



长信传媒
G.H.Y Culture & Media

Annual General Meeting for FY2024
28 April 2025



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Section 1

Message from Executive Chairman and Group CEO



Corporate Highlights in FY2024

TV Program and Film Production

- ✓ Signed a co-production agreement with iQIYI in October 2024 to co-produce a web drama series titled “Strange Tales of Tang Dynasty 3: Chang’an 唐朝詭事錄之長安”. Production commenced in October 2024 and is tentatively slated for completion and handover in 2025.
- ✓ Signed a joint production and production cooperation with Youku Information Technology (Beijing) Co., Ltd. (優酷信息技術北京有限公司) a subsidiary of Alibaba Group Holding Limited, to jointly produce a drama series titled “My Destiny 我和我的命”. Production commenced in November 2024 and is tentatively slated for completion of filming in the first half of 2025.



Corporate Highlights in FY2024

Concert Production

- ✓ The Group has completed six concert productions in Singapore, Australia and Japan; and has completed concert production of Angela Zhang's (張韶涵) World Tour 2024 (2024 張韶涵世界巡回演唱會) concert in Changshu (常熟), People's Republic of China ("PRC").
- ✓ The Group will continue to identify and evaluate business opportunities to undertake the concert production for artistes.



Corporate Highlights in FY2024



Acquisition of Orita Sinclair School of Design and Music Pte. Ltd.

- ✓ With the growth strategy to enhance the business growth, the Group acquired a 95% equity interest in Orita Sinclair School of Design and Music Pte. Ltd. ("Orita Sinclair") in December 2024. Orita Sinclair is a boutique private education institution in Singapore, specialising in design, music, and media education programs.
- ✓ Orita Sinclair's education curriculum and training programs in these creative fields complement our talent management and content production services, ensuring a comprehensive approach to nurturing and developing talent.
- ✓ This acquisition provides an opportunity for the Group to develop synergies by integrating educational expertise into the Group's talent pipeline, supporting our efforts to expand the Group capabilities in producing high-quality content and fostering innovation within the creative sector.

Orita
Sinclair
School of Design
& Music



Recent Corporate Updates



- ✓ We are a pioneer and leading force in producing high-quality short-form dramas, which have a duration of between 10 and 19 minutes – an ideal format for storytelling, particularly for narratives of longer storylines.
- ✓ Currently, the two highest-budget short dramas in the market – “Contenders 獅城山海” and “Notes of DNA Appraiser 鉴定” – are produced by GHY and are expected to be broadcast soon.
- ✓ With this, we will solidify our position as a trailblazer in high-quality short-form dramas, leading the industry’s transformation as a premium showcase format.
- ✓ In strategic partnership with iQIYI, we will jointly develop a short-form drama series, “The Legend of the Immortals 烟雨神游記”, that is planned to expand into its own “IP franchise” series, based on a romantic epic storyline that intricately blends the essence of Chinese mythology and folklore. With the majority of the production expected to be finished within the year, and this drama series is slated for its debut broadcast in the summer or fall of 2026.



Recent Corporate Updates



- ✓ VR immersive experience centre for the “Strange Tales of Tang Dynasty 2: To the West 唐朝诡事錄之西行” has been launched in several major cities in the PRC, marking a successful collaboration between GHY and iQIYI in integrating our IP with technology-powered cultural tourism activities.

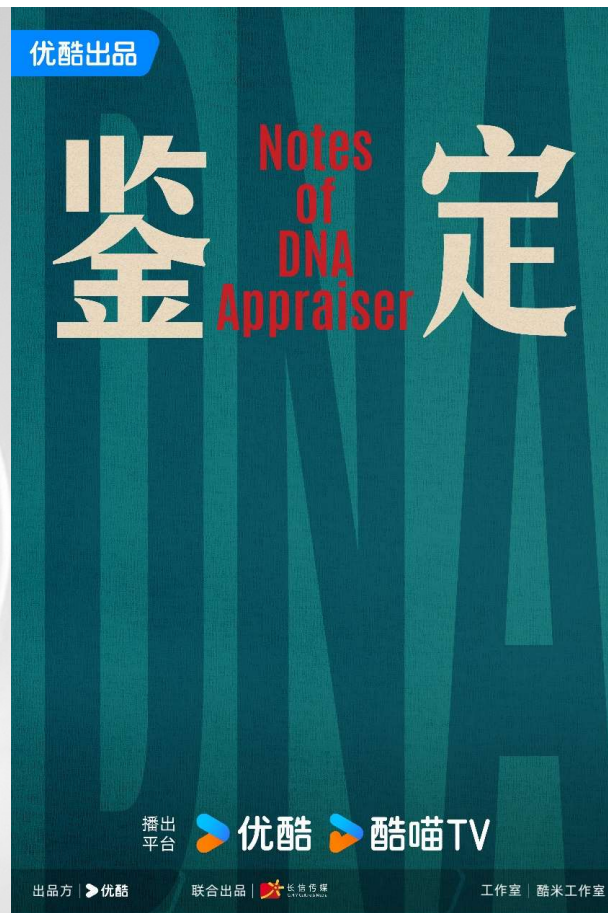


- ✓ A large-scale musical production of “Strange Tales of Tang Dynasty 3: Chang’an 唐朝诡事錄之長安” will premiere in Xi’an during the peak summer travel season, introducing a groundbreaking new format of live performance to the city.

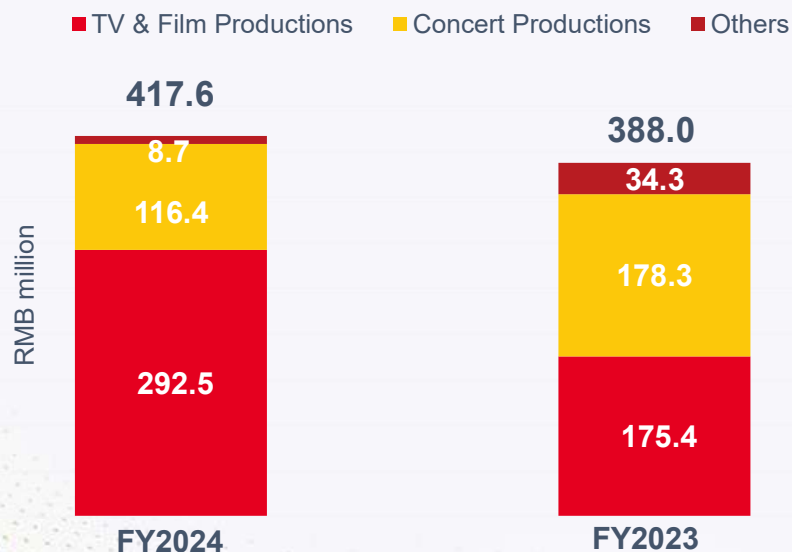


Section 2

FY2024 Performance Summary



Revenue Highlights for FY2024



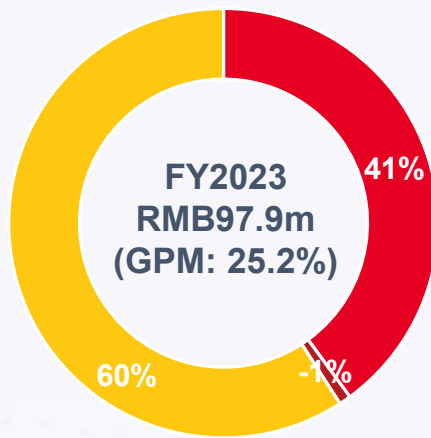
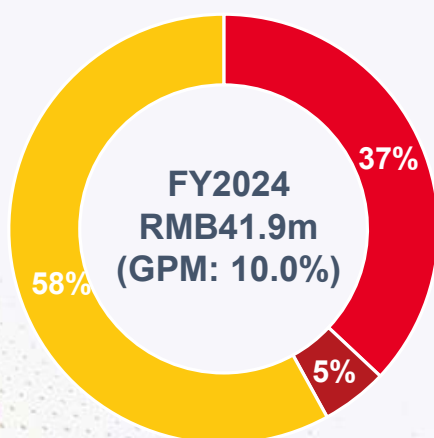
For FY2024:

The Group's revenue increased by approximately RMB29.6 million from RMB388.0 million in FY2023 to RMB417.6 million in FY2024. Mainly attributable to:

- The Group's TV Program and Film Production business segment contributed revenue of RMB292.5 million in FY2024, as a result of revenue recognised mainly from the drama series titled "Strange Tales of Tang Dynasty 3: Chang'an 唐朝诡事录之长安", "Contenders 狮城山海", "Identification 鉴定", "Strange Tales Jiang Cheng 江城诡事原無冤行者" and online short drama series.
- 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 a fewer number of projects and posted a revenue contribution of RMB8.7 million.

Gross Profit Highlights for FY2024

■ TV & Film Productions ■ Concert Productions ■ Others



For FY2024:

The Group's gross profit decreased by approximately RMB56.0 million to RMB41.9 million in FY2024. Gross profit margin decreased to 10.0% in FY2024. Mainly attributable to:

- TV Program and Film Production business segment was affected by legacy projects (during COVID-19) that were delayed and incurred inflated production costs. Such historical costs resulted in a lower gross profit margin and gross profit in FY2024.
- GP contribution from the Concert Production business segment decreased in FY2024, mainly due to lower income and higher costs of concert productions.
- Others business segment contributed with a gross profit in FY2024, mainly due to better cost controls.

P&L Highlights for FY2024

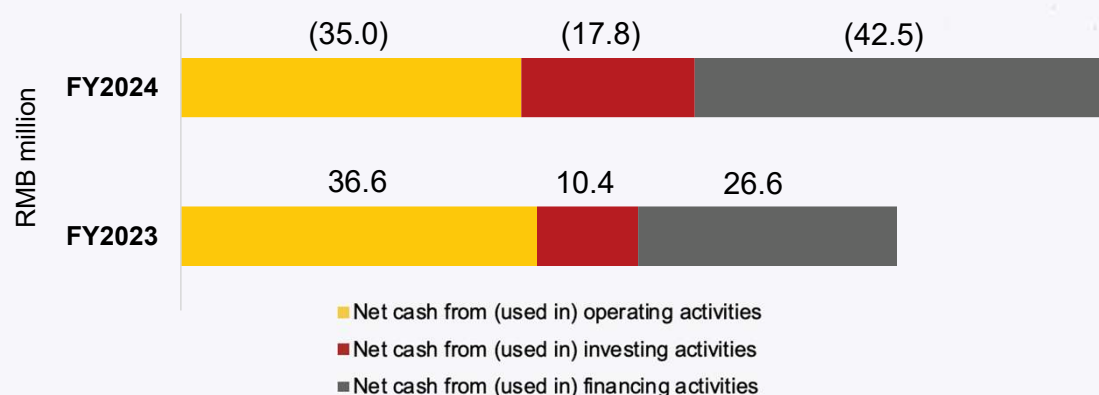


For FY2024, the loss was mainly attributable to:

- Historical production costs from legacy projects (during COVID-19) which 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 Tournament January 2024 – Glory Soccer Tour” arising from the tournament’s cancellation.

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

Positive Liquidity with Net Cash Position



The Group has 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

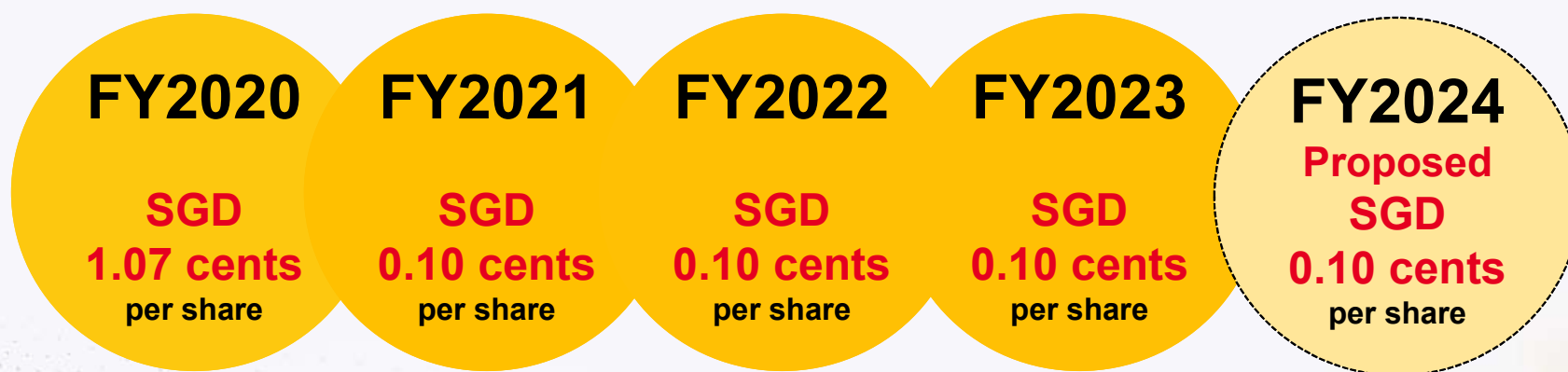
For FY2024:

- Net cash used in operating activities was approximately RMB35.0 million in FY2024, mainly due to an increase in films and drama productions in progress and films and drama products.
- Net cash used in investing activities amounted to approximately RMB17.8 million, mainly due to an increase in plant and equipment, intangible assets, acquisition of subsidiaries, and financial assets at fair value through profit or loss.
- Net cash used in financing activities amounted to RMB42.5 million, mainly due to a repayment in borrowings including interest payment, payment of final dividends, payment of lease liabilities and shares repurchased in FY2024.

Dividends Track Record

Committed to rewarding our shareholders

Since our IPO listing, GHY has issued dividends to shareholders annually as part of our commitment to reward shareholders for your support and loyalty



Section 3

Q&A



Section 4

Resolutions



ORDINARY RESOLUTION 1

To receive and adopt the Directors' Statement and the Audited Financial Statements of the Company for the financial year ended 31 December 2024 together with the Auditors' Report thereon.



ORDINARY RESOLUTION 2

To declare a final tax exempt (one-tier) dividend of 0.10 Singapore cents per ordinary share for the financial year ended 31 December 2024.



ORDINARY RESOLUTION 3

To approve the payment of Directors' fees of S\$300,000 for the financial year ending 31 December 2025, to be paid half-yearly in arrears.



ORDINARY RESOLUTION 4

To re-elect Mr. Shamsul Kamar Bin Mohamed Razali, a Director who is retiring pursuant to Article 86(1) of the Company's Articles of Association.



ORDINARY RESOLUTION 5

To re-elect Mr. Li Qi, a Director who is retiring pursuant to Article 86(1) of the Company's Articles of Association.



ORDINARY RESOLUTION 6

To re-elect Ms. Zeng Yingxue, a Director who is retiring pursuant to Article 86(1) of the Company's Articles of Association.



ORDINARY RESOLUTION 7

To re-elect Mr. Cui Peng, a Director who is retiring pursuant to Article 85(6) of the Company's Articles of Association.



ORDINARY RESOLUTION 8

To re-appoint Crowe Horwath First Trust LLP as Auditors of the Company to hold office until the conclusion of the next Annual General Meeting and to authorise the Directors to fix their remuneration.



ORDINARY RESOLUTION 9

To approve the authority to allot and issue shares in the capital of the Company.



ORDINARY RESOLUTION 10

To approve the authority to grant awards and issue shares pursuant to the GHY Performance Share Plan.



ORDINARY RESOLUTION 11

To approve the authority to grant options and issue shares pursuant to the GHY Employee Share Option Scheme.



ORDINARY RESOLUTION 12

To approve the proposed renewal of the Share Purchase Mandate.



ORDINARY RESOLUTION 13

To approve the proposed renewal of the Shareholders' General Mandate for Interested Person Transactions.





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