



长信传媒
G.H.Y Culture & Media

Annual General Meeting for FY2022

27 April 2023



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Nothing in this presentation should be construed as financial, investment, business, legal or tax advice and you should consult your own independent professional advisers.

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Message from Executive Chairman and Group CEO



Corporate Highlights in FY2022

TV Program and Film Production

- ✓ Leveraging on our diverse intellectual property (“IP”) portfolio and high-quality production capabilities to strengthen our business foothold and set new industry benchmarks.
- ✓ Completed filming in 2022 for the following:

Long drama series

- “Sisterhood 南洋女儿情”
- “A Fish and A Cat 騎著魚的貓”
- “Moon Romance 月上朝顏”



Corporate Highlights in FY2022

TV Program and Film Production

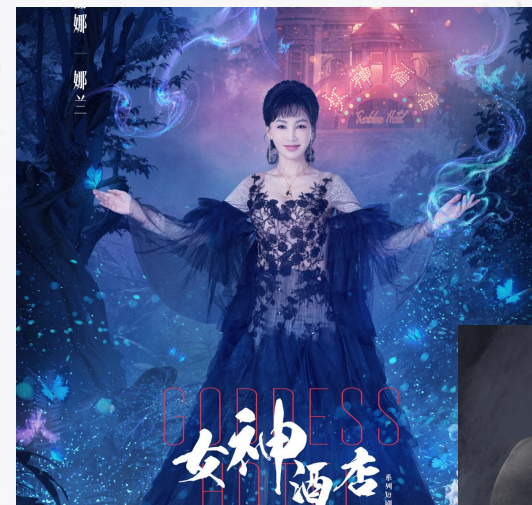
- ✓ Completed the filming in 2022 for the following:

Short-form drama series

- “Goddess Hotel 女神酒店”
 - “Su Wuming of the Tang Dynasty 大唐来的苏无名”
- ✓ “Strange Tales of Tang Dynasty 唐朝诡事录” was one of the most watched mystery action period drama series, positioning GHY as a trend-setter in the mystery action period genre.

Concert Production

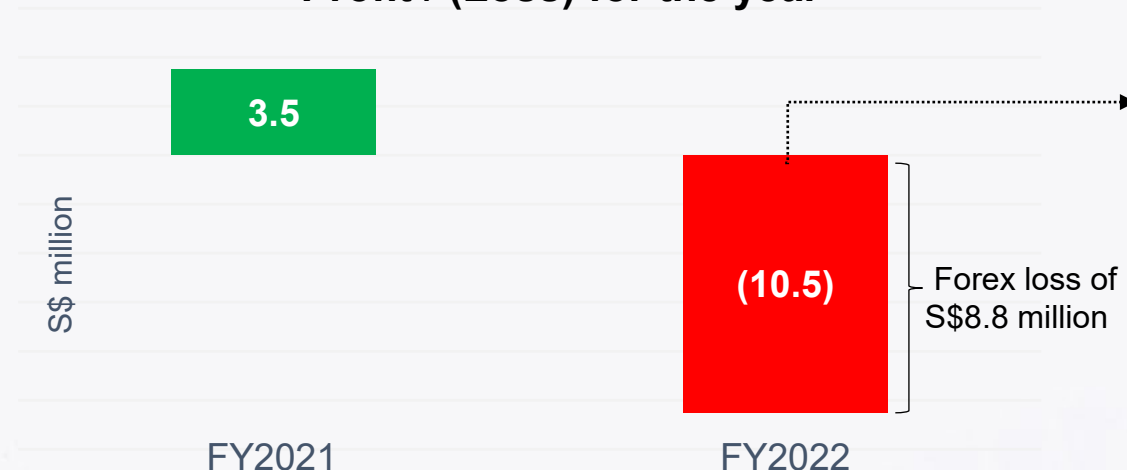
- ✓ Successfully organised two Jay Chou’s Carnival World concerts in Singapore in December 2022.



First Loss since the Establishment of the Group

Recognised net foreign exchange loss of approximately S\$8.8 million in FY2022

Profit / (Loss) for the year



Proactively taken various initiatives to mitigate the overarching effects of the COVID-19 pandemic over the recent years:

- As the Group has significant operations in China, the appreciation of the Singapore Dollar against Chinese Renminbi had led to the recognition of a net foreign exchange loss of approximately S\$8.8 million in FY2022; and
- Excluding the foreign exchange loss of approximately S\$8.8 million recognised in FY2022, the Group's net loss for FY2022 would have been lowered to approximately S\$1.7 million

TV Program and Film Production

- ✓ Signed a collaboration agreement with iQIYI to produce the second season of long drama “Strange Tales of Tang Dynasty 唐朝诡事錄” drama series and production commenced in March 2023; and
- ✓ Expect to materialise drama productions collaborations with Youku in 2023.



Recent Updates

TV Program and Film Production

- ✓ Commenced pre-production for “Nanyang Transport Volunteers 南洋英雄”, the third drama series of the Nanyang genre; and
- ✓ Launched our own label “Legendary short drama” on Douyin (抖音)(also known as Tik Tok).



Recent Updates

Concert Production

- ✓ Successfully organised Jay Chou's Carnival World concerts in Kuala Lumpur, Malaysia and Sydney, Australia in first quarter of 2023;
- ✓ Expect to invest in Jay Chou's Carnival World concerts in four Chinese cities including Taiyuan, Hohhot in the People's Republic of China; and
- ✓ Invested in Chris Li Yuchun's 李宇春 China concert tour. Ticket sales are expected to be launched during second quarter of 2023.

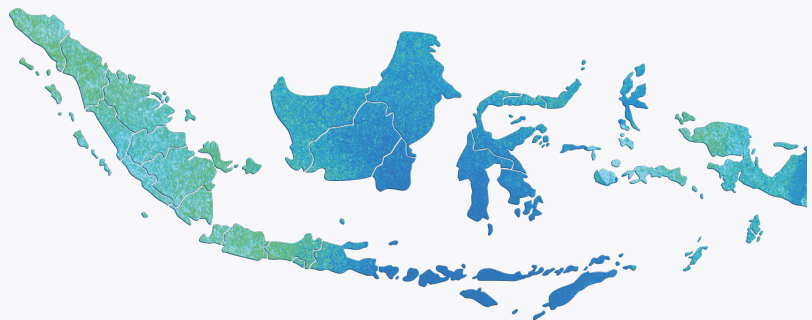


Musical Play Productions

- ✓ Large-scale original musicals for “The Ferryman 靈魂擺渡” and “Strange Tales of Tang Dynasty 唐朝詭事錄” achieved new breakthroughs; and
- ✓ Expect to have more than 100 shows in China.



Other Initiatives



- ✓ Launched the plan to build our media production hub in Jakarta, Indonesia
- ✓ Focus on utilising professional cinematic capabilities to enhance the quality of short-form videos, which will then be mass-produced and monetised for the e-commerce market in Asia.



- ✓ Expansion of our business presence and market share in talent management services, costumes, props and make-up services and other complementary growth adjacencies, in order to create growth catalysts.



Re-Igniting our Growth Engines

Powering our Ambitions in Asia



Ability to produce high quality and well-received dramas and films led by strong end-to-end production capabilities



Management bench strength with experience and capabilities spanning the entire business value chain



Strong network of business relationships and partnerships with distributors for strategic investments to diversify into new growth adjacencies



Growing portfolio of artistes contribute to the expansion of the concert production business

Section 2

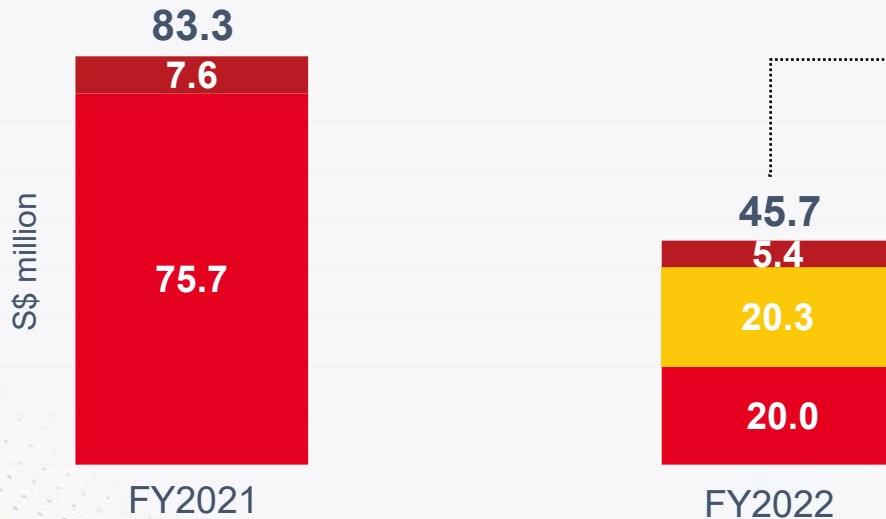
FY2022 Performance Summary



Revenue Highlights for FY2022

COVID-19 measures in China impacted GHY's revenue performance, while the Concert Production business rebounded strongly in FY2022

■ TV & Film Productions ■ Concert Productions ■ Others



Revenue declined approximately S\$37.6 million or 45.1% to S\$45.7 million in FY2022 mainly due to COVID-19-induced delays in contract signing:

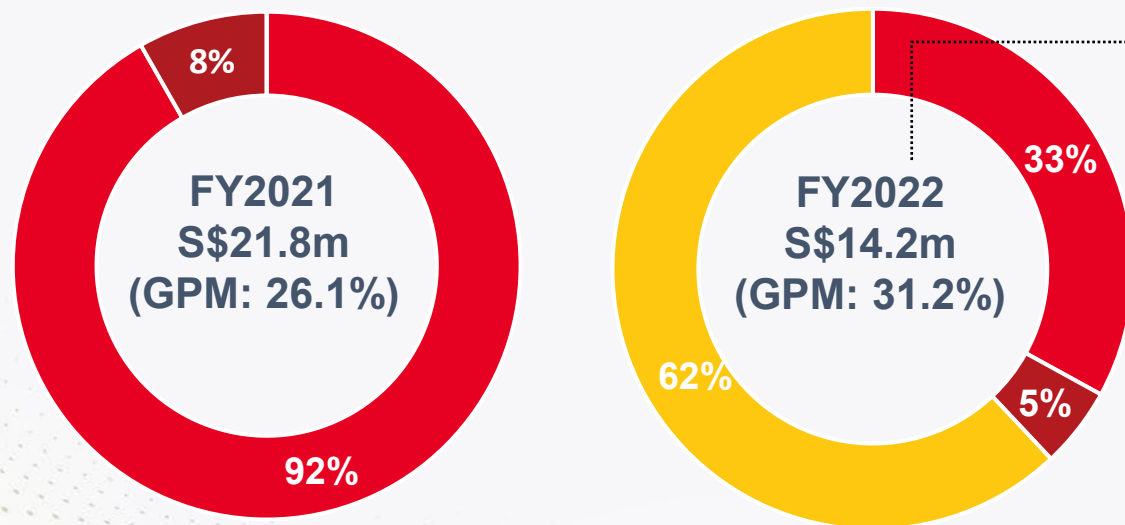
- COVID-19-induced delays in contract signing led to fewer drama and film titles sold in FY2022;
- Recognised revenue mainly in respect of the completed production of three dramas named “Strange Tales of Tang Dynasty 唐朝诡事录”, “Sisterhood 南洋女儿情” and “A Fish and A Cat 骑着鱼的猫”;
- “Strange Tales of Tang Dynasty 唐朝诡事录” and “Goddess Hotel 女神酒店” achieved strong ratings and viewership in FY2022; and
- Revenue contribution of approximately S\$20.3 million mainly due to the completion of two concert productions in FY2022.

Gross Profit Highlights for FY2022

Higher contribution from the Group's Concert Production business

Gross Profit Breakdown

■ TV & Film Production ■ Concert Productions ■ Others



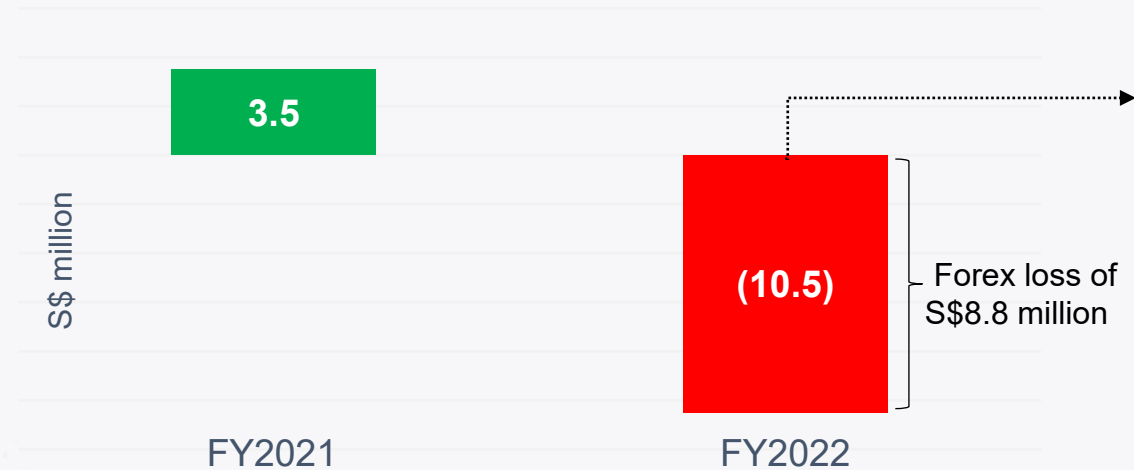
→ Gross profit margin increased to approximately 31.2% despite lower gross profit registered in FY2022:

- Lower gross profit contribution from the TV Program and Film Production business segment of approximately S\$15.7 million from S\$20.4 million in FY2021 to S\$4.7 million in FY2022 due to heightened COVID-19 measures and the COVID-19 lockdown in Shanghai leading to significant disruption of filming and production activities for the drama named "Sisterhood 南洋女儿情"; and
- Gross profit contribution approximately S\$8.9 million mainly in respect of two concert productions completed in FY2022.

Profit & Loss Highlights for FY2022

Recognised net foreign exchange loss of approximately S\$8.8 million in FY2022

Profit / (Loss) for the year



Proactively taken various initiatives to mitigate the overarching effects of the COVID-19 pandemic over the recent years:

- As the Group has significant operations in China, the appreciation of the Singapore Dollar against Chinese Renminbi had led to the recognition of a net foreign exchange loss of approximately S\$8.8 million in FY2022; and
- Excluding the foreign exchange loss of approximately S\$8.8 million recognised in FY2022, the Group's net loss for FY2022 would have been lowered to approximately S\$1.7 million

Cash Flow Highlights for FY2022

Committed to disciplined execution and prudent capital management

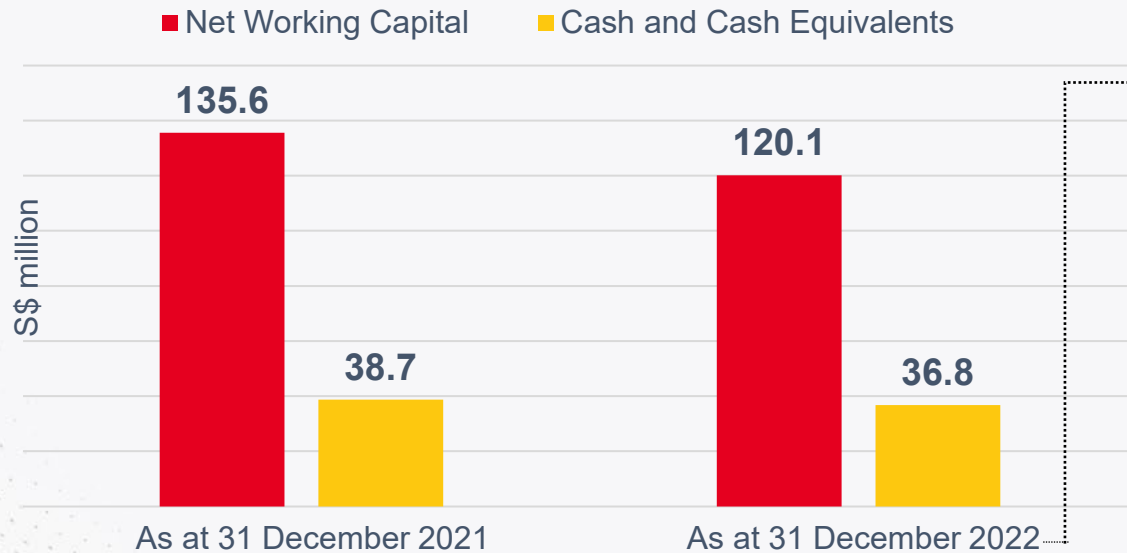


Preparation to ramp up business activities in FY2023

- Net cash of approximately S\$5.9 million generated from operating activities in FY2022 mainly due to increased receipts for drama and concert productions, partially offset by cash utilised for ramping up of production volume;
- Net cash of approximately S\$3.6 million used in investing activities in FY2022 mainly due to the addition of two film sets located in China for filming purposes; and
- Net cash of approximately S\$1.7 million used in financing activities mainly due to the payment of final dividends in respect of FY2021, payment of lease liabilities and shares repurchased in FY2022.

Resilient 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\$120.1 million

- To be used primarily for concert productions, dramas and film productions, and working capital purposes; and
- 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.

Dividends Track Record

Committed to rewarding our shareholders

Since our IPO listing, GHY has issued dividends to shareholders annually as part of our commitment to reward shareholders

FY2020

SGD
1.07 cents
per share

FY2021

SGD
0.10 cents
per share

FY2022

SGD
0.10 cents
per share

While the Group has not performed as well as expected in FY2022, there is a need to reward the Shareholders for their support and loyalty.

The Board proposed a final dividend of 0.10 Singapore cent per share for FY2022, subject to shareholders' approval at the upcoming Annual General Meeting

Section 3

Business Strategies and Growth Plans



Eyes Turnaround and Growth in FY2023 with China's Reopening

✓ **Continued commitment to creating sustainable returns**

✓ **Active expansion to new growth adjacencies**

✓ **Drive synergies across existing core businesses**



Business operations expected to normalise in FY2023 with China's reopening and further easing of COVID-19 measures



Good content slate expected in FY2023 for TV Program & Film Production business, with an expected increase in the number of short-form drama productions in FY2023 as compared to FY2022



Collaboration with various platforms to further develop different genres of dramas and films targeting different group of audiences, which we believe will provide more opportunities for revenue growth



Resumption of concert production activities in China and the region to further boost revenue growth



Aim to collaborate with local and regional businesses to diversify product and services offerings.

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 opportunities to learn from industry professionals
- Tie-ups with industry leaders and education institutions
 - Signed a non-binding memorandum of understanding with world-renowned education establishment, Curtin University, in December 2022 for an academic collaboration in higher education programs in Asia related to media and film studies.

Directing our path to sustainable innovation and growth

Building an entertainment ecosystem to be a leading player in the Asia Pacific media and entertainment industry



Resolutions



ORDINARY RESOLUTION 1



长信传媒
G.H.Y Culture & Media

To receive and adopt the Directors' Statement and the Audited Financial Statements of the Company for the financial year ended 31 December 2022 together with the Auditors' Report thereon



ORDINARY RESOLUTION 2



长信传媒
G.H.Y Culture & Media

To declare a final tax exempt (one-tier) dividend of 0.10 Singapore cents per ordinary share for the financial year ended 31 December 2022



ORDINARY RESOLUTION 3



长信传媒
G.H.Y Culture & Media

To approve the payment of Directors' fees of \$410,000 for the financial year ending 31 December 2023, to be paid half-yearly in arrears



ORDINARY RESOLUTION 4



长信传媒
G.H.Y Culture & Media

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



ORDINARY RESOLUTION 5



长信传媒
G.H.Y Culture & Media

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



ORDINARY RESOLUTION 6



长信传媒
G.H.Y Culture & Media

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



ORDINARY RESOLUTION 7



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



ORDINARY RESOLUTION 8



长信传媒
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To approve the proposed renewal of the Share Purchase Mandate



ORDINARY RESOLUTION 9



长信传媒
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**To approve the proposed renewal of the Shareholders' General
Mandate for Interested Person Transactions**





G.H.Y Culture & Media

Q&A Session