other production companies

TV Networks and Video Streaming Platforms

Quality of dramas and films and Management team's experience enable the Group to establish a strong network of business relationships with key industry players:



TV network in the PRC⁽¹⁾



Total market share in the PRC⁽²⁾



Source: Frost & Sullivan, Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia



Production Partners



Drama or film projects to be co-produced in a three-year period from Mar 2020



“The Little Nyonya 小娘惹”
“Make a Wish Miss Xianqi 仙琦小姐许愿吧”

Co-production of dramas with production partners enable the Group to:



Undertake more projects

Opportunities to further develop production capabilities

Further strengthen market position and gain access to new markets and audiences



Notes:

(1) Ranking among provincial satellite & non-satellite TV, municipal and other channels in PRC

(2) Percentage of total market revenue in the PRC in 2019

Growing portfolio of artistes

Contribute to the success and track record of Concert Production business



Jay Chou
"Carnival"
World Tour



Li Ronghao
"If I Were Young"
World Tour

- ✓ Secured long-term concert production rights for popular and well-known singer-songwriter Jay Chou in **6 countries**⁽¹⁾
- ✓ **Sold-out** Jay Chou concerts held in January 2020 at Singapore's National Stadium

Note:

(1) Long-term concert production for popular singer-songwriter Jay Chou in Singapore, Malaysia, Australia, Thailand, Japan and the PRC (excluding Hong Kong and Macau). For the PRC, the Group undertakes Concert Management where it retain general oversight and management of the concert production process, and appoint sub-agents and/or collaborate with third party concert hosting companies as business partners who will undertake the execution of the concert production

(2) Subject to the COVID-19 measures in place in these countries

Elevating the community that we live in

Embracing the spirit of sharing and caring while growing our human capital

Responding to needs of the society

Providing financial assistance



Enriching the industry ecosystem

Providing “Real-World” experience through project work

Providing apprenticeship and training to industry professionals

