



Financial Results Highlights for 6M2022 11 August 2022

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Section 1

6M2022 Performance Summary



"Goddess Hotel 女神酒店"

GODDESS
女神酒店
系列短剧



岳
YUE LINA
定档
07 05
凡有所求 必有所应
娜·娜
每周二、四、六更新

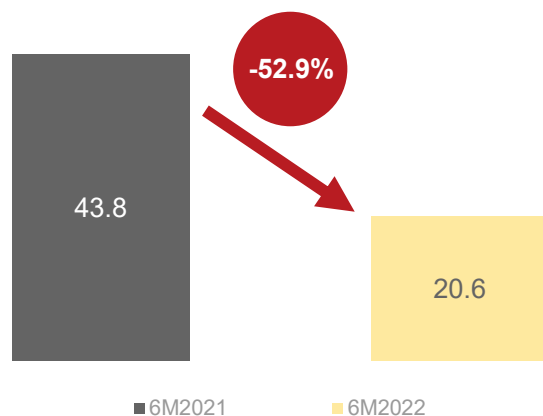
监制: 郭靖宇 编剧: 小吉祥天
导演: 巨兴茂 郭世民 周颖波 制片人: 刘博 王永辉

出品公司 抖音 长信传媒
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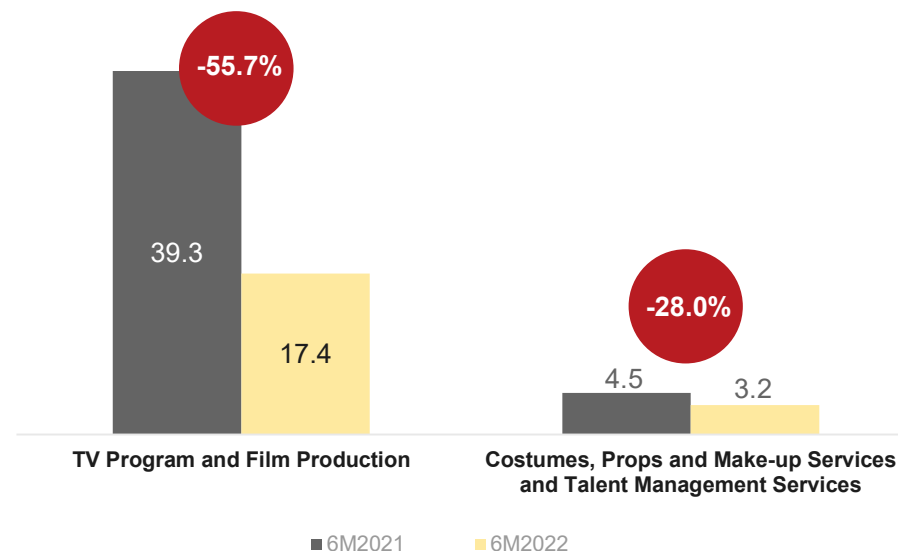
Revenue breakdown by segments

Strong second half expected with an upcoming slate of drama projects and resumption of live concerts

Revenue (S\$' m)



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



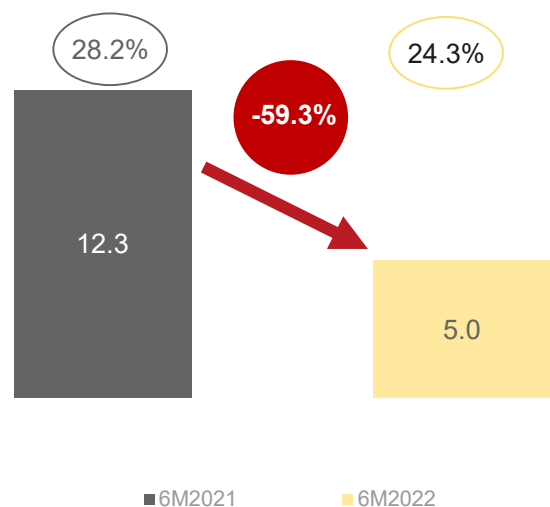
Revenue declined S\$23.2 million or 52.9% to S\$20.6 million in 6M2022 mainly due to COVID-19-induced delays in contract signings

- Contract signings with some customers were delayed due to COVID-19 measures in China hence fewer titles were sold in current period;
- Revenue recognised mainly from the completed production of three dramas named “Horror Stories of Tang Dynasty 唐朝诡事录”, “Sisterhood 南洋女儿情” and “A Fish and A Cat 骑着鱼的猫” in 6M2022 and sale of a script “Misty Rain 烟雨”;
- Anticipates a good pipeline of film and drama content in the second half of this year (“2H2022”);
- Short-form video production named “Goddess Hotel 女神酒店” was a popular hit on Douyin (抖音) (also known as TikTok), topping the search list of Douyin. The Group will recognise the revenue and costs in 2H2022; and
- Resumption of concert production activities with upcoming concerts in Singapore, Malaysia and Australia by popular and well-known artistes, including singer-songwriter, Jay Chou, in December 2022, January 2023 and March 2023.

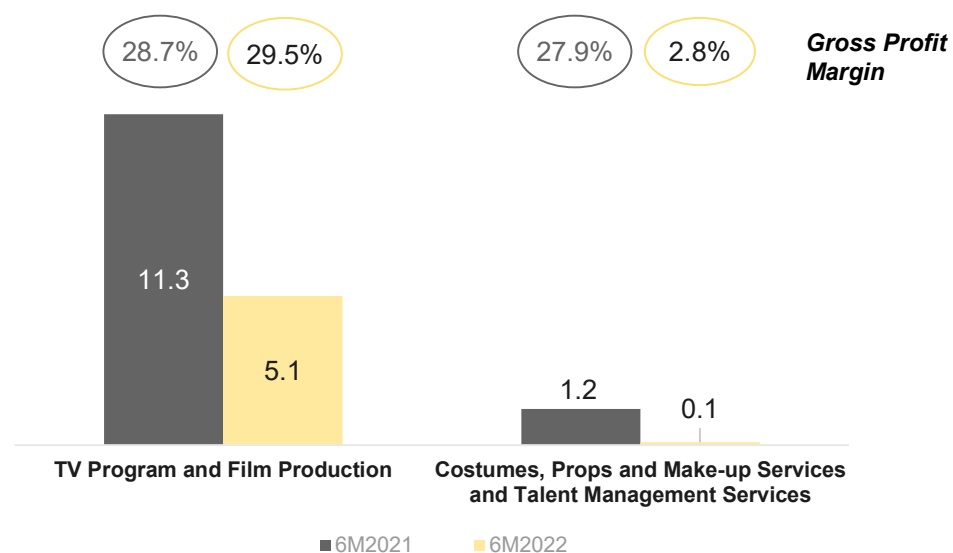
Operations impacted by external variables beyond control

GP margin for TV Program and Film Production remains stable

Gross Profit (S\$' m)



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



Corresponding to lower revenue in 6M2022, gross profit declined S\$7.3 million or 59.3% to S\$5.0 million

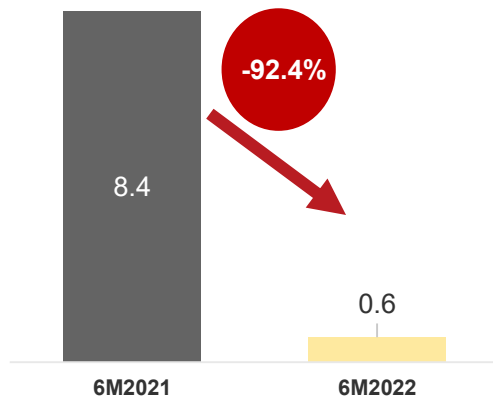
- Impacted by significant disruptions of filming and production activities due to the COVID-19 lockdown in Shanghai where filming duration for "Sisterhood 南洋女儿情" was extended from March 2022 to May 2022. "Sisterhood 南洋女儿情" remained profitable; and
- No ongoing or planned on-site filming activities in other cities in China that are affected by the current lockdown measures.

Net loss for 6M2022 primarily due to challenging operating environment

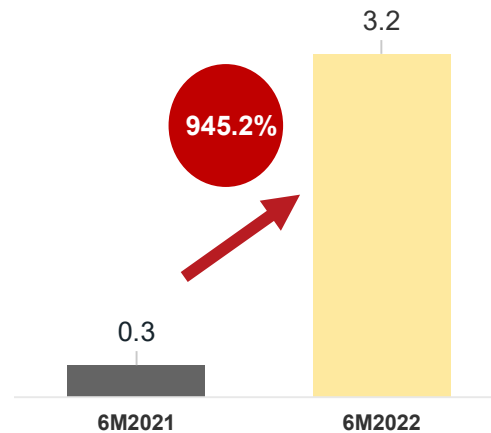
Excluding the foreign exchange loss of S\$2.7 million, the Group would have posted a net profit of S\$0.9 million for 6M2022



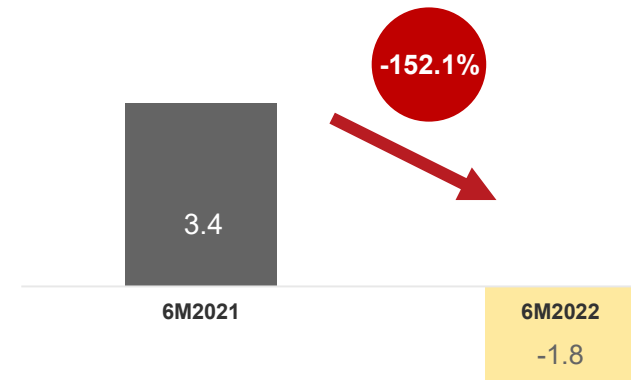
EBITDA (S\$' m)



Other Expenses (S\$' m)



Net Profit (Loss) (S\$' m)



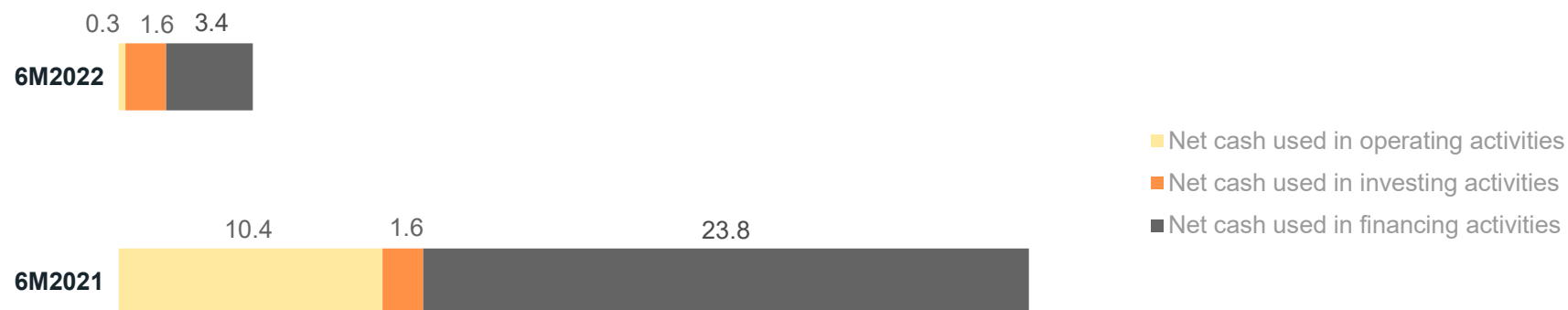
EBITDA decreased by S\$7.8 million from S\$8.4 million in 6M2021 to S\$0.6 million in 6M2022

- Contract signings with some customers were delayed due to the COVID-19 lockdown in China and hence, fewer titles were sold in 6M2022; and
- Approximately \$2.7 million in net foreign exchange loss primarily due to appreciation of the Singapore dollar against Chinese Renminbi arising from the Group's significant operations in China; offset by
- Increase in government grants and reversal of allowance of credit loss as these trade receivables for the relevant projects were collected in 6M2022.

Healthy working capital cycles

Investing for future growth

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



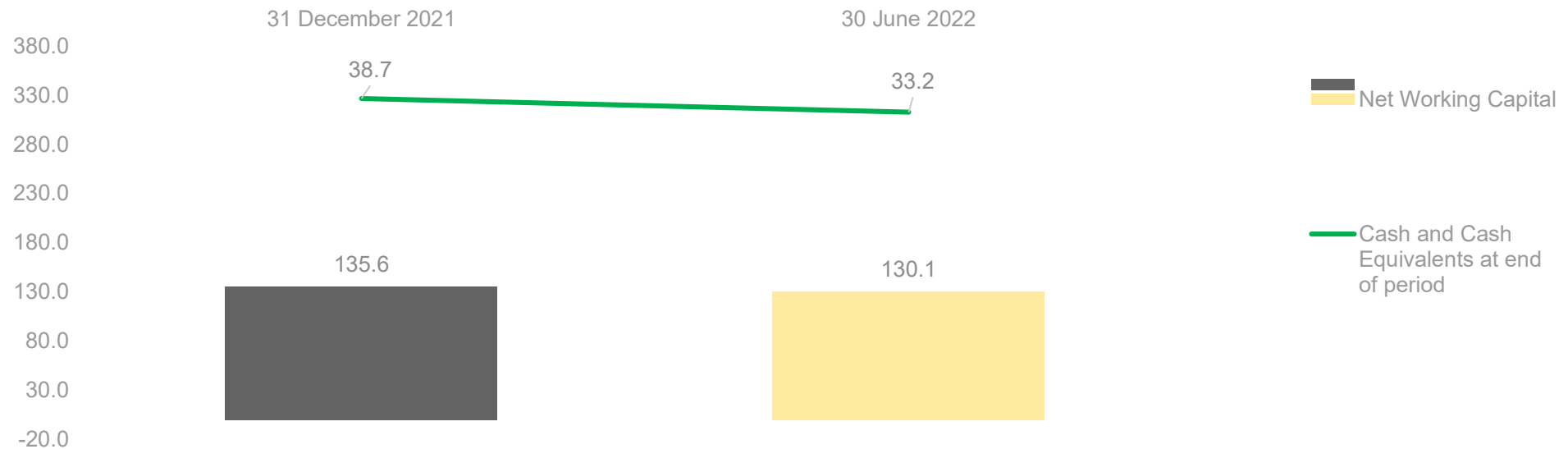
Preparation to ramp up business activities in the second half of 2022

- Net cash used in operating activities for ongoing drama and concert productions, offset by receipts for drama productions;
- Net cash used in investing activities for addition of a film set located in China for filming purposes; and
- Net cash used in financing activities for payment of final dividends in respect of FY2021, payment of lease liabilities and shares repurchased in 6M2022.

Resilient balance sheet with net cash position

Well-placed within the industry value chain to pursue organic and inorganic growth

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

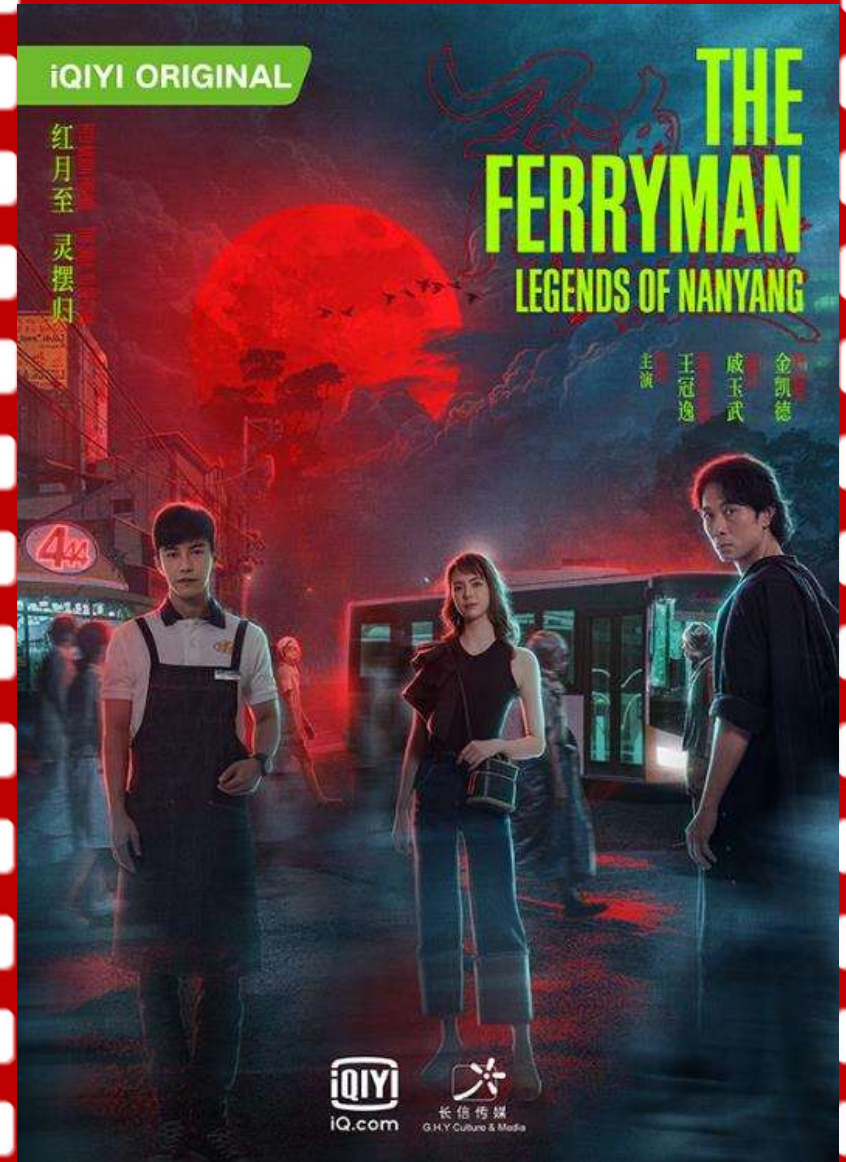
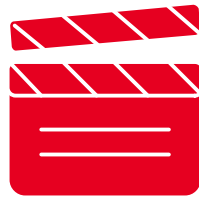


Maintains a net cash position of S\$19.3 million

- To be used for dramas and film productions, concert productions and working capital purposes; and
- Net cash position of S\$19.3 million enhances the Group's business agility within the industry value chain to strategically pursue organic and inorganic growth in order to enhance stakeholders' value.

Section 2

Business Strategies and Growth Plans



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



Poised for stronger second 2H2022

- ✓ Continued commitment to creating a sustainable returns
- ✓ Active expansion to new growth adjacencies
- ✓ Drive synergies across existing core businesses



Good content slate expected in 2H2022 for TV Program & Film Production business



Continue to diversify content offerings to short-form videos by riding on the success of our collaboration with Beijing Zitiao Network Technology, part of the ByteDance Group which operates Douyin



Resumption of concert production activities to drive revenue growth



Diversify product offerings with interactive content and multi-level entertainment products



Aim to collaborate with local and regional business to diversify product and services offerings and expand branding and marketing solutions



Strong second half expected with an upcoming slate of dramas and projects

Continued penetration in short-form video market

- Expected increase in production activity with the production of long-form dramas and several short-form video series scheduled in 2H2022;
- Collaborated with Beijing Zitiao Network (part of the ByteDance group) to produce a short-form video series “Goddess Hotel 女神酒店” which was released on Douyin in July 2022; and
- Investment in industry-leading technologies to stay ahead.



Goddess Hotel
女神酒店
Released on Douyin
on 5 July 2022



Miss Tanya
Production
expected to
commence in
Q3 2022



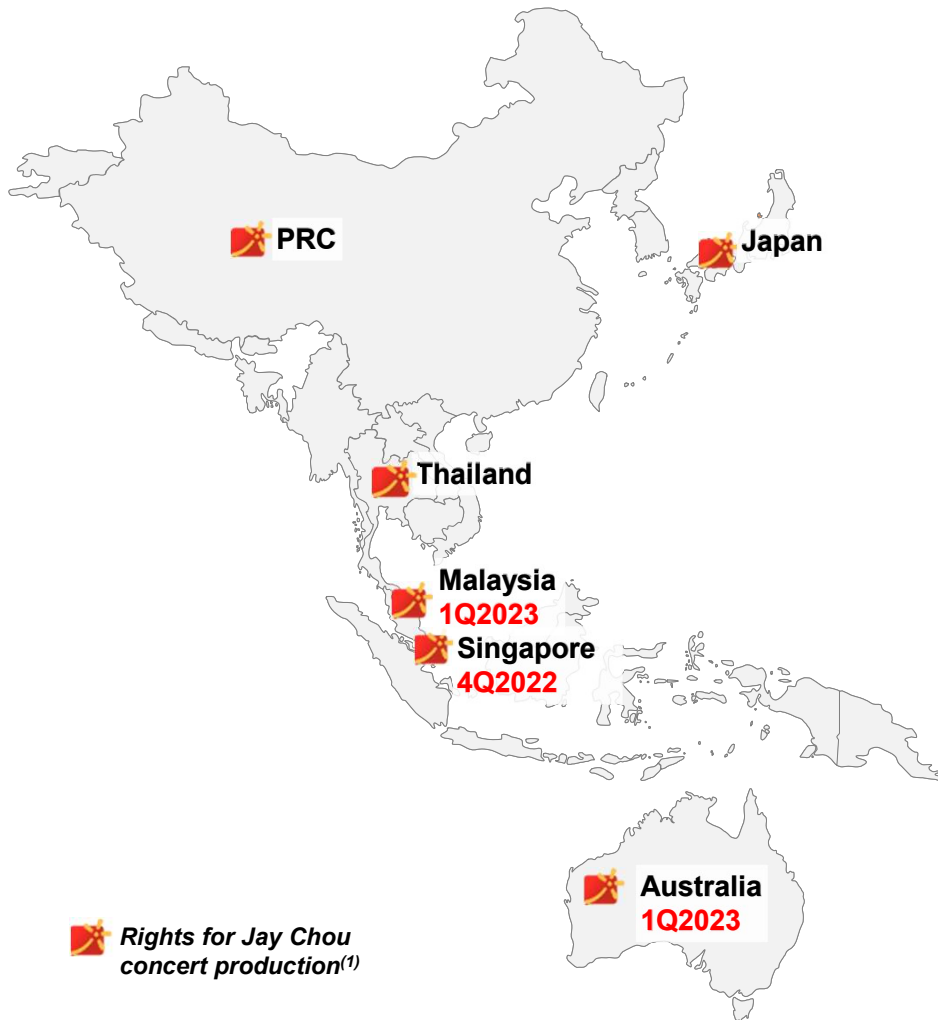
Ability Bureau
Production expected
to commence in
Q4 2022

Resumption of Concert Production Business

Partnering with more artistes to boost second growth engine



长信传媒
G.H.Y Culture & Media



- ✓ Sold-out Jay Chou concerts in Singapore and Malaysia with ticket sales for Australia expected to commence in Q3 2022
- ✓ Co-producer of concerts to be performed by well-known artistes, Power Station (动力火车) and Guns N' Roses, to capture the pent-up concert demand

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 retains 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.

Diversifying into multi-level entertainment offerings

Monetising the proprietary entertainment content and increasing revenue streams

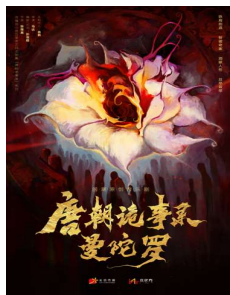
- Two musicals to be launched in China
- First-ever immersive live action game based on GHY's "Horror Stories of Tang Dynasty" drama series, where participants will be able to take part in an actual game setting mirroring the drama series



As a derivative of the original, The Ferryman (released in 2014 with 20 episodes).



First-ever immersive live action game based on GHY's "Horror Stories of Tang Dynasty" drama series



Horror Stories of Tang Dynasty" musical play



Nurturing future talents and bolstering 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 opportunities to learn from industry professionals
- Tie-ups with industry leaders and education institutions
 - E.g. **Pitch It!** Marketing competition organised by the NUS Communications & New Media Society



✓ Grow pool of artistes in PRC and Singapore

- Strategic joint venture with iQIYI to establish Singapore-based talent management agency, 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

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 was 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》

Strong network of business relationships and partnerships

Across TV networks, video streaming platforms and other production companies

- Increasing partnerships and collaborations across verticals
- Bridging the cultural gap across borders

Production Partners



Platform Partners



Platform Partners



Average DAUs⁽¹⁾

345.5 million ⁽²⁾

600 million ⁽²⁾

79 million ⁽²⁾

(1) DAUs refers to Daily Active Users.

(2) Source: [Kuaishou Technology](#), [CNBC](#) and [Bilibili Inc](#) respectively.

Directing our path to sustainable innovation

Building an entertainment ecosystem to be a leading player in the Asia Pacific media and entertainment industry



Ability to produce high quality and well-received dramas and films led by strong end-to-end production capabilities



Management bench strength with experience and capabilities spanning the whole business value chain



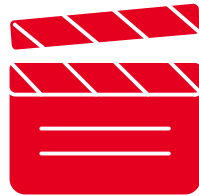
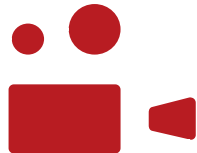
Strong network of business relationships and partnerships with distributors for strategic investments to diversify into new growth adjacencies



Growing portfolio of artistes contribute to the success of the concert production business

Section 3

Appendix



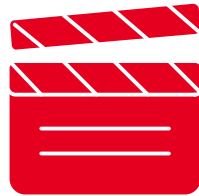
“The Little Nyonya 小娘惹”

Financial Statements for 6M2022

	Group			
	For the half year ended			
	30 June 2022 (Unaudited)	30 June 2021 (Unaudited)	Change Increase / (Decrease)	Change Increase / (Decrease)
	\$'000	\$'000	\$'000	%
Revenue	20,625	43,785	(23,160)	(53)
Cost of sales	(15,605)	(31,452)	(15,847)	(50)
Gross profit	5,020	12,333	(7,313)	(59)
Other income	5,801	2,397	3,404	142
Share of result from associate	8	-	8	100
Share of result from joint venture	(154)	(67)	87	130
Administrative expenses	(5,997)	(5,082)	915	18
Selling and distribution expenses	(2,824)	(2,339)	485	21
Other expenses	(3,167)	(303)	2,864	945
Finance costs	(638)	(475)	163	34
(Loss) Profit before income tax	(1,951)	6,464	(8,415)	(130)
Income tax credit (expense)	166	(3,038)	(3,204)	(105)
(Loss) Profit for the period	(1,785)	3,426	(5,211)	(152)
(Loss) Earnings per share				
Basic and diluted (cents)	(0.13)	0.32	(0.45)	(141)

Section 4

Appendix: About GHY



“The Little Nyonya 小娘惹”

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 major TV networks and leading video streaming platforms in the PRC (e.g., iQIYI, YOUKU and CCTV) and beyond
- Established production teams 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

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

