



**长信传媒**  
G.H.Y Culture & Media

# FY2020 Annual General Meeting

29 April 2021



# A Leading Player in the Media and Entertainment Industry

Connecting people through innovative online video and content

GHY focuses on the production and promotion of quality dramas, films and concerts in the Asia-Pacific region and has produced several dramas and films in the PRC, Singapore and Malaysia that have been broadcasted and/or distributed on major TV networks and leading video streaming platforms. The Group also engages in concert production, talent management services, and costumes, props and make-up services.

GHY is currently headquartered in Singapore and the PRC, with over 160 employees across Singapore, Malaysia, and the PRC.



TV Program and  
Film Production  
Services

- Producer of high-quality TV and web dramas and films
- Established production teams with experienced directors and producers in the PRC and Singapore



Concert Production

- Organiser of concerts in the region for well-known international artistes
- Established concert production teams in the PRC and Singapore



Costumes, Props and  
Make-up Services and  
Talent Management  
Services

- Costumes, props and make-up services for drama and film production activities
- Talent management services to close to 60 artistes primarily based in the PRC and/or Singapore



# Our Key Milestones

Charting a progressive growth trajectory



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## 2018

- Established Tianjin Changxin, the PRC production arm
- Established the Company
- Acquired GHY Singapore, the Singapore production arm

## 2019

- Completed production of dramas
  - "The Little Nyonya 小娘惹"
  - "Make a Wish Miss Xianqi 仙琦小姐许愿吧"
  - "Dance of the Sky Empire 天舞纪"
  - "Perfect Village 最美的乡村"
- Held first concert in Singapore featuring Li Ronghao (李荣浩)

## 2020

- Released the following dramas
  - "The Little Nyonya 小娘惹" on iQIYI and CCTV
  - "Perfect Village 最美的乡村" on CCTV
  - "Dance of the Sky Empire 天舞纪" on iQIYI
  - "Frontliners 最美逆行者" on CCTV
- Completed production of all the 7 films of the series "I Come From Beijing 我来自北京", with the release of 3 of such films on iQIYI and YOUKU
- Completed production of "The Ferryman 灵魂摆渡"
- Held two concerts in Singapore featuring Jay Chou (周杰伦)
- Launched production of 1<sup>st</sup> online short drama series "Whimsical World 异想世界", which is a collection of 20 short drama series with 12 to 24 episodes per drama series

# Our Key Competitive Strengths

Differentiating with our value proposition



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# Overview of Businesses and Revenue Models

## Diversified business segments across the value chain



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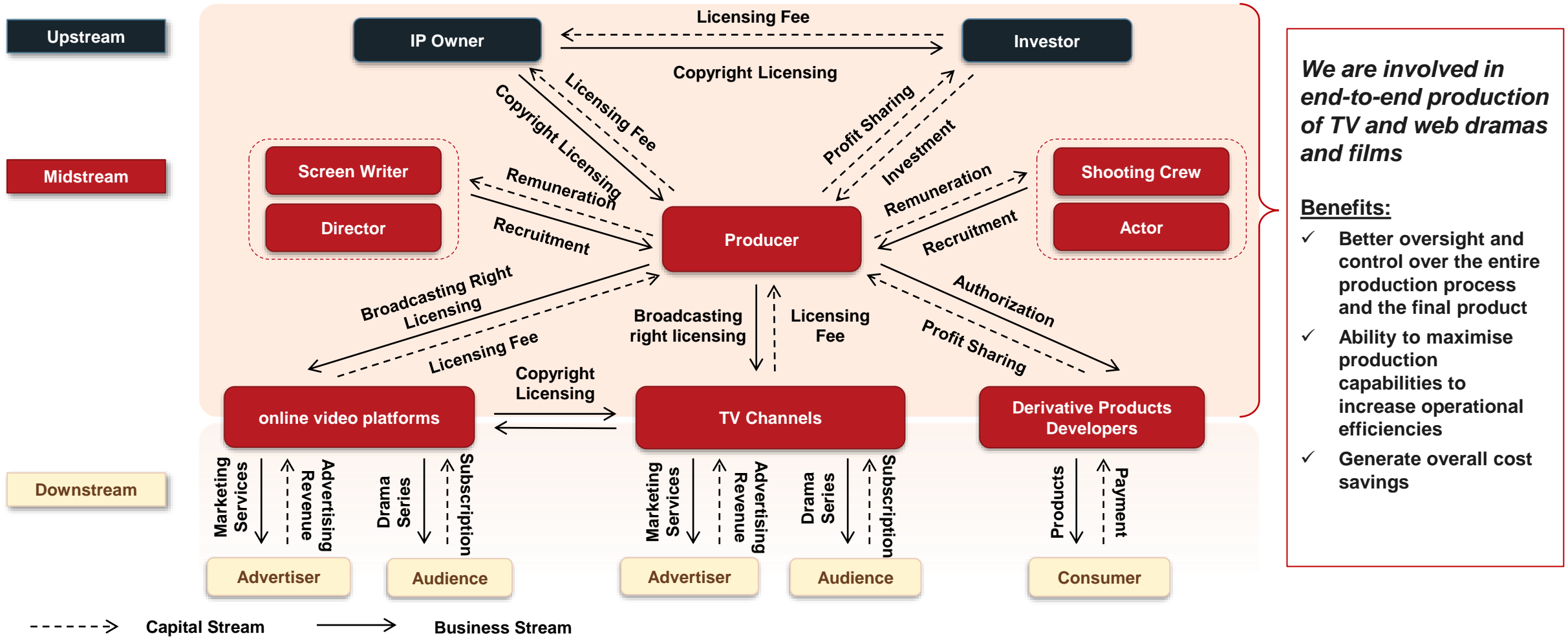
Businesses	Types of revenue models	Working Partners / Customers / Artistes	FY2020 Revenue Contribution <sup>(1)</sup> (%)
<p>TV Program and Film Production</p> 	<p>1. Engaged by the customer for production by the Group for a fixed fee</p> <p>2a. Produced by the Group and sold to the customer for a fixed fee</p> <p>2b. Produced by the Group and licensed to the customer for a fixed fee for a fixed period of time</p> <p>3. Produced by the Group and licensed to the customer for variable fees based on user clicks or viewership for each episode</p>	<p>Working Partners / Customers / Artistes</p> 	<p><b>85.4 %</b></p>
<p>Concert Production</p> 	<p>Proceeds from concert ticket sales and sponsorship income for concert organisation and fees for concert management</p>		<p><b>11.6 %</b></p>
<p>Costumes, Props and Make-up Services and Talent Management Services</p> 	<p>Fees from provision of costumes, props and make-up services</p> <p>Fees from management services for artistes based on an agreed fee-sharing arrangement</p>		<p><b>3.0 %</b></p>

Note:  
(1) Based on the audited financial results of the Group for FY2020

# Our Ecosystem

Well positioned to capture growth across the value chain

## Value Chain of Drama Series



*We are involved in end-to-end production of TV and web dramas and films*

- Benefits:**
- ✓ Better oversight and control over the entire production process and the final product
  - ✓ Ability to maximise production capabilities to increase operational efficiencies
  - ✓ Generate overall cost savings

# Our Business Strategies and Future Plans

Growing our capabilities to stay ahead of the industry

## Expand international reach and regional presence

- Penetrating new markets in Southeast Asia, by expanding our foothold from Singapore
- Production of dramas and films of varying genres
- Remakes of popular past dramas and films
- Active engagement of co-production with other producers including Mediacorp

## Diversify pipeline portfolio of entertainment content

- Leveraging on technological advances to expand content offerings
- Further strengthen our online entertainment product offerings such as:
  - Online short-form video series
  - Interactive content and multi-level entertainment products such as comic adaptations

## Creating synergies across existing core businesses

- Leveraging our business network and presence across various segments of the media and entertainment industry to create synergies across business segments
- Capitalising on the commercial success of dramas and films to introduce and produce events such as stage plays and musicals

## Nurture future talents and bolster local talent

- Training programs / Workshops via ties ups with industry leaders and education institutions
- Supporting SG & PRC initiatives to nurture local talent pool





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# Polling Results





## 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 2020 together with the Auditors' Report thereon

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 2

Declaration of proposed first and final tax exempt (one-tier) dividend of 1.07 Singapore cents per ordinary share for the financial year ended 31 December 2020

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>



## ORDINARY RESOLUTION 3

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

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 4

To re-elect Ms. Yue Lina as a Director who is retiring pursuant to Article 85(6) of the Company's Articles of Association

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>



## ORDINARY RESOLUTION 5

To re-elect Ms. Wang Qing as a Director who is retiring pursuant to Article 85(6) of the Company's Articles of Association

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 6

To re-elect Mr. Yang Chun-Jung as a Director who is retiring pursuant to Article 85(6) of the Company's Articles of Association

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>



## ORDINARY RESOLUTION 7

To re-elect Mr. Yeo Guat Kwang as a Director who is retiring pursuant to Article 85(6) of the Company's Articles of Association

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 8

To re-elect Mr. Ang Chun Giap as a Director who is retiring pursuant to Article 85(6) of the Company's Articles of Association

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 9

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

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 10

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

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>



## ORDINARY RESOLUTION 11

To re-elect Dr. Jiang Minghua as a Director who is retiring pursuant to Article 85(6) of the Company's Articles of Association

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 12

To approve the payment of Directors' fees of \$11,232 for the year ended 31 December 2020

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 13

To approve the payment of Directors' fees of \$310,000 for the year ending 31 December 2021, to be paid half-yearly in arrears

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>

## ORDINARY RESOLUTION 14

To re-appoint Deloitte & Touche LLP, Public Accountants and Chartered Accountants, Singapore 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

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>



## ORDINARY RESOLUTION 15

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

	No. of Votes	Percentage
<b>For</b>	<b>860,499,900</b>	<b>99.98%</b>
<b>Against</b>	<b>129,400</b>	<b>0.02%</b>

## ORDINARY RESOLUTION 16

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

	No. of Votes	Percentage
<b>For</b>	<b>142,086,300</b>	<b>99.70%</b>
<b>Against</b>	<b>430,400</b>	<b>0.30%</b>

## ORDINARY RESOLUTION 17

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

	No. of Votes	Percentage
<b>For</b>	<b>142,086,300</b>	<b>99.70%</b>
<b>Against</b>	<b>430,400</b>	<b>0.30%</b>

## ORDINARY RESOLUTION 18

To approve the proposed adoption of the Share Purchase Mandate

	No. of Votes	Percentage
<b>For</b>	<b>860,629,300</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>



## ORDINARY RESOLUTION 19

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

	No. of Votes	Percentage
<b>For</b>	<b>142,516,700</b>	<b>100.00%</b>
<b>Against</b>	<b>0</b>	<b>0.00%</b>