长信传媒
G.H.Y Culture & Media

Financial Results Highlights for 6M2026

7 August 2026

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Section 1

6M2026 Corporate Highlights

Corporate Highlights in 6M2026

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TV Program and Film Production

- ✓ During 6M2026, the Group recognised revenue primarily from the drama series titled “Beautiful Fairytale 烟雨神游记”, ” The Red Cradle 马背摇篮”, and the television programme “Reviving Youth 重走青春路”.

- ✓ The Group continues to collaborate with leading streaming platforms, online video platforms and television networks to develop high-quality drama productions across multiple genres while strengthening its portfolio of proprietary intellectual property (“IP”).

Corporate Highlights in 6M2026

TV Program and Film Production

- ✓ The Group continues to develop “Beautiful Fairytale 烟雨神游记” as its next flagship proprietary IP franchise, expanding long-term commercialisation opportunities across multiple distribution channels.

- ✓ Original content creation and proprietary IP development remain the cornerstone of the Group’s long-term growth strategy.

- ✓ To better monetise its growing portfolio of successful IP drama series, the Group has strategically recalibrated its business model towards profit-sharing arrangements. While this approach may result in lower upfront revenue recognition and gross profit margins for its IP drama productions, it enhances the Group's ability to participate in the long-term commercial success of its IP drama series, offering greater earnings potential.

Corporate Highlights in 6M2026

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TV Program and Film Production

- ✓ To capture growing demand for premium online entertainment content, the Group continues to expand into the rapidly growing short-form drama, microdrama and AI-generated drama market.

- ✓ These initiatives broadens the Group's entertainment offerings, diversifies revenue streams and complements its established expertise in long-form drama production.

Corporate Highlights in 6M2026

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The AI Frontier

Recognising the transformative impact of artificial intelligence on the media industry, the Group has established two dedicated AI teams to accelerate innovation and strengthen its long-term competitive advantage:

- ✓ The first team focuses on integrating AI across existing production workflows to enhance productivity, shorten production timelines and improve operational efficiency through AI-assisted editing, post-production and content enhancement.

- ✓ The second team is dedicated to developing original AI-generated content, leveraging generative AI to produce dramas without conventional filming, physical sets or live actors. Together, these initiatives position the Group at the forefront of AI-enabled content creation while creating new opportunities for revenue growth and cost optimisation.

Section 2

6M2026 Performance Summary

Revenue Highlights for 6M2026

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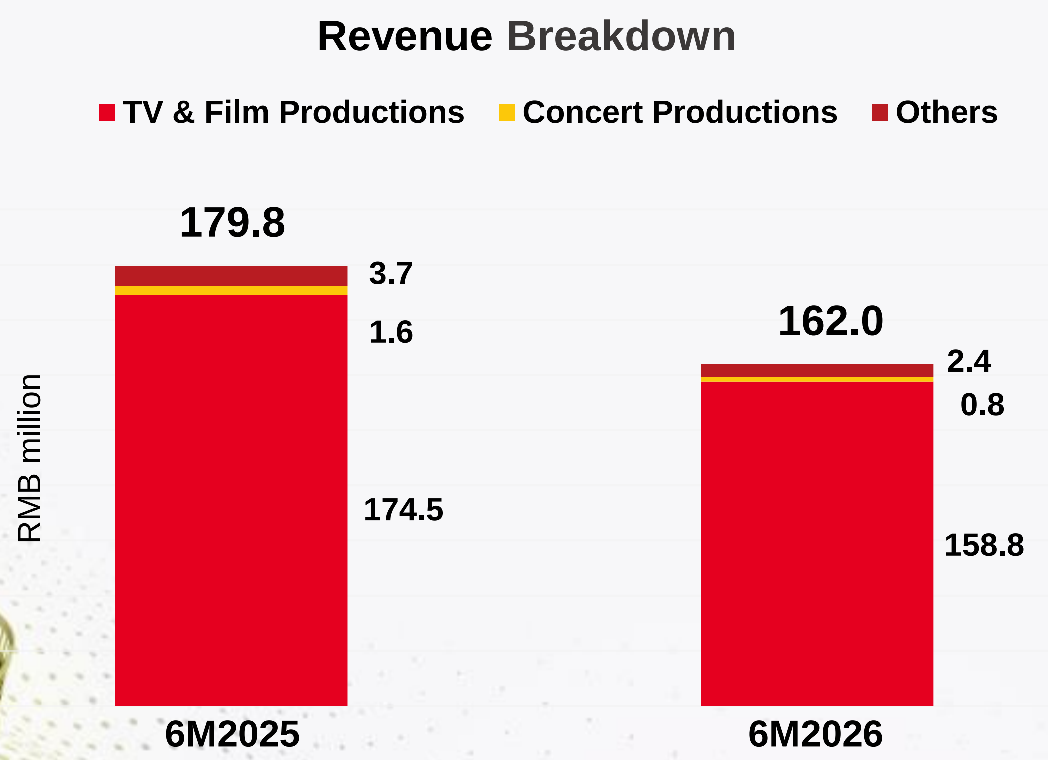
Revenue reflects project recognition timing across ongoing drama productions



For 6M2026:

- Revenue decreased 10% to RMB162.0 million, mainly due to lower revenue recognised from the TV Program and Film Production segment as project recognition was concentrated in fewer productions during the period, due to the strategic recalibration of its business model for its IP drama series.

- TV Program and Film Production remained the Group’s core business, contributing RMB158.8 million, and revenue recognised mainly from the drama series titled “Beautiful Fairytale 烟雨神游记”, ” The Red Cradle 马背摇篮”, and the television programme “Reviving Youth 重走青春路”.

- With fewer concert productions during 6M2026, the Group’s Concert Production business segment contributed revenue of RMB0.8 million.

- The Others business segment, comprising Talent Management Services, Costumes, Props and Make-up Services, Musical Play and Education Services, posted revenue contribution of RMB2.4 million, mainly from talent management and education services income.

Gross Profit Highlights for 6M2026

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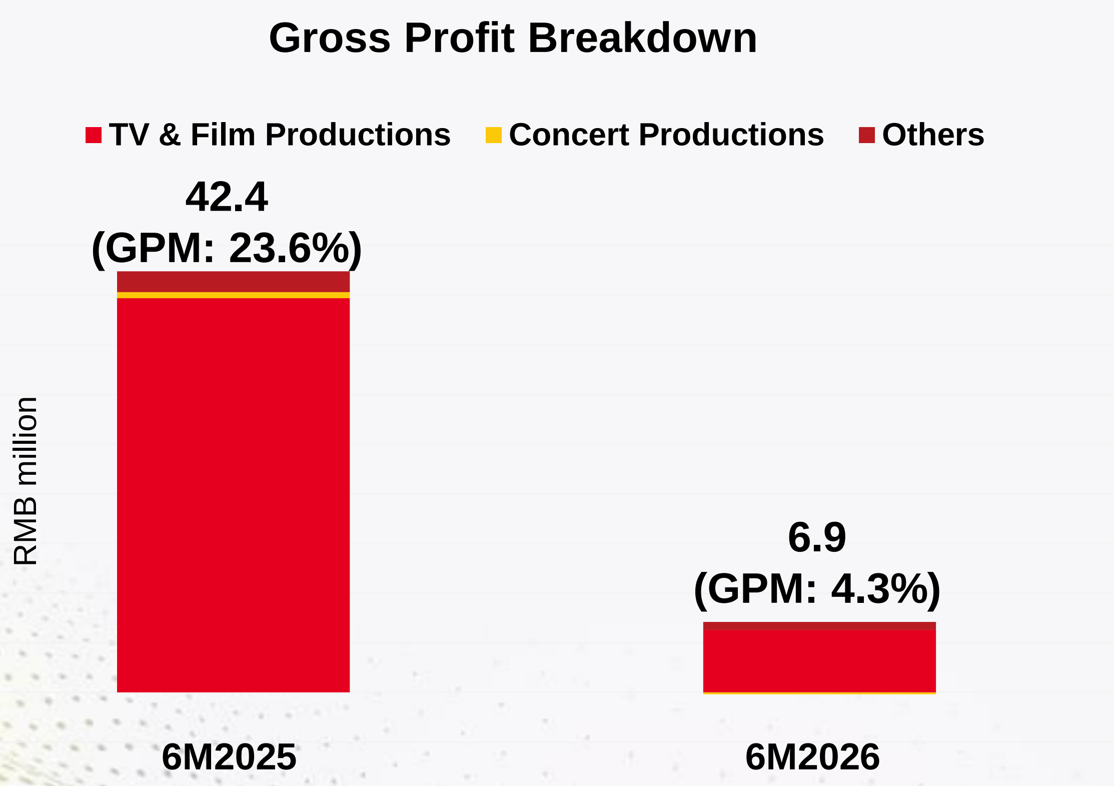
Gross profit decreased mainly due to lower revenue and margins from TV Program and Film Production



For 6M2026:

- Gross profit decreased to RMB6.9 million in 6M2026, with gross profit margin declining from 23.6% to 4.3%. The decrease was mainly due to lower revenue recognised and lower profit margins from TV Program and Film Production due to the strategic recalibration of its business model.
- Concert Production business segment recorded a marginal gross loss due to the limited number of concert projects undertaken.
- Despite lower revenue contribution from the Others segment, its gross profit remained relatively stable at RMB0.8 million.

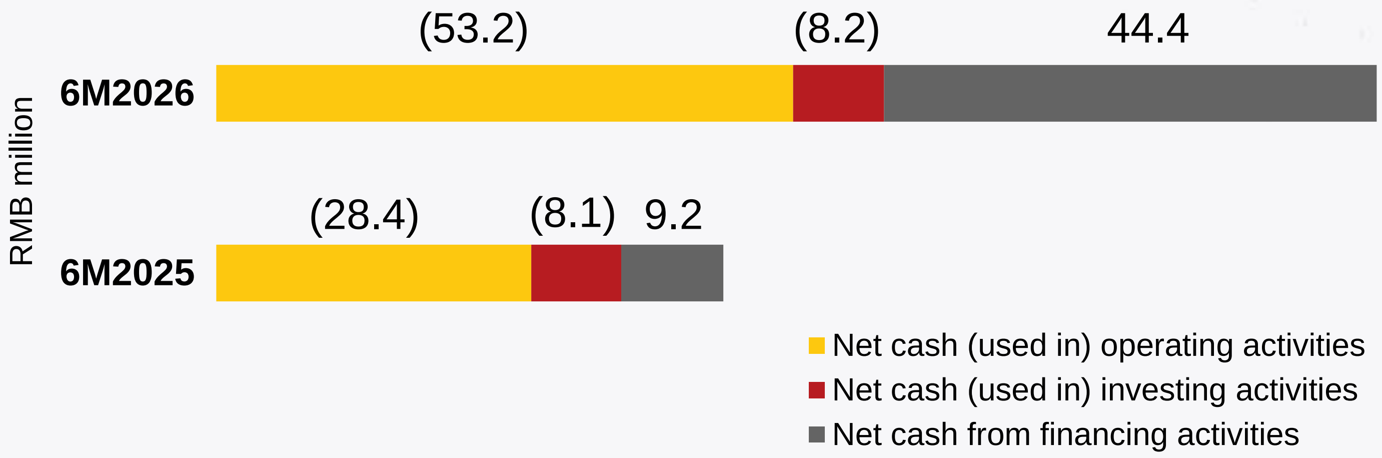
P&L Highlights for 6M2026

Interim loss reflects lower gross profit and higher promotional investments

For 6M2026, the Group recorded a net loss of RMB31.4 million, primarily attributable to:

- Significantly lower gross profit due to lower revenue recognised from TV Program and Film Production during the period.
- Higher promotional and advertising expenses incurred to support recent drama productions.
- Partially offset by substantially lower foreign exchange losses, as compared to the corresponding period.

Positive Liquidity with Net Cash Position



The Group maintained net working capital of RMB358.0 million and cash and cash equivalents of RMB75.0 million as at 30 June 2026

Net asset value per share stood at approximately
RMB44.79 cents
as at 30 June 2026

For 6M2026:

- Net cash used in operating activities amounted to RMB53.2 million, mainly due to higher investments in drama production activities, increases in contract assets and payments to suppliers, partially offset by collections from customers and higher contract liabilities.
- Net cash used in investing activities amounted to RMB8.2 million, mainly for renovation of the Singapore office, additional rights to a film set and investment in financial assets.
- Net cash generated from financing activities amounted to RMB44.4 million, primarily due to proceeds from new borrowings, partially offset by dividend payments, lease repayments and share buybacks.

Section 3

Business Outlook

Business Outlook

- ✓ **Continue focusing on high-quality original content and proprietary IP development** to strengthen the Group's long-term growth profile.

- ✓ **Enhance commercialisation of proprietary IP** across multiple distribution channels to diversify revenue streams and reinforce the Group's position as a leading regional media and entertainment company.

- ✓ **Expand revenue streams through new monetisation opportunities**, including the fast-growing **short-form drama, microdrama** and **AI-generated** drama market.

- ✓ **Drive operational efficiency through AI adoption and strengthen AI capabilities** while maintaining disciplined cost management across the business.

- ✓ **Leverage Asian Screen Institute ("ASI"), previously known as "Orita Sinclair",** to strengthen the Group's creative talent pipeline and enhance integration between education and content production.

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