



长信传媒
G.H.Y Culture & Media

Financial Results Highlights for 6M2024

6 August 2024

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Section 1

Key Corporate Highlights in 6M2024



Key Corporate Highlights in 6M2024

Focused on the recovery of our two core businesses:

- TV Program and Film Production
- Concert Production

Building pipelines for organic and inorganic growth adjacencies

Key Corporate Highlights in 6M2024

TV Program and Film Productions

- ✓ The Group's TV Program and Film Production business segment recognised revenue in 6M2024 mainly from three drama series as follows:
 - “Strange Tales of Tang Dynasty 2: To the West 唐朝诡事录之西行”, which has achieved strong ratings since the debut broadcast of in July 2024*.
 - “Moon Romance 月上朝颜”, which has completed filming production.
 - “Miss Tanya 天涯小娘惹”, an online short drama series which has completed filming production.



Key Corporate Highlights in 6M2024

Concert Productions

- ✓ Jay Chou's Carnival World Tour concerts were held in Australia and Japan in the 1st half of 2024
- ✓ Following his sold-out Sydney stop in 2023, a total of three concert productions have been held in Sydney and Melbourne in March 2024.
- ✓ Jay Chou's concert productions were also held in Japan for the first time in 16 years. Two concert productions were held in Yokohama, Japan on 6 April 2024 and 7 April 2024.
- ✓ 动力火车 "Power Station" concert production was held in Singapore on 18 May 2024.



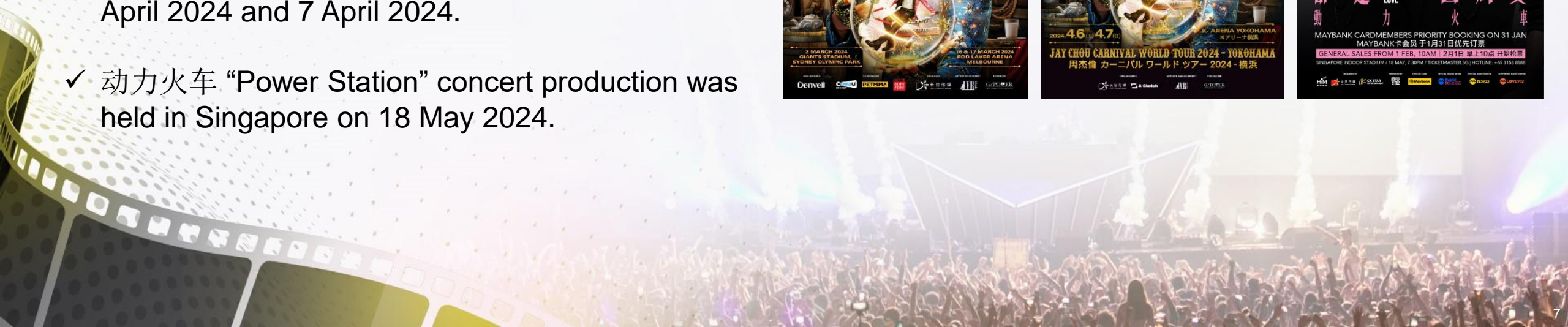
Australia



Japan



Singapore



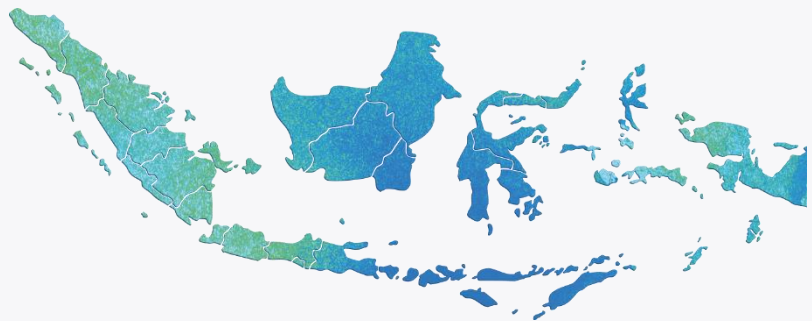
Key Corporate Highlights in 6M2024

Musical Play Productions

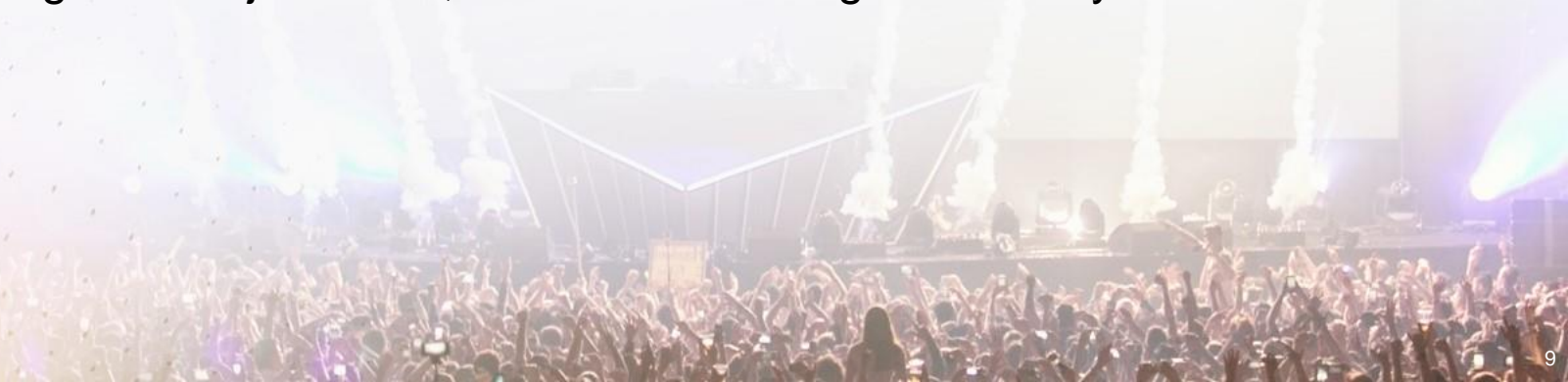
- ✓ Leveraged on our “IP franchise” business strategy to successfully create two large-scale original musical plays titled “The Ferryman 灵魂摆渡” and “Strange Tales of Tang Dynasty 唐朝诡事录”.
- ✓ These two musical plays were ranked among the top three in the PRC’s original musical charts by “Damai 大麦” and “Douyin 抖音” in 2022.
- ✓ The Group completed more than 50 shows in the PRC in 2023 and expects to complete close to 50 shows in 2024.



Continuing Initiatives



- ✓ Operating and managing a short-form video production hub in Jakarta, Indonesia.
- ✓ The media production hub focuses on utilising professional cinematic capabilities to enhance the quality of short-form videos, which can then be mass-produced and monetised for the e-commerce markets in Asia.
- ✓ The Group also provides talent management services, costumes, props and make-up services and undertakes other complementary growth adjacencies, in order to create growth catalysts.



Section 2

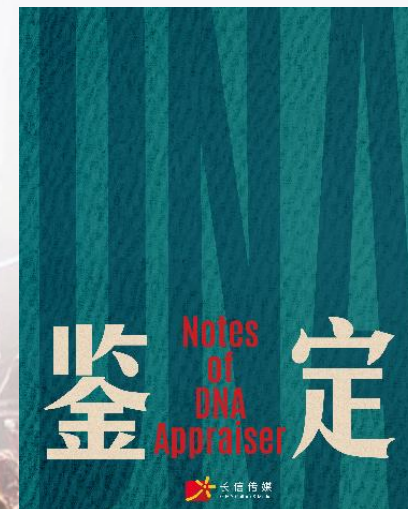
Recent Corporate Initiatives



Recent Corporate Initiatives

TV Program and Film Productions

- ✓ The drama series “Strange Tales of Tang Dynasty 2: To the West 唐朝诡事录之西行” has achieved strong ratings since its debut broadcast in July 2024 on iQIYI. With the success and popularity of the Group’s “Strange Tales of Tang Dynasty” genre, there are initial talks for the third season of this drama series.
- ✓ The Group’s drama series titled “Contenders 狮城山海”, co-produced together with Tencent Video, has completed filming production in July 2024 and this drama series is expected to be broadcast in the 4th quarter of 2024.
- ✓ Separately, the Group’s drama series titled “Notes of DNA Appraiser 鉴定”, co-produced together with Youku, has recently completed filming production and this drama series is expected to be broadcast in the 4th quarter of 2024.



Recent Corporate Initiatives

TV Program and Film Productions

- ✓ For the third drama series, “Nanyang Transport Volunteers 南洋英雄”, under the Group’s Nanyang genre, filming production is expected to commence in the first half of 2025.
- ✓ In addition, the Group has launched its own “legendary short drama” label on Douyin (抖音) (also known as Tik Tok) to target a new audience base and to harness new opportunities.

Concert Productions

- ✓ Continue to explore opportunities as co-producers and co-investors of concerts and live entertainment for popular and well-known international artistes in the PRC and across Asia.



**Barring unforeseen circumstances,
the Group anticipates a stronger pipeline of new content to be added in the second half of 2024**



Section 3

6M2024 Performance Summary

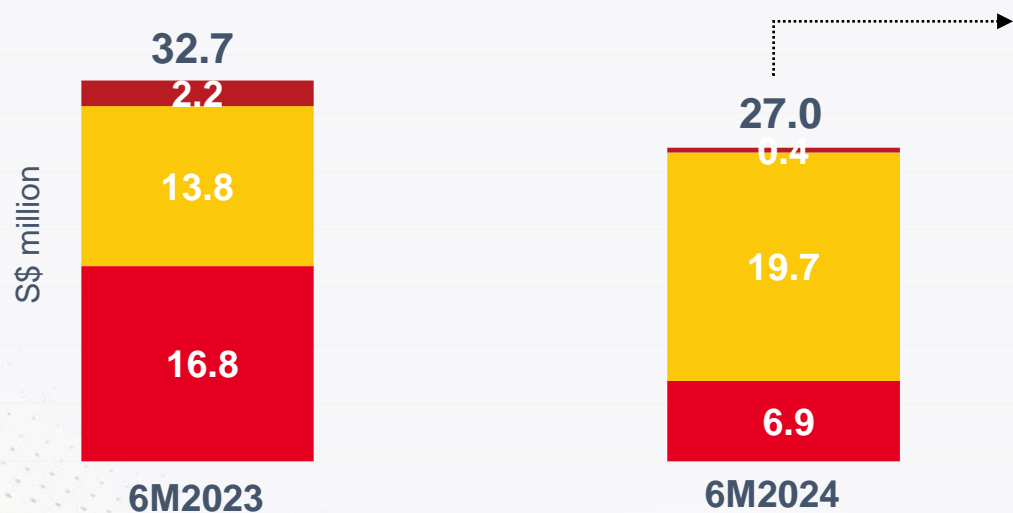


Revenue Highlights for 6M2024

Strong Revenue Contribution from Concert Production

Revenue Breakdown

■ TV & Film Productions ■ Concert Productions ■ Others

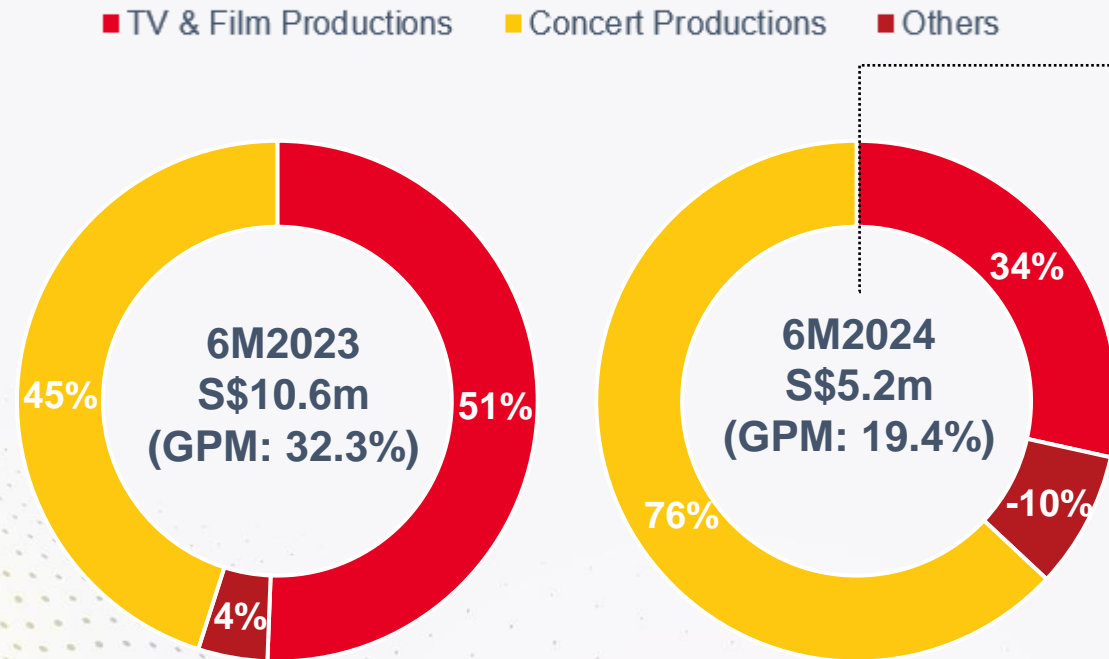


- The Group's TV Program and Film Production business segment recognised revenue mainly from two drama series titled “Strange Tales of Tang Dynasty 2: To the West 唐朝诡事录之西行” and “Moon Romance 月上朝颜”, as well as an online short drama series titled “Miss Tanya 天涯小娘惹” .
- With the completion of six concert productions in Singapore, Australia and Japan during 6M2024, the Group's Concert Production business segment was the main contributor in 6M2024 with revenue of approximately S\$19.7 million.

Gross Profit Highlights for 6M2024

Increased Gross Profit Contribution from Concert Production

Gross Profit Breakdown

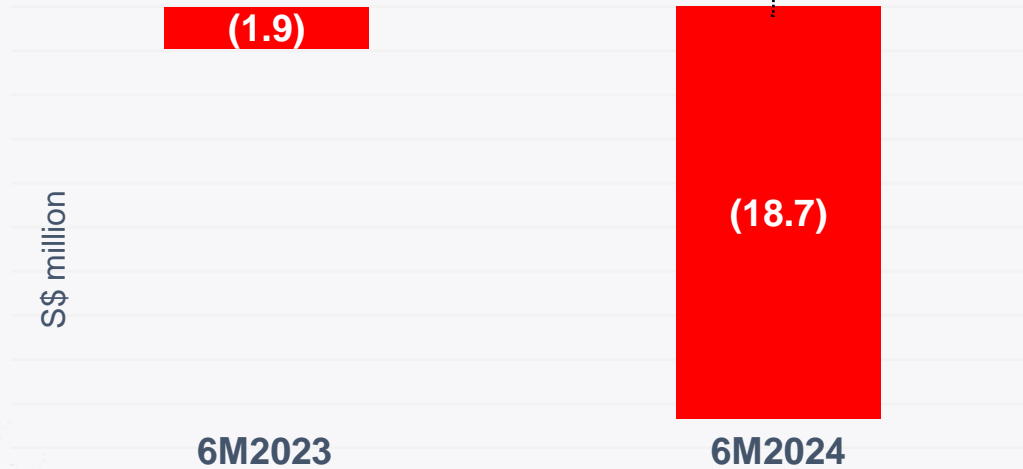


Mainly due to:

- Both its TV Program and Film Production and Concert Production business segments continue to be the main contributors to the Group's gross profit.
- Concert Production business segment accounted for a larger portion with increased revenue in 6M2024.
- Others business segment recognised a gross loss of S\$0.5 million mainly due to smaller number of projects.

Profit & Loss Highlights for 6M2024

Loss for the year



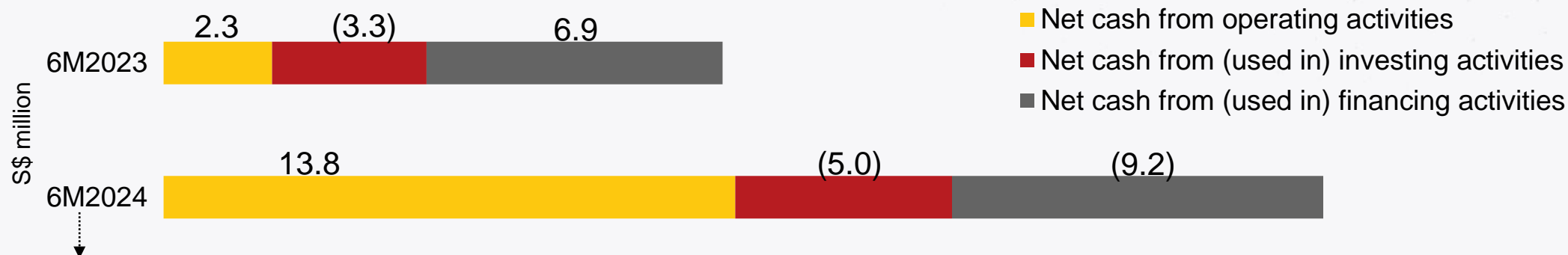
Loss for the year is mainly attributable to:

- Recognition of one-time losses of approximately S\$16.1 million in 6M2024 from “China Soccer Tournament 2024” arising from the Tournament Cancellation.

Excluding the one-time losses recognised in 6M2024, the Group would have been recognised a smaller loss of S\$2.6 million

Cash Flow Highlights for 6M2024

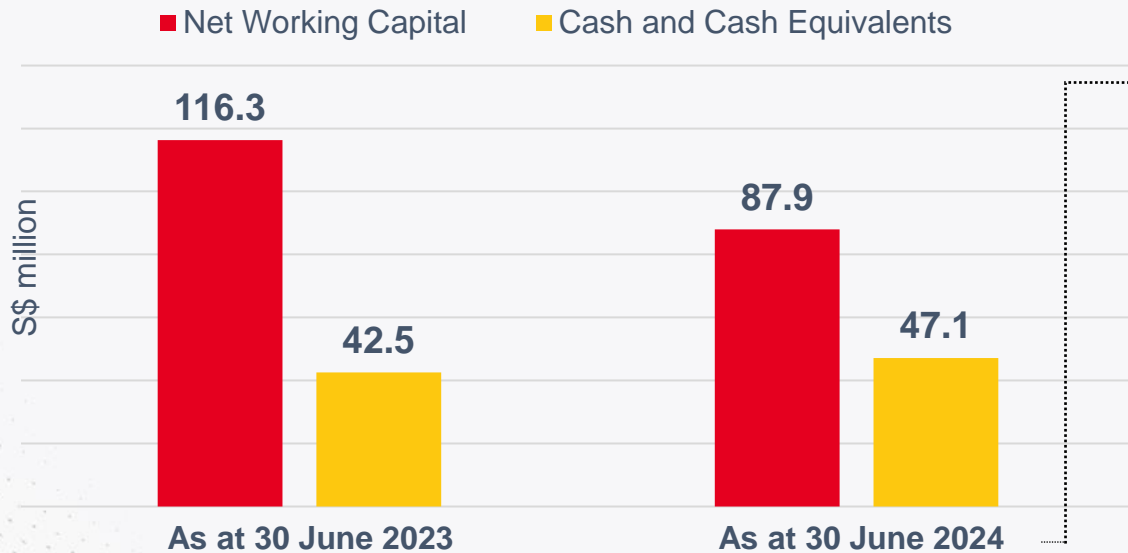
Generated net cash of S\$13.8 million from operating activities



- Net cash of approximately S\$13.8 million was generated from operating activities, mainly due to a decrease in trade, notes and other receivables, decrease in contract costs, increase in contract liabilities, and partially offset by a net increase in films and drama productions in progress and films and drama products, a decrease in contract assets and a decrease in trade and other payables.
- Net cash of approximately S\$5.0 million used in investing activities, mainly due to an increase in plant and equipment, an increase in financial assets at FVTPL (for concert investments), proceeds from disposal of plant and equipment as well as income from bank deposits.
- Net cash of approximately S\$9.2 million used in financing activities, mainly due to a repayment in borrowings including interest payment, payment of final dividends in respect of FY2023, payment of lease liabilities and shares repurchased in 6M2024, which was partially offset by funds received in relation to bank deposit pledged as securities for bank facilities.

Healthy Balance Sheet with Net Cash Position

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



► Maintained a net working capital of approximately S\$87.9 million

- To be used primarily for dramas and film productions, concert productions, and working capital purposes.
- Enhances the Group's business agility within the industry value chain to strategically pursue organic and inorganic growth in order to return to pre-pandemic profitability and enhance stakeholders' value.

Net asset value per share stood at approximately
S\$0.10 as at 30 June 2024



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