

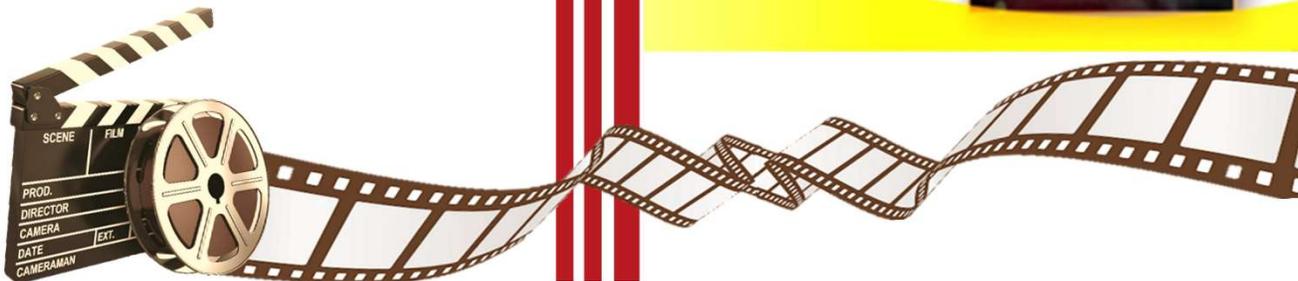


长信传媒

G.H.Y Culture & Media

Corporate  
Presentation –  
Investor Meetings

December 2021



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# Content

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“The Little Nyonya 小娘惹”

About GHY

Section 1

# Leading player in the media and entertainment industry

Growth is supported by increasing internet penetration rates<sup>(1)</sup>

## Connecting people through innovative online video and content



### TV Program and Film Production Services

- Producer and co-producer of high-quality TV and web dramas and films broadcasted and/or distributed on video streaming platforms and TV networks in the PRC (e.g., iQIYI, YOUKU and CCTV) and beyond
- Established production teams of experienced directors and producers in both the PRC and Singapore



### Concert Production

- Organiser of concerts for well-known international artistes in Singapore, with upcoming concerts in Malaysia and Australia
- Involved in production of concerts in the PRC
- Established concert production teams in both the PRC and Singapore



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

- Provision of costumes, props and make-up services for drama and film production activities. Exclusive collaboration with award-winning costumes and props designer Chen Minzheng<sup>(2)</sup>
- Provision of talent management services to more than 60 artistes primarily based in the PRC and/or Singapore

Note:

(1) Source: Frost & Sullivan, *Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia*

(2) Chen Minzheng is a well-known designer for costumes, props and make-up in the PRC who has won, among others, the Golden Horse Award for Best Makeup & Costume Design in 2018 and the Asian Film Award for Best Costume Design in 2019

# Overview of businesses and revenue models

## Diversified business segments across the value chain

### Businesses

### Types of revenue models

**TV Program and Film Production**



1. Engaged by the customer for production by the Group for a fixed fee
- 2a. Produced by the Group and sold to the customer for a fixed fee
- 2b. Produced by the Group and licensed to the customer for a fixed fee for a fixed period of time
3. Produced by the Group and licensed to the customer for variable fees based on user clicks or viewership for each episode

**Concert Production**



Proceeds from concert ticket sales and sponsorship income for concert organisation and fees for concert management

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



- Fees from provision of costumes, props and make-up services
- Fees from management services for artistes based on an agreed fee-sharing arrangement

### Working Partners / Customers / Artistes



More than **60** Artistes

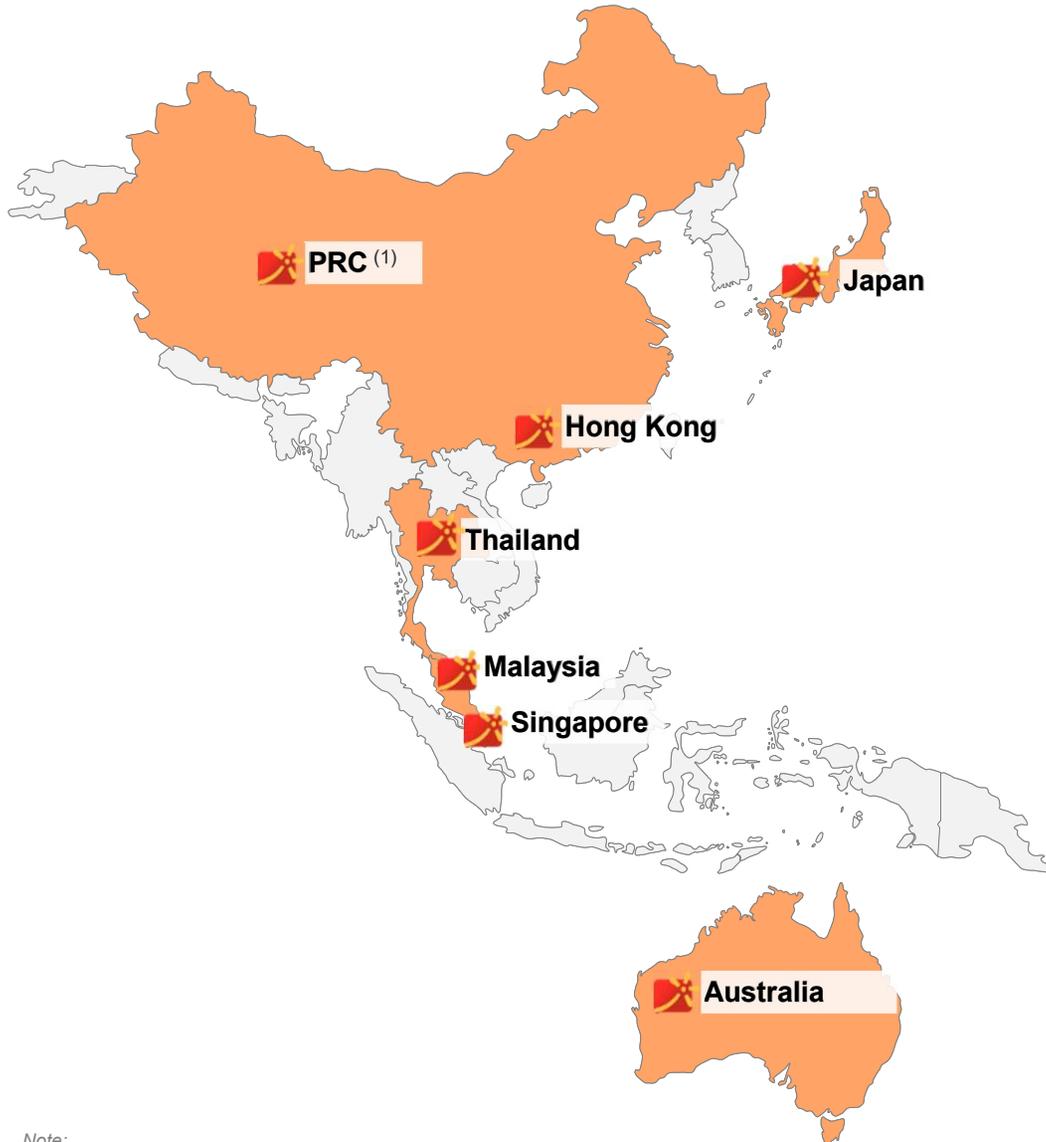


Note:

(1) Based on the unaudited financial results of the Group for 6M2021

# Growing regional presence

Establishing our footprint in Singapore and growing into SEA



	TV Program and Film Production Services	Concert Production <sup>(2)</sup>	Costumes, Props and Make-up Services and Talent Management Services
PRC <sup>1</sup>	✓	✓	✓
Singapore	✓	✓	✓
Malaysia	✓	✓	✓
Australia		✓	
Thailand <sup>2</sup>		✓	
Japan <sup>2</sup>		✓	

Note:

(1) For the PRC, the Group undertakes Concert Management where it retain general oversight and management of the concert production process, and appoint sub-agents and/or collaborate with third party concert hosting companies as business partners who will undertake the execution of the concert production

(2) Long-term concert production for popular singer-songwriter Jay Chou in Singapore, Malaysia, Australia, Thailand, Japan and the PRC (excluding Hong Kong and Macau).

# Key milestones since inception

## Charting a progressive growth trajectory



### 2018

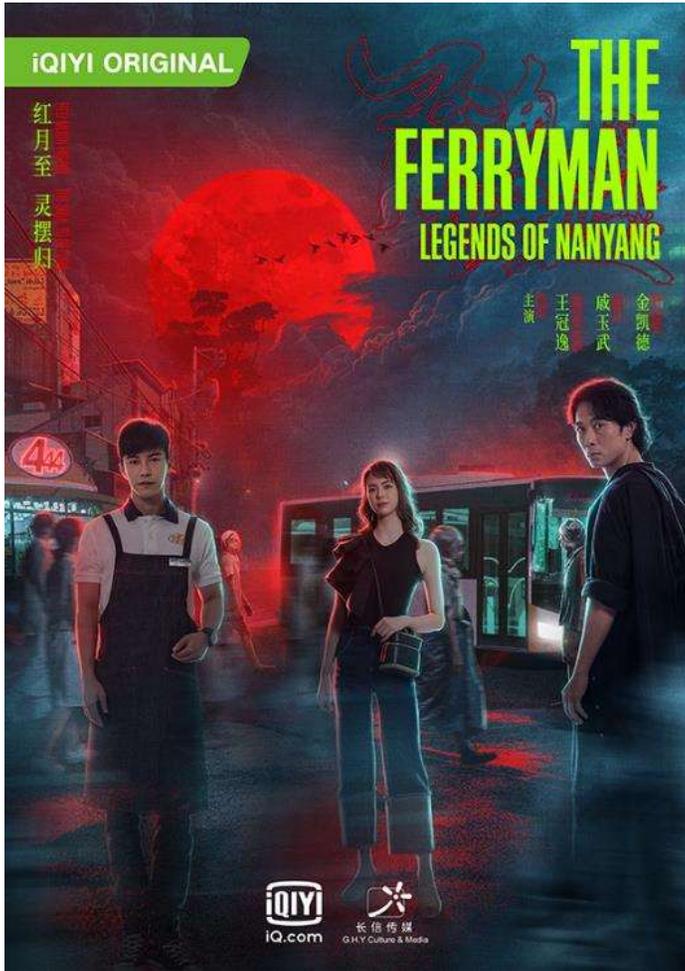
- Established Tianjin Changxin, the PRC production arm
- Established the Company
- Acquired GHY Singapore, the Singapore production arm

### 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 the all 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 靈魂擺渡"
- 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



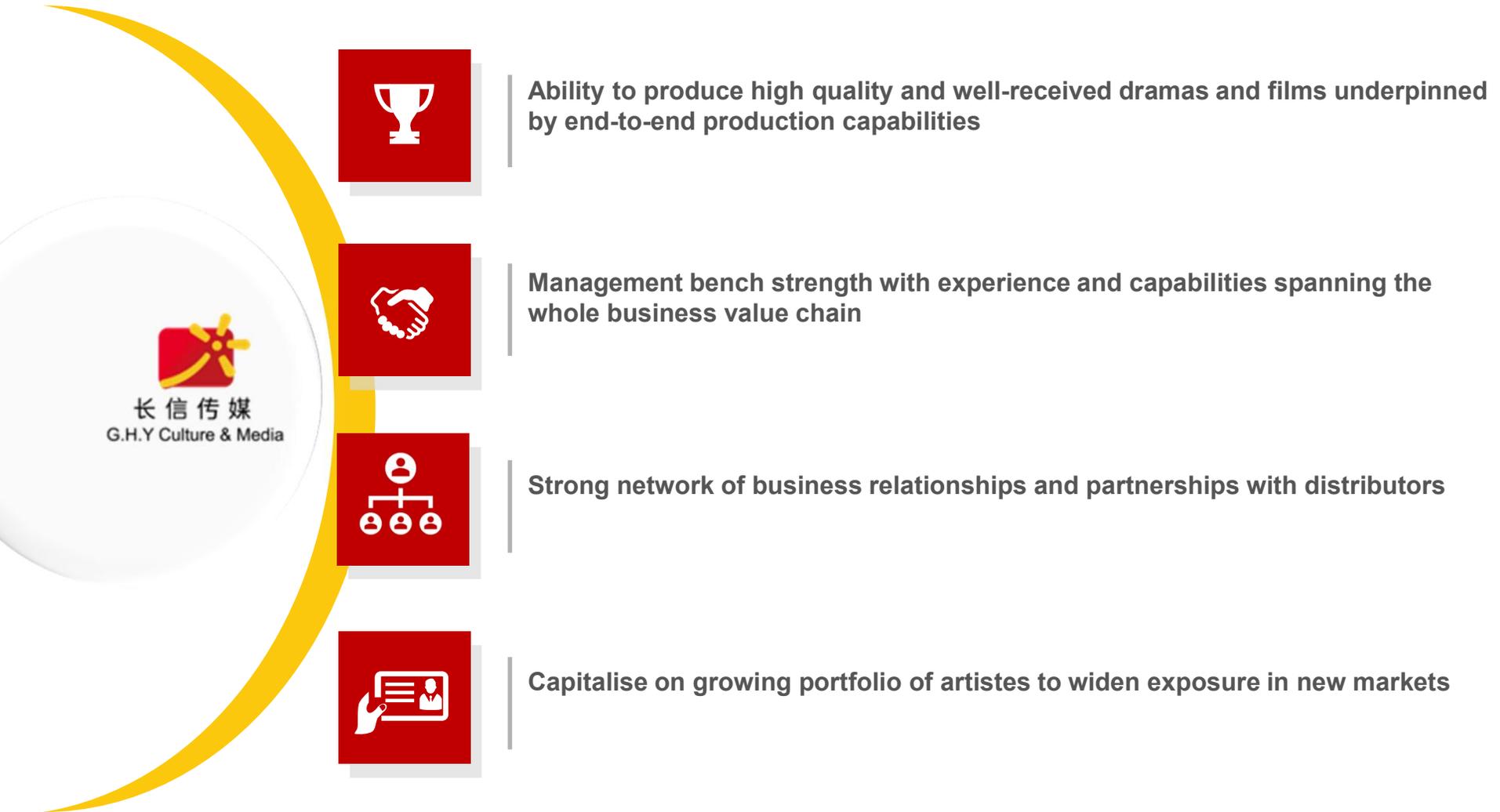
“The Ferryman: Legends of Nanyang 灵魂摆渡之南洋传说”

GHY  
value proposition

Section 2

# Key competitive strengths

Differentiating with our value proposition



# Track record of commercial success

## Testament to the high-quality content produced

### Commercial success of the dramas and films



#### “The Little Nyonya 小娘惹”

- Production in Singapore, Malaysia and PRC

- ✓ Broadcasted on leading TV network and video streaming platform – CCTV, iQIYI
- ✓ 1<sup>st</sup> in viewership rating<sup>(1)</sup> – for eps. 18 to 45
- ✓ 3<sup>rd</sup> in viewership rating<sup>(1)</sup> – for eps. 1 to 17



#### “Perfect Village 最美的乡村”

- Production in PRC

- ✓ Broadcasted on leading TV network – CCTV
- ✓ 1<sup>st</sup> in viewership rating<sup>(1)</sup>

Source: Frost & Sullivan, Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia



- ✓ Ability to identify changes in consumer preferences through active ongoing engagements with leading customers in selection of drama and film projects with potential for commercial success



- ✓ Strategically developed and curated scripts with trending themes and content that resonate with consumers to capture market demand



- ✓ Positive reception and immediate consumer interest are testaments to the quality of the dramas and films produced and the capabilities of the production teams

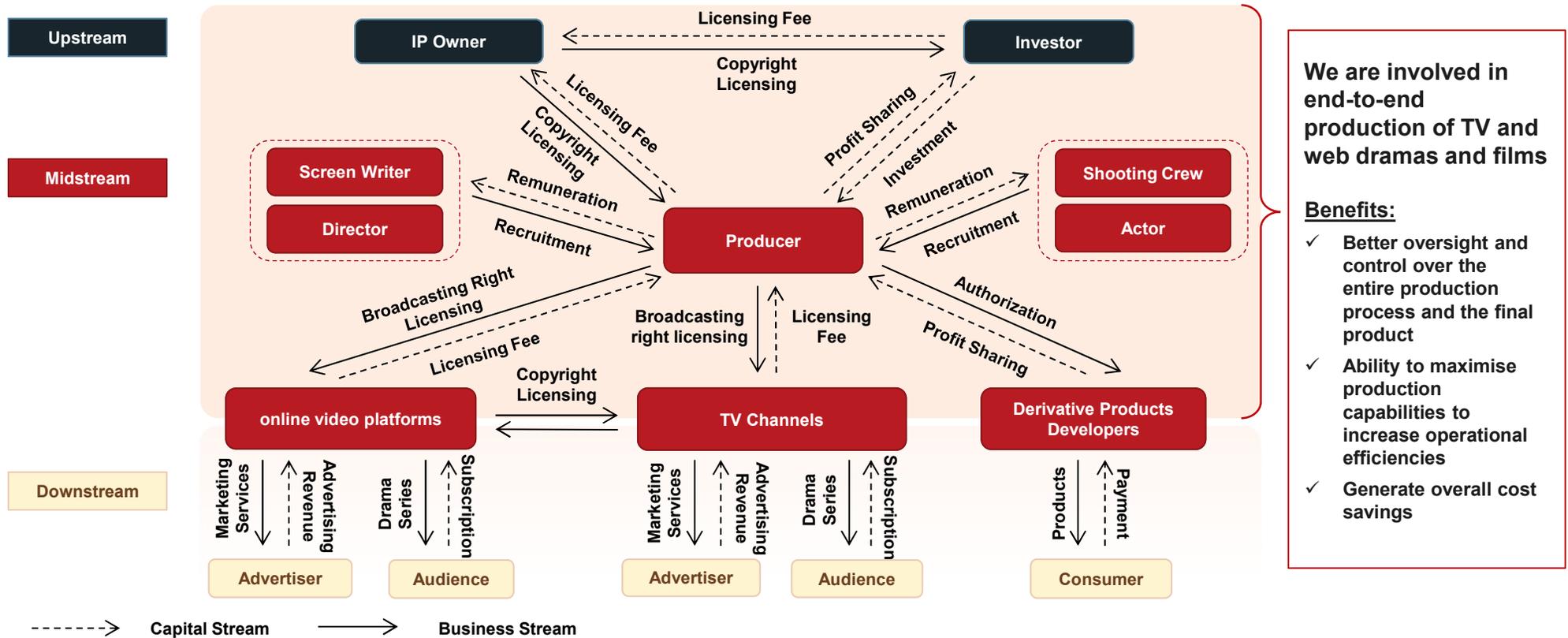
Note:

(1) Among all TV series broadcasted on TV channels in PRC during the same timeslot when it was aired

# Well-positioned within the drama production value chain

## Adding strategic value across the film and drama production ecosystem

### 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

# Control and flexibility with production timelines

## Executing a progressive rollout throughout the year for earnings visibility



Note:

(1) The production phase for each project typically takes approximately one to four months, depending on the length of the drama or film, the number of scenes at each filming location, the filming plan and the scale of the production.

# Project pipeline for TV Program and Film Production business

Leveraging on experience and strong relationships to develop new entertainment content

FY2020 saw the completion and/or release of 6 dramas, 1 online short-form video series and 1 film series of revenue amounting to approximately S\$108.5m

For 6M2021, the Group was able to complete filming of 1 drama and has released 2 films, with several productions (including one drama and one online short-form series) in progress.

## Legendary drama series



The Ferryman -  
Legends of Nanyang  
灵魂摆渡·南洋传说



Sisterhood  
南洋女儿情



Horror Stories  
of Tang Dynasty  
唐朝诡事录



Nanyang  
Transport  
Volunteers  
南洋英雄泪



The 10<sup>th</sup>  
Regiment  
第十团



Legend of the  
Sabre Master  
天下刀宗



Sealing Knife  
封刀



The Hou  
Mansion  
侯门



Ability Bureau  
谁? 异能者

## Costume drama series

## Online short films series

## Modern drama series

## Themed drama series



To Be With You  
约定之青春永驻



Age of  
Innocence  
逆流纯真年代



I Come From Beijing -  
Tibetan Mani Stone Pile  
in Autumn  
我来自北京之  
玛尼堆的秋天



I Come From Beijing -  
The Rise of the Pear Village  
我来自北京之  
按下葫芦起来梨



I Come From Beijing -  
Heavenly Blessings  
我来自北京之  
福从天降



Perfect  
Promise  
最美的诺言



契约夫妇离婚吧  
Divorce of a  
Married Couple

# Management bench strength

Experience and capabilities spanning the Group's business value chain



**Guo Jingyu**  
*Executive Chairman and Group CEO*

- >25 years of experience as a producer, drama director and scriptwriter
- Formerly director, producer and scriptwriter with Perfect World
- Chairman of Youth Committee of China Television Drama Production Industry Association (中国电视剧制作产业协会)



**Yue Lina**  
*Executive Director*

- >20 years of experience in the film industry as an established executive producer and actress
- Formerly artistic director with Perfect World<sup>(2)</sup>
- Master's in Business Administration from Peking University



**Wang Qing**  
*Executive Director*

- Formerly tax director with Perfect World
- Masters' in Accountancy from the University of International Business and Economics and a Bachelor's in Accountancy from Qingdao Technological University



**Low Hui Min**  
*CFO*

- Formerly Regional Financial Controller of BBDO Asia Pte. Ltd., which is a subsidiary of a listed company on the New York Stock Exchange
- Received a Bachelor of Accountancy from Nanyang Technological University



**Xue Xin**  
*Senior Director of Television Program and Film Production*

- >30 years of experience as a producer
- Formerly manager and producer of TV program and films at Perfect World
- Member of the China Alliance of Radio, Film and Television (中国广播电影电视社会组织联合会)



**Chan Pui Yin**  
*Senior Director of Concert Organisation and Management*

- >25 years of experience in the TV program and film production industry
- Formerly Assistant Vice President at MediaCorp Raintree Pictures Pte. Ltd.
- Worked on award-winning films such as "I Not Stupid" and "Homerun"

# Strong network of business relationships and partnerships

Across TV networks, video streaming platforms and other production companies

## TV Networks and Video Streaming Platforms

Quality of dramas and films and Management team's experience enable the Group to establish a strong network of business relationships with key industry players:



Source: Frost & Sullivan, Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia

## Production Partners



Drama or film projects to be co-produced in a three-year period from Mar 2020



“The Little Nyonya 小娘惹”  
“Make a Wish Miss Xianqi 仙琦小姐许愿吧”

Co-production of dramas with production partners enable the Group to:

- ✓ Undertake more projects
- ✓ Opportunities to further develop production capabilities
- ✓ Further strengthen market position and gain access to new markets and audiences

Notes:

(1) Ranking among provincial satellite & non-satellite TV, municipal and other channels in PRC

(2) Percentage of total market revenue in the PRC in 2019

# Growing portfolio of artistes

Contribute to the success and track record of Concert Production business



Jay Chou  
"Carnival"  
World Tour



Li Ronghao  
"If I Were Young"  
World Tour

- ✓ Secured long-term concert production rights for popular and well-known singer-songwriter Jay Chou in **6 countries**<sup>(1)</sup>
- ✓ **Sold-out** Jay Chou concerts held in January 2020 at Singapore's National Stadium

Note:

(1) Long-term concert production for popular singer-songwriter Jay Chou in Singapore, Malaysia, Australia, Thailand, Japan and the PRC (excluding Hong Kong and Macau). For the PRC, the Group undertakes Concert Management where it retain general oversight and management of the concert production process, and appoint sub-agents and/or collaborate with third party concert hosting companies as business partners who will undertake the execution of the concert production

(2) Subject to the COVID-19 measures in place in these countries



“Horror Stories of Dynasty Tang 唐朝诡事录”

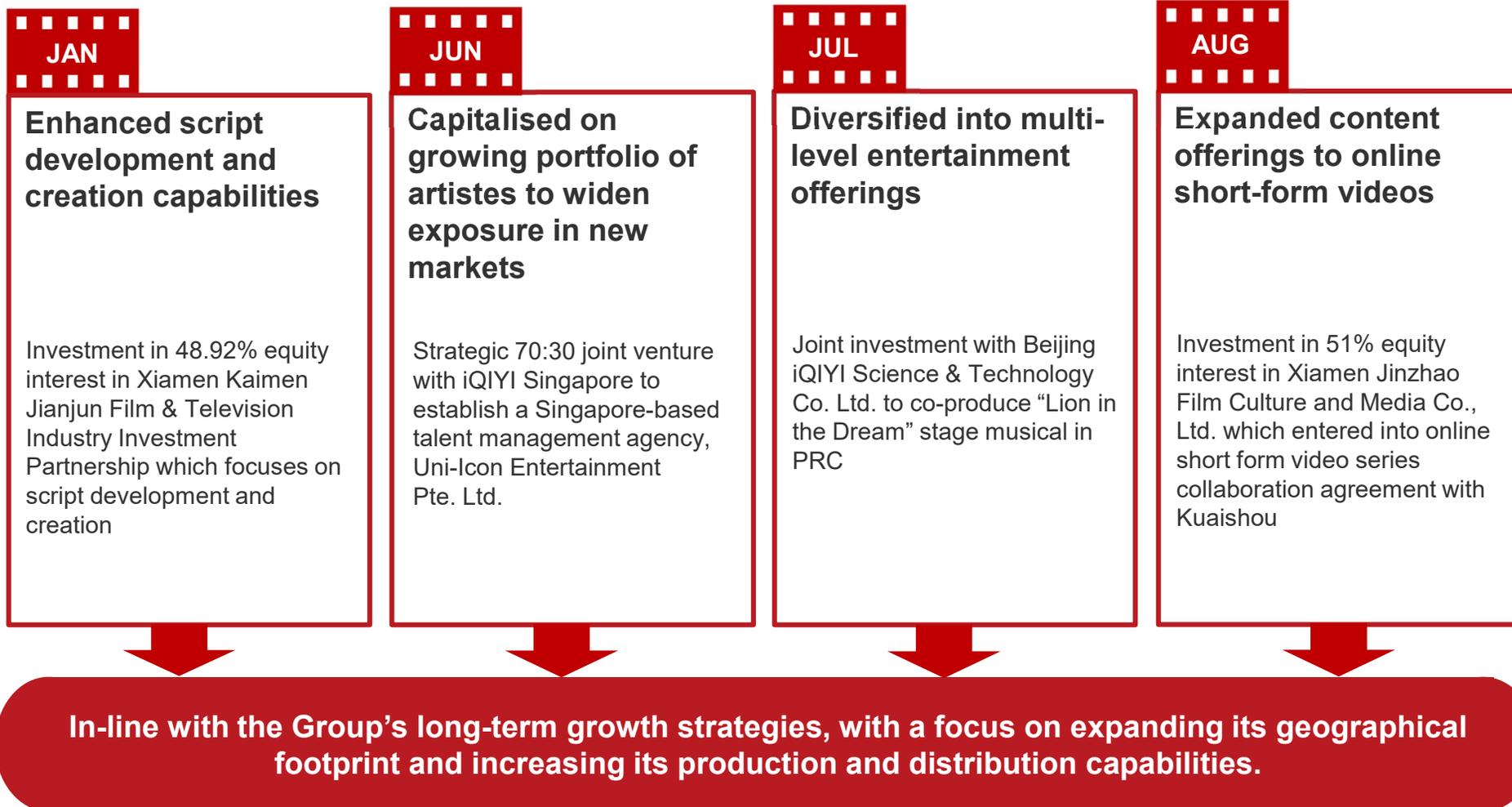
6M2021  
Business Update

Section 3

## Recent business highlights

Capturing opportunities amidst market headwinds to strengthen portfolio capabilities

The Group continues to invest in content development and its end-to-end production capabilities to expand its portfolio of entertainment content and products.



# Production milestones in 6M2021

Stronger second half expected with upcoming drama and projects

## Completed

### TV drama series



Horror Stories of  
Tang Dynasty

唐朝诡事录

## Ongoing

### TV drama series



Sisterhood

南洋女儿情

### Online short-form video series



Whimsical World

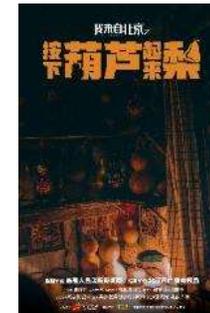
异想世界

## Released Films



I Come From Beijing –  
Heavenly Blessings

我来自北京之  
福从天降



I Come From Beijing –  
The Rise of the Pear  
Village

我来自北京之  
按下葫芦起来梨

- Contract assets increased by 36.5% from S\$53.2 million as at 31 December 2020 to S\$72.6 million as at 30 June 2021



*"The Hou Mansion 侯门"*

## Business Strategies and Growth Plans

### Section 4

# Expanding international reach and regional presence

Penetrating new markets in Southeast Asia by expanding our foothold from Singapore



## Expand regional production capacity and distribution capabilities

- Strengthened regional office network with appointments of industry veterans
- JV investment in Xiamen Jinzhao Film Culture & Media allows GHY to diversify into online short form video series
- “The Ferryman: Legends of Nanyang” was recently released on 24 Aug and distributed in 190 countries



## Invest in industry-leading technology to stay ahead

- Building up visual effects (“VFX”) capabilities in Singapore by investing in talent and equipment



## Strengthen network of business partnerships

- Active engagement of co-production with other regional platforms and production producers e.g., iQIYI, YOUKU, CCTV, MediaCorp



## Increase proprietary content development with a focus on innovation

- Strengthen quality content origination and development capabilities
- Production of dramas and films of varying genres to demonstrate capabilities
- Remakes of popular past dramas and films with value-add by GHY

# Investing strategically in high value post-production capabilities

## Building 5G content technology hub in Singapore

- Evolving viewership preference for engaging, high-definition visual experiences drive strong demand for quality animation and VFX content
- Increasing consumption on streaming digital content has resulted in increased VFX expenditure globally with market size of Asian Animation and VFX industry measured at approximately US\$50 billion in 2020<sup>1</sup>
- GHY has initiated a 5-year detailed roadmap plan to progressively enhance and scale its VFX capabilities across 3D Assets, Animation, Visual Effects, Rendering and Post-Processing
- Harnessing the professional and experienced talent pool in Singapore to grow GHY's human capital
- Expanding competencies in the region to enhance GHY's end-to-end production capabilities



Note:

(1) "Asia-Pacific \$49.95 billion animation & VFX markets, strategies, trends & opportunities to 2025", Researchandmarkets, Jan 2021

# Growing the Online-2-Offline (O2O) ecosystem

Leveraging on technological advances to diversify portfolio of entertainment content

- Identifying new growth adjacencies while driving synergies across existing core businesses
- Capitalise on the commercial success of the Group's dramas, films and concerts and expand its entertainment offerings into short form videos, musicals and stage plays

## TV Program & Film Production



## Online short-form videos

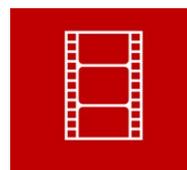
- One-year collaboration with Kuaishou to produce a collection of short form video series (at least 25 episodes of >120 seconds each)

## Concert Production



长信传媒  
G.H.Y Culture & Media

Content innovation remains the foundation of the Group



## Interactive content and multi-level entertainment products

- Comic adaptations



## Stage musical performances

- "Lion in the Dream" tour to be performed from August 2021 to August 2022

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



# Capitalising on the evolving trends for growth

## Successfully expanded content offerings to short-form videos

- Strengthened partnerships with both streaming entertainment platforms and linear TV
- Affordable paid content to capture younger millennial and Gen Z audience



**Average Daily Active Users (“DAUs”): 217 million<sup>1</sup>**  
User base largely concentrated in lower-tier cities and rural areas

### Released



契约夫妇离婚吧

Viewership<sup>2</sup>:  
150 million



**Average DAUs: 49 million<sup>1</sup>**  
User base largely concentrated in first- and second-tier cities

### Released



Ability Bureau  
谁? 异能者

Viewership<sup>2</sup>:  
5,009,000



Ability Bureau II  
谁? 异能者 II

Viewership<sup>2</sup>:  
3,967,000



六神无主

Viewership<sup>2</sup>:  
4,464,000



**Average DAUs: 80 million<sup>1</sup>**  
User base largely concentrated in first- and second-tier cities

### Released



Twin Sisters  
替身姐妹

Viewership<sup>2</sup>:  
55,926,000

Note:

(1) Key traffic metrics, October 2021, QuestMobile

(2) Source: Kuaishou, Bilibili, Tencent Video as at 1 December 2021

# Diversifying into multi-level entertainment offerings

## Monetising the proprietary entertainment content and increasing revenue streams

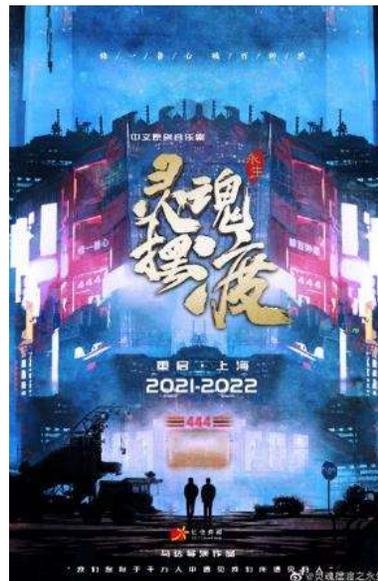
- Rollout of musicals to amplify outreach and publicity of our top-quality productions while capturing the pent-up demand for live performances in PRC

### Completed



Joint investment with Beijing iQIYI Science & Technology Co. Ltd. to co-produce “Lion in the Dream” stage musical in PRC to be performed from August 2021 to August 2022.

### On-going



“The Ferryman” stage musical, is based on one of the popular dramas produced by the Group. The strong demand for the drama has driven the diversification of entertainment content. National tour to begin in end 2021

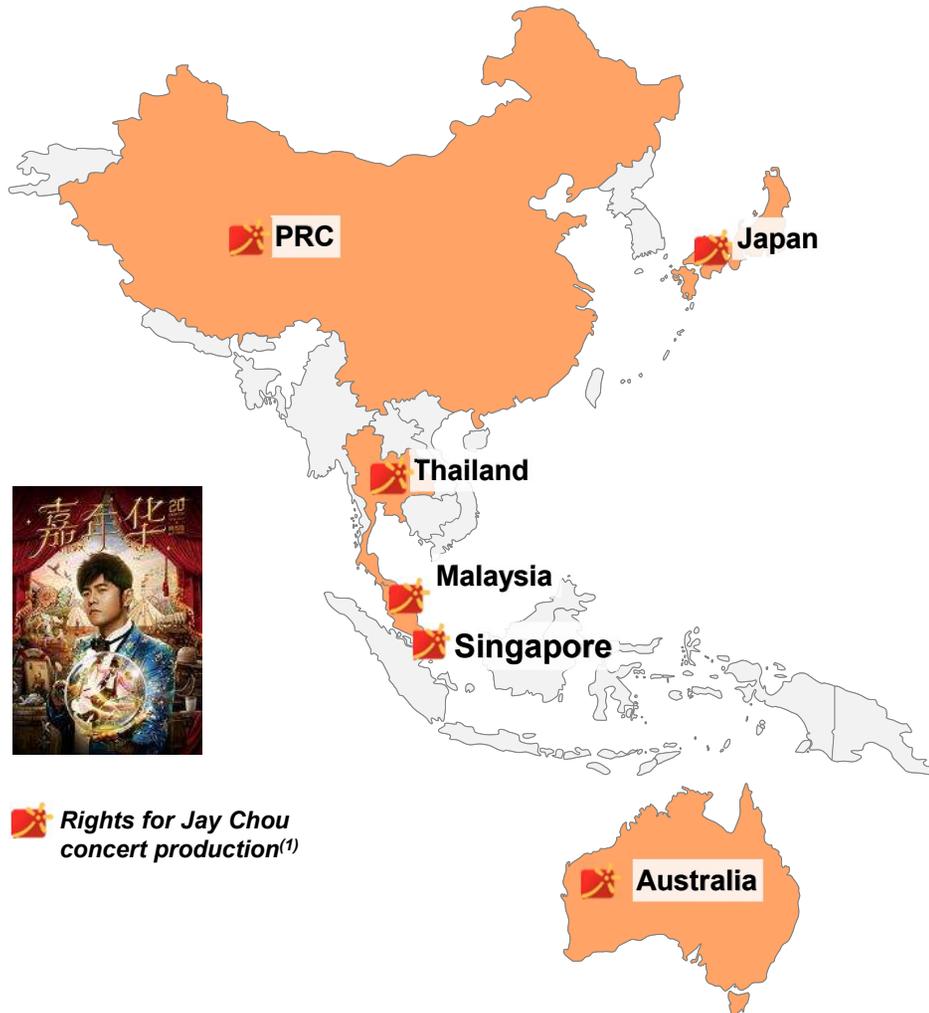
### On-going



Commenced casting and audition for “Horror Stories of Tang Dynasty” stage musical in PRC

# Preparing for ramp-up in Concert Production Business

Partnering more artistes and growing the talent portfolio to support core business



✓ Maintains a small team to manage operating costs but has the flexibility and agility to ramp up once concert dates are confirmed given the long-standing relationships with vendors

✓ Preparing for resumption of concert production across operating geographies in 2022, in compliance with COVID-19 health advisory notices

✦ Rights for Jay Chou concert production<sup>(1)</sup>

Note:

(1) Long-term concert production for popular singer-songwriter Jay Chou in Singapore, Malaysia, Australia, Thailand, Japan and the PRC (excluding Hong Kong and Macau). For the PRC, the Group undertakes Concert Management where it retain general oversight and management of the concert production process, and appoint sub-agents and/or collaborate with third party concert hosting companies as business partners who will undertake the execution of the concert production

# Nurturing future talents and bolster local talent

Supporting our ambitions to expand our regional footprint



## ✓ Identify and promote talent across Southeast Asia

- Provide valuable exposure to end-to-end production capabilities and opportunity to learn from industry professionals
- Tie-ups with industry leaders and education institutions

## ✓ Grow pool of artistes in PRC and Singapore

- Strategic joint venture to establish Singapore-based talent management agency with iQIYI, Uni-Icon Entertainment Pte. Ltd., to focus on artistes in the region which will facilitate the Group to gain access to wider audiences and exposure to new markets

# Driving synergies across various segments

## Maximising value and positioning for growth across the entertainment value chain

- Enhancing growth potential by strengthening GHY's value-added business segments
- Continue to grow our pool of over 60 artistes across the region
- Exploring collaboration opportunities with industry veterans in make-up artistes and costumes design services

### GHY artistes

#### Singapore



郑斌辉 |  
TAY PING HUI

Masterpiece:

- Bountiful Blessings 《萬福樓》
- The Legend of the Condor Heroes 《射鵰英雄傳》

#### PRC



戴向宇 |  
DAI XIANG YU

Masterpiece:

- Little Nyonya 《小娘惹》
- Eternal Love, The Pillow Book 《三生三世枕上书》



齐欢 |  
QI HUAN

Masterpiece:

- Ruyi's Royal Love in the Palace 《如懿传》
- Perfect village 《最美的乡村》

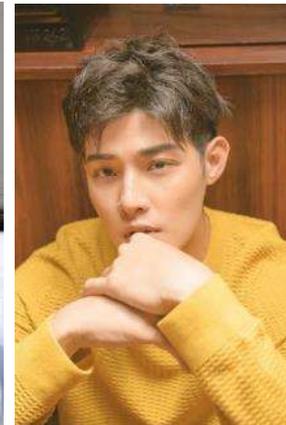


史可 |  
SHI KE

Masterpiece:

- Mother's Life 《娘道》
- The Young Doctor 《青年医生》

#### China Taiwan



寇家瑞 |  
KOU CHIA JUI

Masterpiece:

- The Little Nyonya 《小娘惹》
- The Ferryman 《灵魂摆渡》

### Industry experts



陈明正 |  
Chen Minzheng<sup>1</sup>

Masterpiece:

- Shadow 《影》
- The honey sank like frost 《香蜜沉沉烬如霜》
- Empresses in the Palace 《甄嬛传》

Note:

(1) Chen Minzheng is a well-known designer for costumes, props and make-up in the PRC who has won, among others, the Golden Horse Award for Best Makeup & Costume Design in 2018 and the Asian Film Award for Best Costume Design in 2019

# Elevating the community that we live in

Embracing the spirit of sharing and caring while growing our human capital

## Responding to needs of the society

Providing financial assistance



## Enriching the industry ecosystem

Providing "Real-World" experience through project work

Providing apprenticeship and training to industry professionals



# Summary

Building an entertainment ecosystem to be a leading player in Asia Pacific



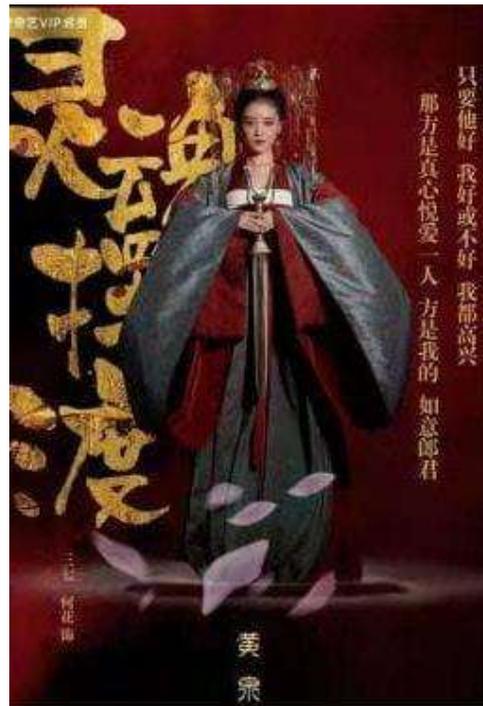
# The Ferryman: Legends of Nanyang

## Riding on The Success of The Ferryman Drama Series



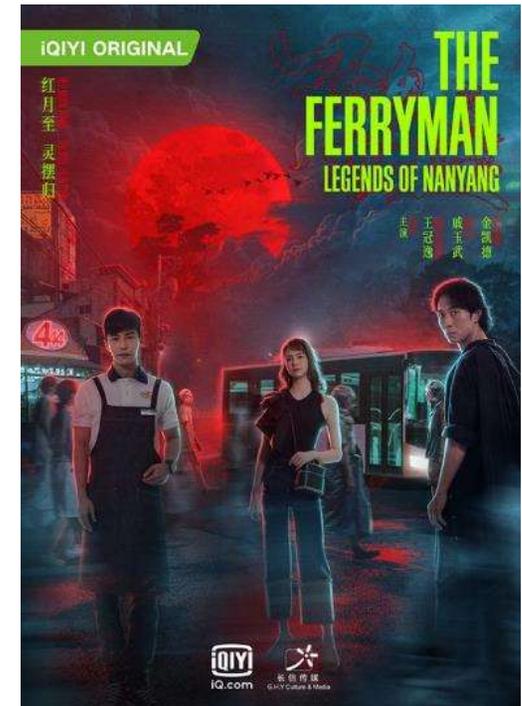
**The Ferryman**  
**TV Drama Series<sup>(1)</sup>**  
2014 - 2016

iQIYI  
Distribution: PRC  
Viewership: 6 billion cumulative<sup>(2)</sup>



**The Ferryman**  
**Film<sup>(1)</sup>**  
2018

iQIYI  
Distribution: PRC  
Viewership: 220 million<sup>(2)</sup>



**The Ferryman:**  
**Legends of Nanyang**  
August 14, 2021

iQIYI  
Distribution: Overseas

Note:

(1) Work Completed by Guo JingYu, Executive Chairman and Group CEO

(2) Source: iQIYI Heat Index 爱奇艺内容热度



*"The Little Nyonya 小娘惹"*

## Section 4

Appendix:  
Company Overview

# Production team

Including award-winning scriptwriters



Guo Jingyu



Xiao Ji Xiang Tian /  
Han Xiao Tian



Yeo Saik Pin  
Producer / Scriptwriter /  
Director, previously Vice  
President of Mediacorp

"Metamorphosis 破茧而出"  
"The Champion 任我遨游"  
"A Child's Hope 孩有明天"  
"Hainan Kopi Tales 琼园咖啡香"



魏风华 Wei Fenghua  
Scriptwriter

"Horror Stories of Tang Dynasty  
唐朝诡事录"  
"Brave Heart 2 勇敢的心2"  
"Heroes 大侠霍元甲"



张弘弢 Zhang Hongtao  
Scriptwriter

"Perfect Youth 最美的青春"  
"Perfect Village 最美的乡村"  
"I Come From Beijing · Happy  
New Year 我来自北京之过年好"

- Curated script ideas and developed a repertoire of scripts for potential drama or film projects across varying genres
- In addition, proposals and pitches are received from various external scriptwriters and directors who are keen to work with the Group



Content innovation remains  
the core foundation of the  
Group



Group intends to build on the capacity to deliver quality entertainment content  
through (i) in-house script production team, and (ii) while remaining open to  
external opportunities and sources for scripts

# Production team

Including producers involved in notable dramas and films in the PRC



**薛鑫 Xue Xin**  
Leads the PRC Production Team  
“Rush Year 刀锋1937”  
“The Red Lady 红娘子”  
“Brave Heart 2 勇敢的心”  
“The Blue Blade 火蓝刀锋”



**王冰 Wang Bing**  
Producer  
“The Legend of the Condor Heroes  
射雕英雄传（2017版）”  
“Handsome Siblings 绝代双骄  
（2020版）”  
“Dance of the Sky Empire 天舞纪”



**张焕引 Zhang Huanyin**  
Producer  
“Perfect Youth 最美的青春”  
“Perfect Village 最美的乡村”  
“I Come From Beijing  
我来自北京” film series



**王永辉 Wang Yonghui**  
Producer / Director  
“My Natasha 我的娜塔莎”  
“Brave Heart 2 勇敢的心2”  
“Heroes 大侠霍元甲”



**刘博 Liu Bo**  
Producer  
“Mother's Life 娘道”  
“Perfect Youth 最美的青春”  
“To Be With You 约定之青春永驻”

# Production team

Directors with years of experience in the media and entertainment industry in the PRC



柏杉 Bai Shan  
Director

“The Red Lady 红娘子”  
“Yangko Dance 大秧歌”  
“Brave Heart 勇敢的心”  
“Heroes 大侠霍元甲”



满意 Man Yi / Ju Xing Mao  
Director

“The Ferryman 灵魂摆渡” Series  
“Perfect Youth 最美的青春”  
“The Frontliners 最美逆行者”  
“To Be With You 约定之青春永驻”  
“The Journey Across the Night 我在香港遇见他”



信鹏 Xin Peng  
Director

“Candle In The Tomb 鬼吹灯”  
“The Secret of Sharp Knife 尖刀之风雷诀”



*"The Little Nyonya 小娘惹"*

Appendix:  
Industry Outlook

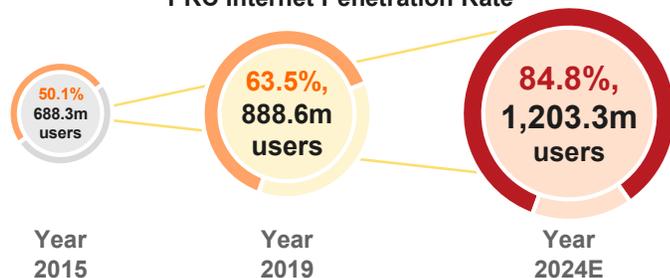
Section 5

# High internet penetration to capture PRC Drama Series market

Web series market expected to post 11.1% CAGR from 2019 to 2024 to hit RMB30.5b

## Key Drivers

### PRC Internet Penetration Rate



- Sustainable growth of demands for premium video content
- Prevalence of Internet and mobile internet
- Innovation in drama series

## Entry Barriers

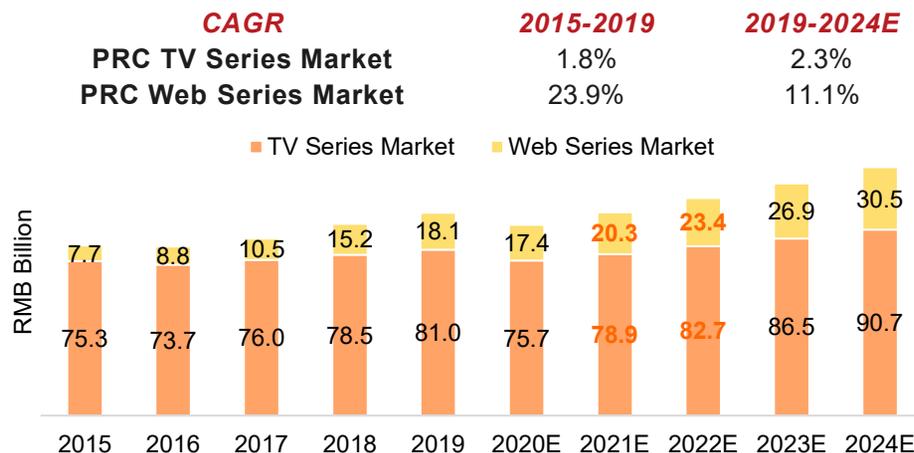
- Existing market players with abundant industry expertise in satisfying audience preferences and managing regulatory bodies
- Lack of sufficient budget and resources
- Lack of strong distribution capabilities and partnerships with broadcasting channels

## Future Trends

- Increase in penetration of Chinese drama series on overseas internet platforms and Chinese culture influence around the world
- Diversification of drama series content and business models, including new advertising modes
- Integration and interaction of online and offline broadcasting channels

Category	Description	Channels available
TV series	Drama series with distribution licenses issued by SARFT <sup>(1)</sup>	Both TV channels and online video platforms
Web series	Drama series that are only broadcasted on online video platforms, which need to be filed and reviewed by SARFT <sup>(1)</sup>	Online video platforms only

## PRC Drama Series Size Market<sup>(2)</sup> Breakdown by Category



Source: Frost & Sullivan, Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia  
Notes:

(1) SARFT refers to State Administration Radio, Film and Television of PRC

(2) As measured by licensing revenue, distribution revenue and advertising revenue

# Wider commercialisation opportunities with online video platforms

Fueling higher revenue and budget to invest in premium drama series content

## TV Channels

Implementation of the “One TV Series, Two Satellite TV Channels”<sup>(1)</sup> policy intensified competition among the TV channels for superior TV series

## Online Video Platforms

Tremendous user engagement rapidly attracted a massive user base and generated significant monetisation opportunities in the past years

First-Run Series Data in 2019

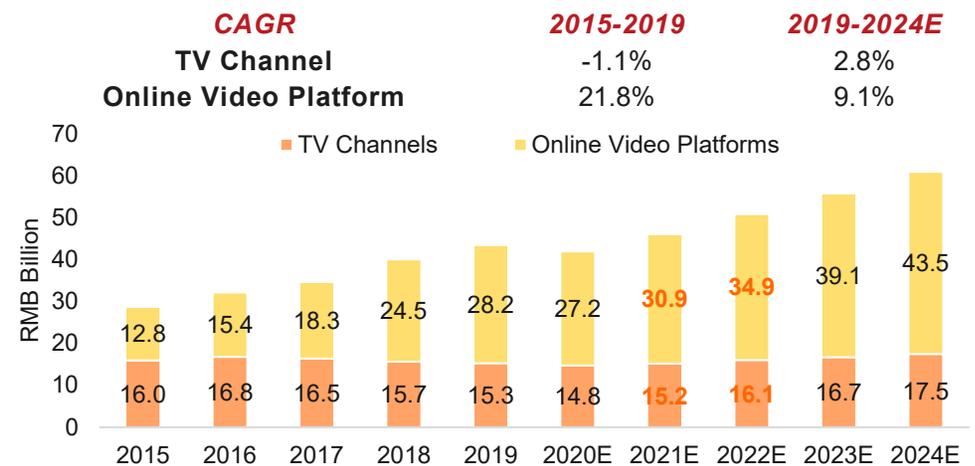
 **74**  
Approx. TV series<sup>(2)</sup> broadcasted on CCTV and top 5 channels

 **95**  
Approx. web series broadcasted on top 3 online video platforms

## Growth of Online Video Platforms

- **Technological developments:** proliferation of Internet, development of mobile-related intelligent devices
- **Internet penetration in PRC:** the number of Internet users in PRC is expected to increase from 2019 to 2024 at a CAGR of 6.3%, reaching 1.2 billion Internet users and attaining a penetration rate of 84.8% in 2024
- **Online video platforms continue to innovate** by introducing new initiatives such as interactive dramas and vertical screen dramas
- **Business model shift and development of wider monetisation opportunities** to include both membership services and advertising services
- **Data analysis:** massive end user data accumulated by online video platforms utilised to analyse viewing data and audience preferences

## Drama Series Investment (PRC)



Drama series investment by online video platforms outpace that of traditional TV channels

Source: Frost & Sullivan, Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia

Notes:

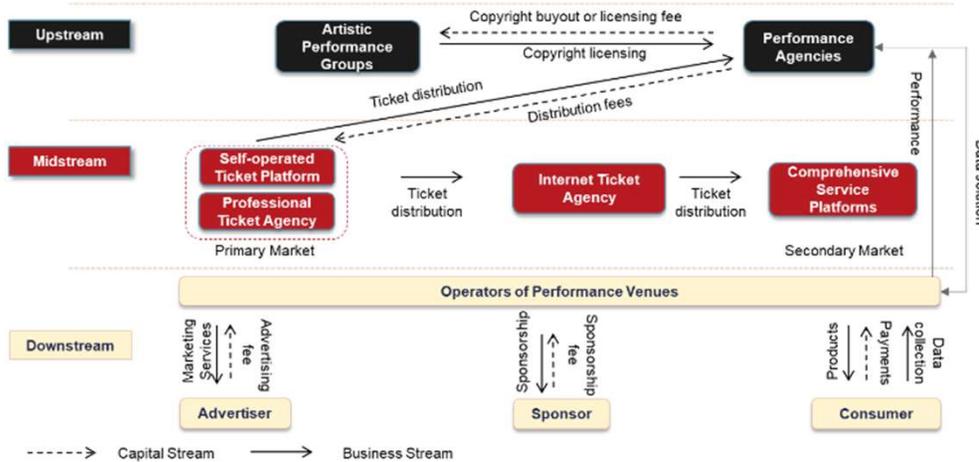
(1) “One TV Series, Two Satellite TV Channels” refers to the policy where (i) the same TV series should be broadcasted on no more than two satellite TV channels each night during prime time, and (ii) each channel can broadcast at most two episodes per night

(2) The historical data for the number of first-run TV series is from primary research conducted by Frost & Sullivan

# Expected gradual recovery in Concert markets

Total box office receipts to hit RMB2.8b and US\$2.6b in PRC and SEA by 2024

## Industry Value Chain Analysis

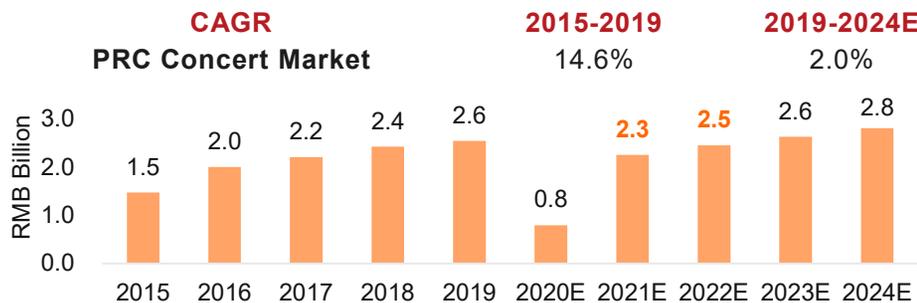


## Key Drivers

- PRC concert market is largely driven by a selected pool of popular artistes, such as Jay Chou, Jacky Cheung and Mayday (in terms of number of concerts)
- Favourable government policy aiming to stimulate culture and recreation sector in PRC
- Growth in disposable income levels in PRC
- While the concert industry experienced postponement and rescheduling during the COVID-19 outbreak, the concert market is expected to gradually return to normal and recover from 2021 onwards

## PRC and Southeast Asia Concert Markets

### PRC Concert Market Size



### Southeast Asia Concert Market Size

