



长信传媒  
G.H.Y Culture & Media

# Financial Results Highlights for 6M2025

13 August 2025



# Disclaimer



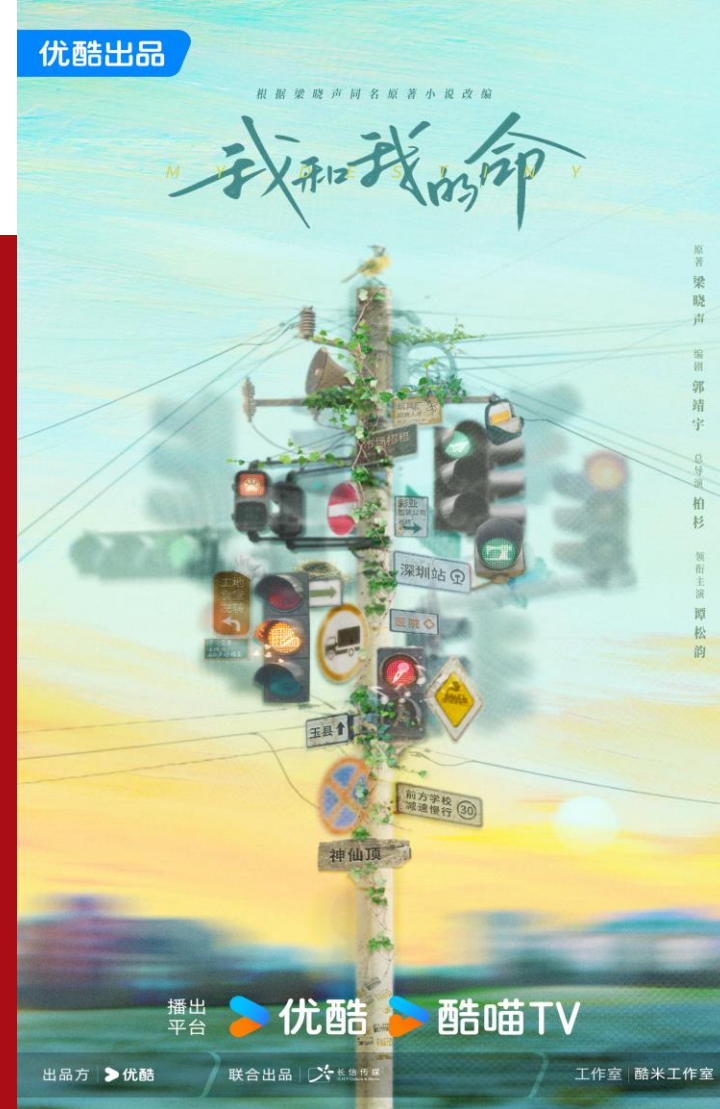
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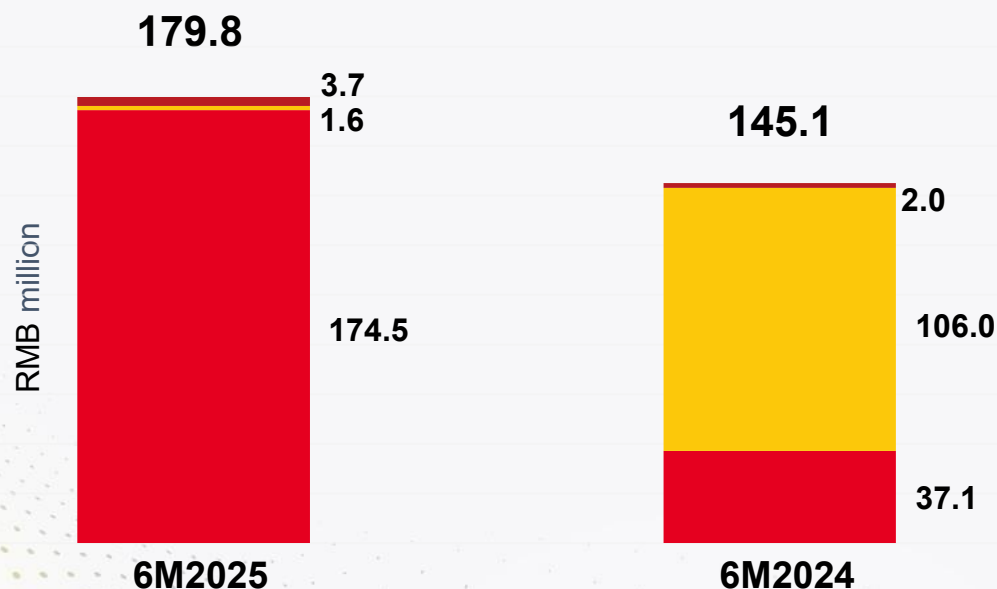


# 6M2025 Performance Summary



# Revenue Highlights for 6M2025

■ TV & Film Productions ■ Concert Productions ■ Others



## For 6M2025:

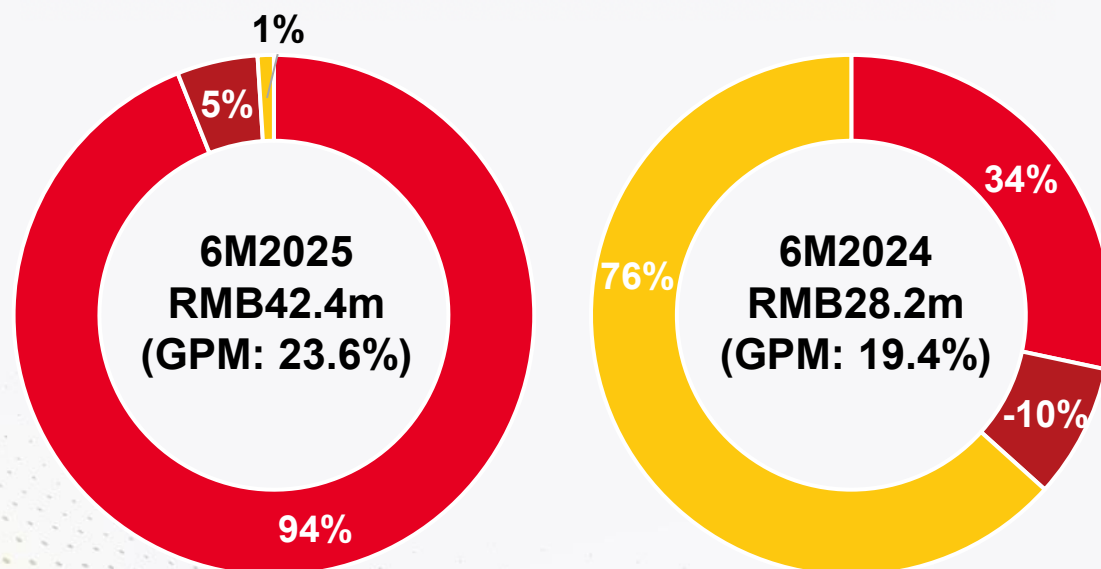
- The Group's TV Program and Film Production business segment posted revenue growth of 370.4% to RMB174.5 million in 6M2025 (6M2024: RMB37.1 million) with contributions mainly from two drama series titled "Strange Tales of Tang Dynasty 3: Chang'an 唐朝诡事录之长安" and "Soul Ferry – Ten Years 灵魂摆渡-十年", as well as an online short drama series titled "Strange Tales of Tang 唐诡奇谭".
- The Group's Others business segment registered an increase in revenue contribution of approximately RMB1.7 million from RMB2.0 million in 6M2024 to RMB3.7 million in 6M2025, mainly due to revenue recognised from its subsidiary, Orita Sinclair College Pte. Ltd. (formerly known as Orita Sinclair School of Design and Music Pte. Ltd.) ("**Orita Sinclair**").
- In 6M2025, the Group's Concert Production business segment contributed revenue of RMB1.6 million, compared to RMB106.0 million in 6M2024.



# Gross Profit Highlights for 6M2025

## Gross Profit Breakdown

■ TV & Film Productions ■ Concert Productions ■ Others

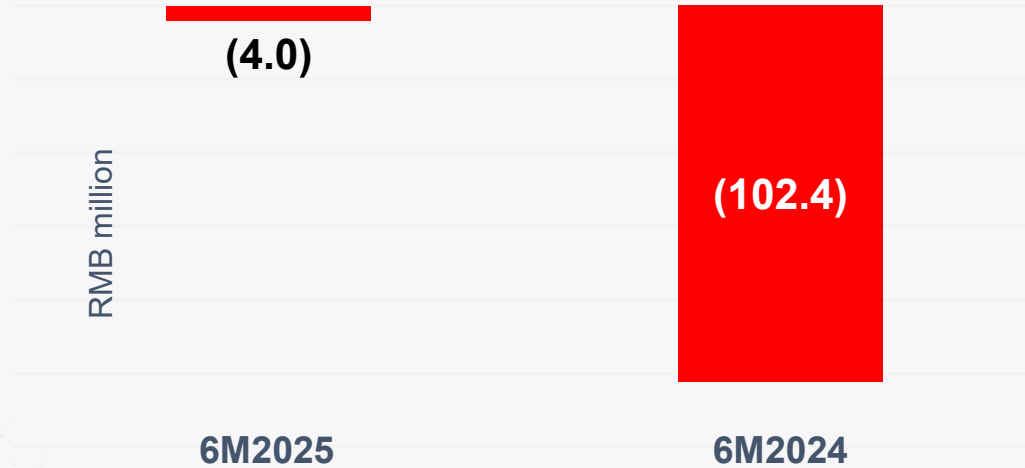


## For 6M2025:

- As part of its strategic priorities, the Group has been focusing on cost management measures, which has yielded positive results with higher gross profit margin of 23.6% in 6M2025 (6M2024: 19.4%).
- Corresponding to higher revenue and higher gross profit recognised in 6M2025, the Group's gross profit increased 50.4% to RMB42.4 million in 6M2025 (6M2024: RMB28.2 million).
- The key contributors to gross profit in 6M2025 were the TV Program and Film Production business segment which generated RMB39.7 million and the Other business segment of RMB2.1 million in 6M2025.

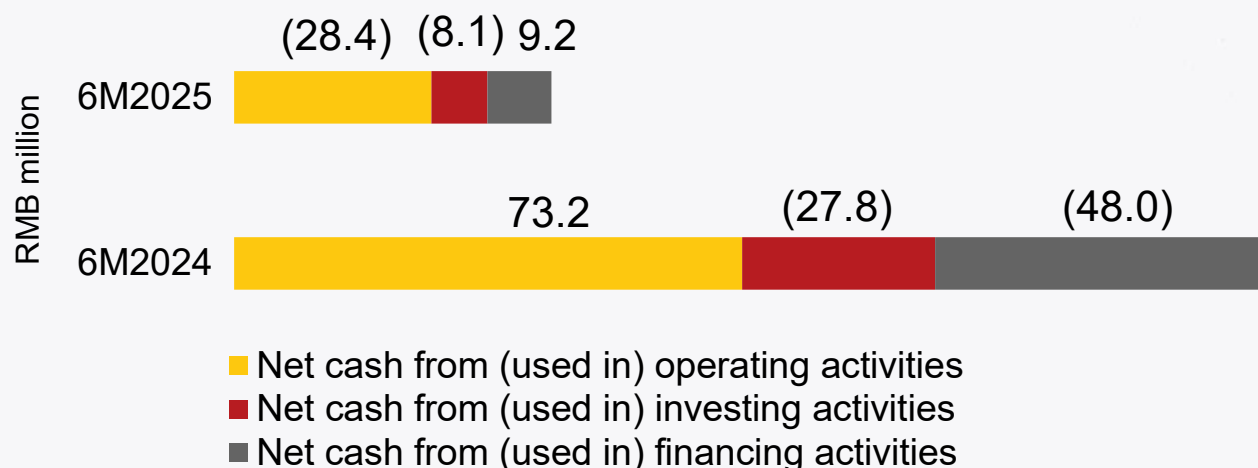
# P&L Highlights for 6M2025

## Loss before Tax



**Excluding the foreign exchange loss of approximately RMB9.8 million recognised in 6M2025, the Group would have recognised a profit before tax of RMB5.8 million.**

# Positive Liquidity with Net Cash Position



The Group has net working capital of approximately RMB394.6 million and cash and cash equivalents of approximately RMB172.9 million as at 30 June 2025

**Net asset value per share stood at approximately**  
**RMB49.1 cents**  
**as at 30 June 2025**

## For 6M2025:

- Net cash used in operating activities was approximately RMB28.4 million, mainly due to a decrease in trade, notes and other receivables, an increase in contract liabilities and an increase in the amount due to related parties, which was partially offset by a net increase in films and productions in progress and films and drama products, an increase in contract assets and a decrease in trade and other payables.
- Net cash used in investing activities amounted to approximately RMB8.1 million mainly due to an increase in plant and equipment, an increase in intangible assets, and a net increase in financial assets at fair value through profit or loss.
- Net cash generated from financing activities amounted to approximately RMB9.2 million mainly due to a net increase in borrowings and the reissuance of shares of the Company associated with the acquisition of Orita Sinclair, which was partially offset by shares repurchased, monies pledged to banks to secure short-term borrowings granted to the Group, the payment of lease liabilities and the payment of final dividends in respect of FY2024.



# Our Strategic Priorities

- ✓ **Anchored by the Group's core businesses in the media and entertainment industry**
- ✓ **Drive synergies across existing businesses activities**
- ✓ **Enhance cost management measures**
- ✓ **Active expansion to new growth adjacencies**
- ✓ **Continued commitment to creating sustainable returns**



Focus on core competencies and building a healthy pipeline of both long-form and micro dramas and films



Leveraging on our "IP Franchise" business strategy to create innovative media and entertainment content (such as to enhance collaboration with various popular media platforms)



Leverage on our recent acquisition of Orita Sinclair, a boutique private education institution in Singapore, to develop synergies and to expand our capabilities within the creative sector



Committed to pursuing opportunities in our concert production business segment as and when they arise



Explore new monetisation opportunities (such as musical plays, immersive games and augmented reality) of our IP portfolio



Utilise AI-technology and tools to improve our cost efficiencies within our business activities



Deepen business collaboration with local and regional businesses in Asia to diversify product and services offerings





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