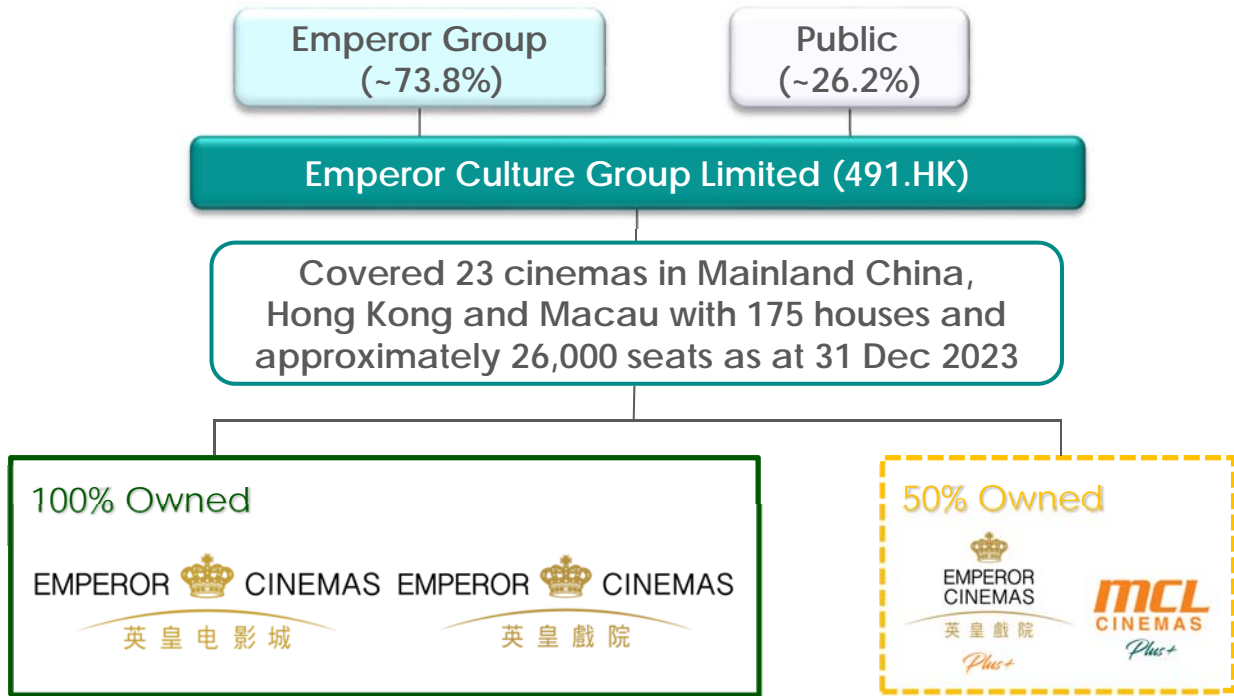




英皇文化產業集團有限公司
Emperor Culture Group Limited
於百慕達註冊成立之有限公司 Incorporated in Bermuda with limited liability

Company at a Glance



Competitive Strengths

- 👑 Positioned as top tier cinema chain in the Greater China
- 👑 Comprehensive cinema network with strong presence at prime locations
- 👑 Cinemas are well-equipped with advanced technologies including IMAX theatre system, CINITY theatre system, ScreenX, 4DX or MX4D motion systems, D-Box seats and Dolby Atmos audio systems
- 👑 Possess a membership base of over 200,000 in Hong Kong, translating into huge value
- 👑 Enjoy synergies effect with sister companies – Emperor Motion Pictures and Emperor Entertainment Group
- 👑 Proficient management team



ScreenX theatre



IMAX laser theatre





Cinema Network in Mainland China (as at 31 Dec 2023)

	Location	No. of Houses	No. of Seats
Mainland China (Sub-total: 13)			
1.	Shin Kong Place, Chongqing	18	2,298
2.	MixC, Hefei	13	1,980
3.	Wenjiang Shin Kong Place, Chengdu	10	1,836
4.	UpperHills, Shenzhen	9	1,817
5.	Shanshan Outlet Plaza, Ganzhou	9	1,500
6.	IFS Mall, Changsha	6	1,267
7.	U Fun, Chengdu	8	1,225
8.	Emperor Group Centre, Beijing	10	1,154
9.	IFS Mall, Chongqing *	6	1,104
10.	NOVA, Foshan	7	1,053
11.	PAFC Mall, Shenzhen	7	984
12.	Shengjing Long City, Shenyang	8	966
13.	East Pacific Shopping Mall, Shenzhen	9	449

* Newly opened after 1 July 2023



Grand lobby in Ganzhou



VIP lounge in Hefei

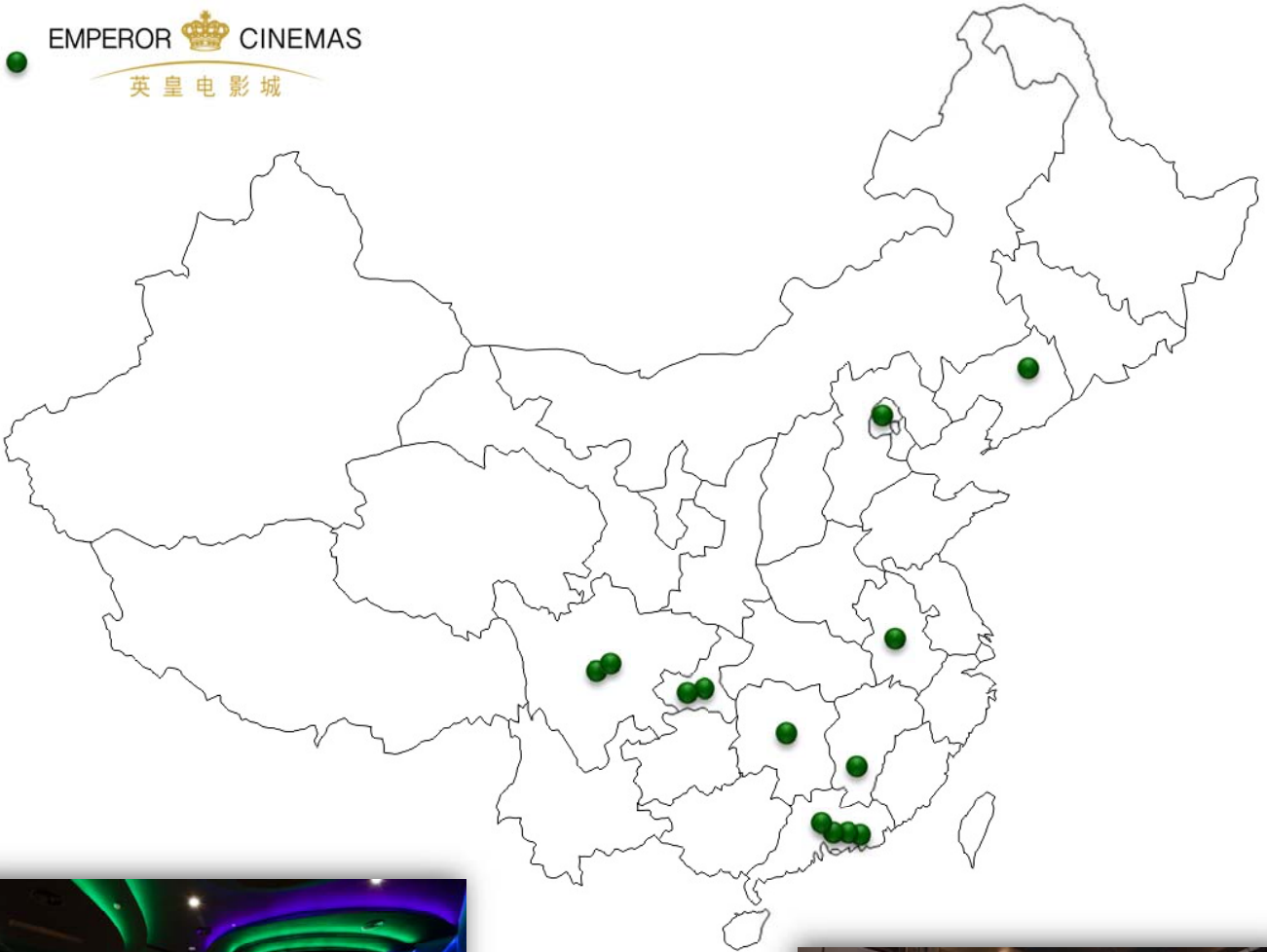


Grand lobby with ticketing machines in Beijing



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Cinema Network in Mainland China (as at 31 Dec 2023)



Dreamland theatre in Chongqing



Lounge in Chengdu





Concierge in Shenzhen





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Cinema Network in Hong Kong and Macau (as at 31 Dec 2023)

	Location	No. of Houses	No. of Seats
Hong Kong (Sub-total: 9)			
14.	Plaza Hollywood, Diamond Hill 	6	1,595
15.	iSQUARE, Tsim Sha Tsui	5	979
16.	Times Square, Causeway Bay	5	917
17.	The Wai, Tai Wai * 	6	912
18.	The LOHAS, Tseung Kwan O	6	883
19.	Citywalk, Tsuen Wan	5	687
20.	MOSTown, Ma On Shan	4	435
21.	New Town Commercial Arcade, Tuen Mun	4	385
22.	Entertainment Building, Central	5	219
Macau (Sub-total: 1)			
23.	Lisboeta Macau	9	1,241

* Newly opened after 1 July 2023



Kiosk in iSQUARE, Hong Kong



Lobby in The Wai, Hong Kong



the CORONET VIP House in Lisboeta Macau



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Financial Summary

HK\$'000	FY2022/23	1H2022/23	1H2023/24	Changes
Revenue	456,197	212,231	267,186	+ 25.9%
Gross Profit	271,866	124,600	160,951	+ 29.2%
<i>Gross Profit Margin</i>	59.6%	58.7%	60.2%	+ 1.5 pp
Net Loss - Per Reported	316,984	145,230	143,218	N/A
Net Loss - Adjusted*	215,535	104,164	101,675	N/A

* Represents the net loss before (i) the depreciation on fixed assets, (ii) one-off impairment, (iii) gain on derecognition of lease liabilities and provisions of reinstatement costs, and (iv) loss on loss of control of a subsidiary, which reflects the Group's core operating performance

Revenue Breakdown

By Geographical Segment	FY2022/23		1H2022/23		1H2023/24		Changes
	HK\$	Mix (%)	HK\$	Mix (%)	HK\$	Mix (%)	
Hong Kong	295,789	64.8%	147,119	69.3%	137,341	51.4%	- 6.6%
Mainland China	133,987	29.4%	53,827	25.4%	117,298	43.9%	+ 117.9%
Macau & Malaysia	26,421	5.8%	11,285	5.3%	12,547	4.7%	+ 11.2%
Total Revenue	456,197	100%	212,231	100.0%	267,186	100.0%	+ 25.9%

Key Performance Indicators

HK\$ million	@30 June 2023	@31 Dec 2023
Bank Balances and Cash	82.0	64.9
Total Borrowings *	685.9	798.4
Gearing Ratio **	48.9%	60.2%

* Including a loan from a related party, bank loan and amount due to non-controlling interests

** As a % of total borrowings over total asset value





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Future Expansion Plan

Cinema	Target Opening Date	Location
Mainland China		
1	Q1 2024	IFS Mall, Chengdu
2	Q3 2024	Sanlitun, Beijing
Hong Kong		
3	Q1 2024	The Southside, Wong Chuk Hang

Future Strategies

- Look for cinema network expansion by identifying good locations
- Strengthen advertising efforts during the release of blockbusters
- Enhance customer relationship management
- Boost brand awareness utilising social media
- Elevate cinema experience for its audience by offering unique and detail-oriented services
- Joint promotions with payment platforms and credit card issuers



Membership program



Seats featuring wireless charging mobile phone mounts



Joint promotion with shopping mall



Joint promotion with credit card issuers





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Movies Showing in 2024



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