



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

Emperor Group
 (~73.8%)

Public
 (~26.2%)

Emperor Culture Group Limited (491.HK)

Covered 24 cinemas in Mainland China, Hong Kong and Macau with 180 houses and over 25,000 seats as at 31 Dec 2024



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 31 Dec 2024)

| | Location | No. of Houses | No. of Seats |
|---------------------------------------|--------------------------------------|---------------|--------------|
| Mainland China (Sub-total: 14) | | | |
| 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. | Sanlitun, Beijing * | 7 | 1,001 |
| 13. | PAFC Mall, Shenzhen | 7 | 984 |
| 14. | East Pacific Shopping Mall, Shenzhen | 9 | 449 |

* Newly opened in 1H2024/25



Grand lobby in Ganzhou



VIP lounge in Hefei

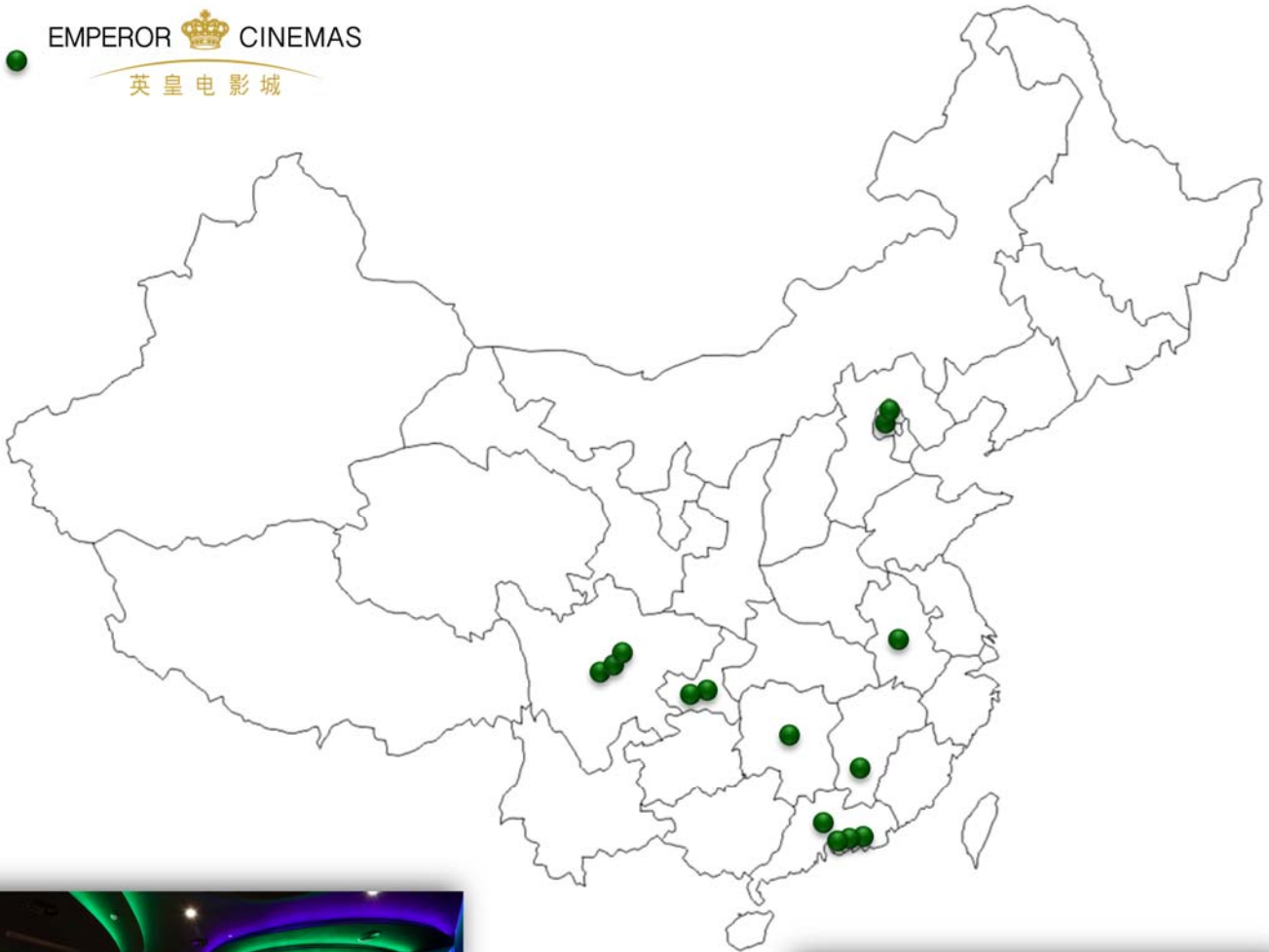


Grand lobby with ticketing machines in Beijing



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Cinema Network in Mainland China (as at 31 Dec 2024)



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 2024)

| | Location | No. of Houses | No. of Seats |
|---------------------------------|---|---------------|--------------|
| Hong Kong (Sub-total: 9) | | | |
| 15. | i SQUARE, 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. | THE SOUTHSIDE, Wong Chuk Hang  | 4 | 384 |
| 23. | Entertainment Building, Central | 5 | 219 |
| Macau (Sub-total: 1) | | | |
| 24. | Lisboeta Macau | 9 | 1,241 |



Kiosk in i SQUARE, Hong Kong



Lobby in The Wai, Hong Kong



the CORONET VIP House in Lisboeta Macau



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Financial Summary

| HK\$'000 | FY2023/24 | 1H2023/24 | 1H2024/25 | Changes |
|----------------------------|-----------|-----------|-----------|----------|
| Revenue | 494,541 | 267,186 | 243,147 | - 9.0% |
| <i>Box Office Takings</i> | 401,873 | 219,964 | 196,529 | - 10.7% |
| <i>Others</i> | 92,668 | 47,222 | 46,618 | - 1.3% |
| Gross Profit | 295,778 | 160,951 | 147,226 | - 8.5% |
| <i>Gross Profit Margin</i> | 59.8% | 60.2% | 60.6% | + 0.4 pp |
| Impairment Allowances | 430,511 | - | - | N/A |
| Net Loss | 715,149 | 143,218 | 56,823 | - 60.3% |

Revenue Breakdown

| By Geographical Segment | FY2023/24 | | 1H2023/24 | | 1H2024/25 | | Changes |
|-------------------------|-----------|---------|-----------|---------|-----------|---------|---------|
| | HK\$ | Mix (%) | HK\$ | Mix (%) | HK\$ | Mix (%) | |
| Hong Kong | 264,297 | 53.4% | 137,341 | 51.4% | 141,031 | 58.0% | + 2.7% |
| Mainland China | 207,698 | 42.0% | 117,298 | 43.9% | 90,055 | 37.0% | - 23.2% |
| Macau & Malaysia* | 22,546 | 4.6% | 12,547 | 4.7% | 12,061 | 5.0% | - 3.9% |
| Total Revenue | 494,541 | 100% | 267,186 | 100.0% | 243,147 | 100.0% | - 9.0% |

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

Key Performance Indicators

| HK\$ million | @30 Jun 2024 | @31 Dec 2024 |
|------------------------|--------------|--------------|
| Bank Balances and Cash | 86.6 | 67.2 |
| Total Borrowings * | 977.0 | 1,024.7 |

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





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Expansion Plan in FY2024/25

| Cinema | Opening Date | Location |
|---|---------------|-------------------|
| Mainland China | | |
| 1  英皇電影城 | November 2024 | Sanlitun, Beijing |

Future Development 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 2025



Investor Relations Contacts

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