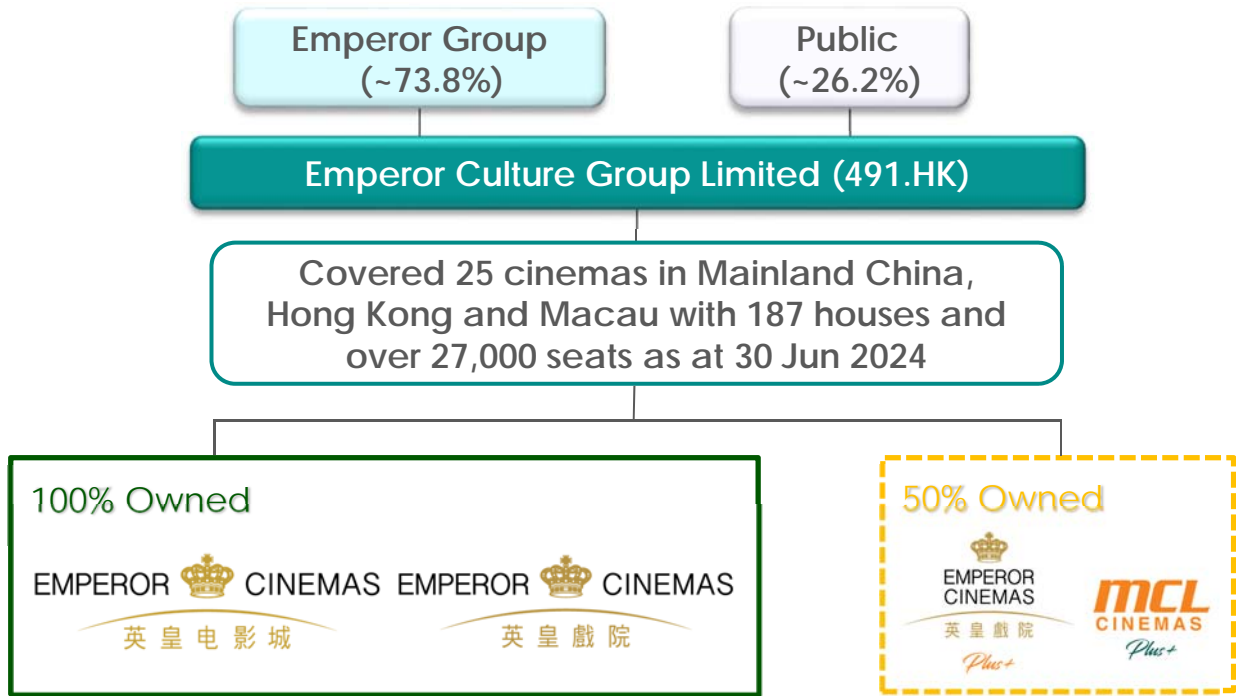




英皇文化產業集團有限公司  
**Emperor Culture Group Limited**  
於百慕達註冊成立之有限公司 Incorporated in Bermuda with limited liability

**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





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**Cinema Network in Mainland China (as at 30 Jun 2024)**

	Location	No. of Houses	No. of Seats
<b>Mainland China (Sub-total: 14)</b>			
1.	Shin Kong Place, Chongqing	18	2,298
2.	The 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.	IFS Mall, Chengdu *	8	1,064
11.	NOVA, Foshan	7	1,053
12.	PAFC Mall, Shenzhen	7	984
13.	Shengjing Long City, Shenyang	8	966
14.	East Pacific Shopping Mall, Shenzhen	9	449

\* Newly opened in FY2023/24



Grand lobby in Ganzhou



VIP lounge in Hefei

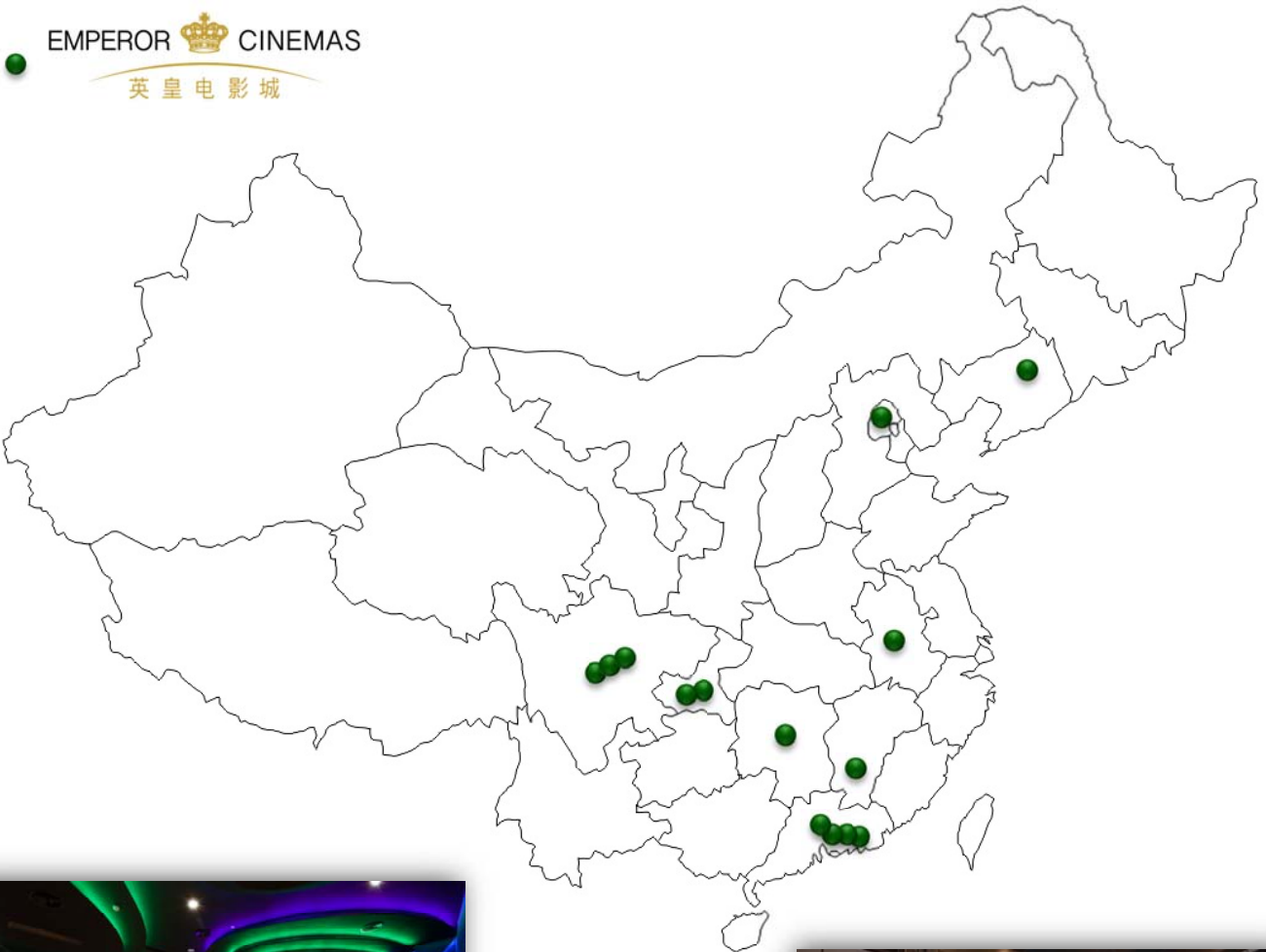


Grand lobby with ticketing machines in Beijing



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Cinema Network in Mainland China (as at 30 Jun 2024)



Dreamland theatre in Chongqing



Lounge in Chengdu






Concierge in Shenzhen





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**Cinema Network in Hong Kong and Macau (as at 30 Jun 2024)**

	Location	No. of Houses	No. of Seats
<b>Hong Kong (Sub-total: 10)</b>			
15.	Plaza Hollywood, Diamond Hill 	6	1,595
16.	iSQUARE, Tsim Sha Tsui	5	979
17.	Times Square, Causeway Bay	5	917
18.	The Wai, Tai Wai * 	6	912
19.	The LOHAS, Tseung Kwan O	6	883
20.	Citywalk, Tsuen Wan	5	687
21.	MOSTown, Ma On Shan	4	435
22.	New Town Commercial Arcade, Tuen Mun	4	385
23.	THE SOUTHSIDE, Wong Chuk Hang* 	4	384
24.	Entertainment Building, Central	5	219
<b>Macau (Sub-total: 1)</b>			
25.	Lisboeta Macau	9	1,241

\* Newly opened in FY2023/24



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	FY2023/24
Revenue	456,197	494,541
<i>Box Office Takings</i>	<i>389,086</i>	<i>401,873</i>
<i>Others</i>	<i>67,111</i>	<i>92,668</i>
Gross Profit	271,866	295,778
<i>Gross Profit Margin</i>	<i>59.6%</i>	<i>59.8%</i>
Impairment Allowances	144,610	430,511
Net Loss	316,984	715,149

## Revenue Breakdown

By Geographical Segment	FY2022/23		FY2023/24		Changes
	HK\$	Mix (%)	HK\$	Mix (%)	
Hong Kong	295,789	64.8%	264,297	53.4%	- 10.6%
Mainland China	133,987	29.4%	207,698	42.0%	+ 55.0%
Macau & Malaysia *	26,421	5.8%	22,546	4.6%	- 14.7%
Total Revenue	456,197	100%	494,541	100%	+ 8.4%

\* The cinema in Malaysia has ceased operation with effective from 1 July 2023

## Key Performance Indicators

HK\$ million	@30 June 2023	@30 June 2024
Bank Balances and Cash	82.0	86.6
Total Borrowings *	685.9	977.0
Gearing Ratio **	48.9%	116.5%

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

\*\* As a % of total borrowings over total assets





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Expansion Plan in FY2024/25

Cinema	Target Opening Date	Location
Mainland China		
1  英皇電影城	Q4 2024	Sanlitun, Beijing

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

Joint Promotion



AIA

Special Programme



2024 NBA Finals



“Chungking Express”  
30th Anniversary 4K Version



Membership Programme



Credit cards





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**Movies Showing in 2024**



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