



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 172 houses and approximately 25,000 seats as at 30 Jun 2025

EMPEROR  CINEMAS
英皇电影城

EMPEROR  CINEMAS
英皇戲院

EMPEROR  CINEMAS
英皇戲院
Plus+

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 500,000 in Hong Kong and Macau, 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 2025)

	Location	No. of Houses	No. of Seats
Mainland China (Sub-total: 14)			
1.	The MixC, Hefei	13	1,980
2.	Wenjiang Shin Kong Place, Chengdu	10	1,836
3.	UpperHills, Shenzhen	9	1,817
4.	Shanshan Outlet Plaza, Ganzhou	9	1,500
5.	Shin Kong Place, Chongqing	10	1,319
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

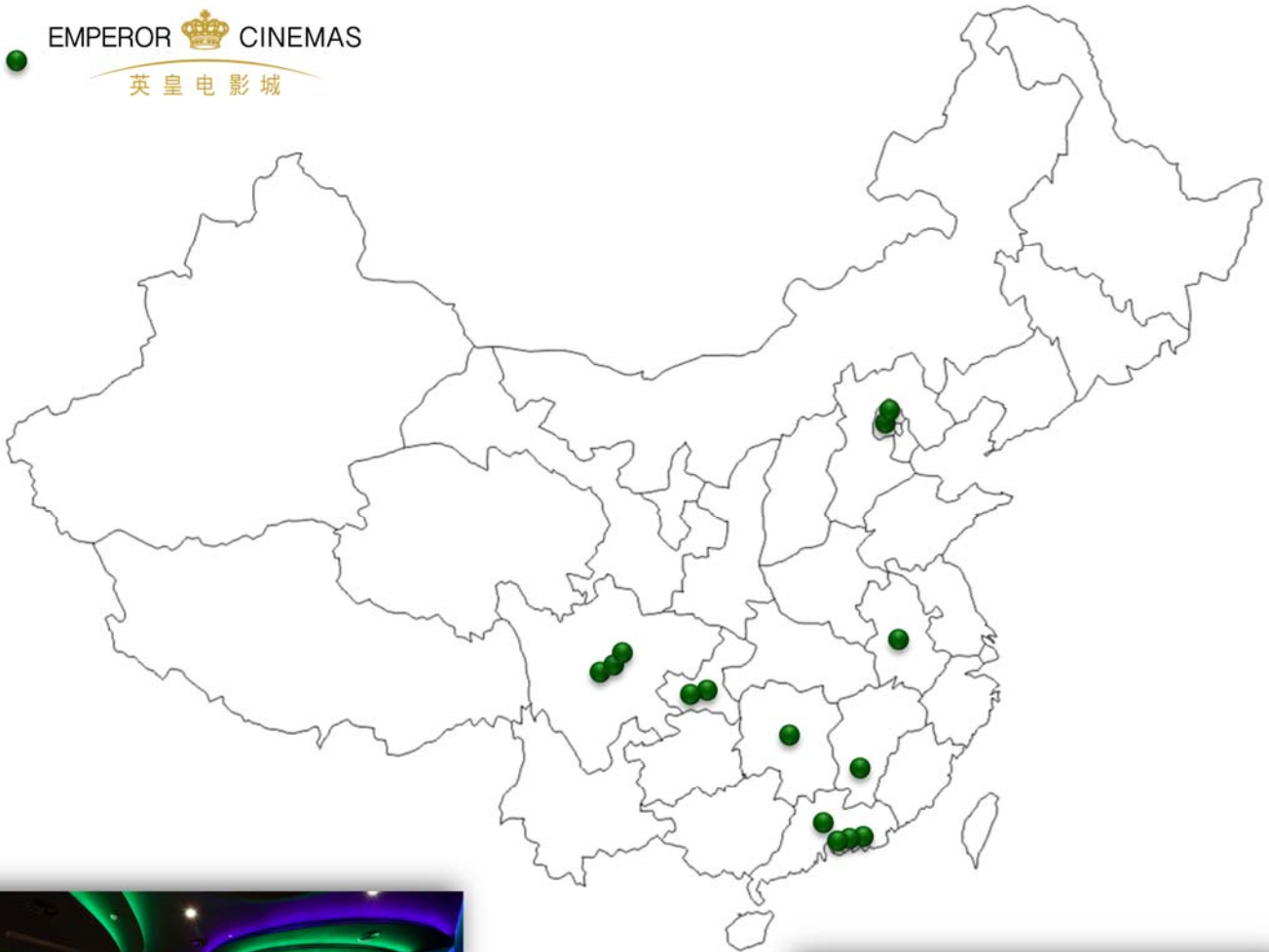


Grand lobby with ticketing machines in Beijing



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Cinema Network in Mainland China (as at 30 Jun 2025)



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 2025)

	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	FY2024/25
Revenue	494,541	480,644
<i>Box Office Takings</i>	<i>401,873</i>	<i>389,244</i>
<i>Others</i>	<i>92,668</i>	<i>91,400</i>
Gross Profit	295,778	290,720
<i>Gross Profit Margin</i>	<i>59.8%</i>	<i>60.5%</i>
Impairment Allowances	430,511	29,804
(LBITDA) / EBITDA	(416,224)	54,629
Net (Loss)	(715,149)	(141,646)

Revenue Breakdown

By Geographical Segment	FY2023/24		FY2024/25		Changes
	HK\$'000	Mix (%)	HK\$'000	Mix (%)	
Hong Kong	264,297	53.4%	255,155	53.1%	- 3.5%
Mainland China	207,698	42.0%	204,705	42.6%	- 1.4%
Macau	22,546	4.6%	20,784	4.3%	- 7.8%
Total Revenue	494,541	100%	480,644	100.0%	- 2.8%

Key Performance Indicators

HK\$ million	@30 Jun 2024	@30 Jun 2025
Bank Balances and Cash	84.6	49.8
Total Borrowings	977.0	1,066.0 *

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



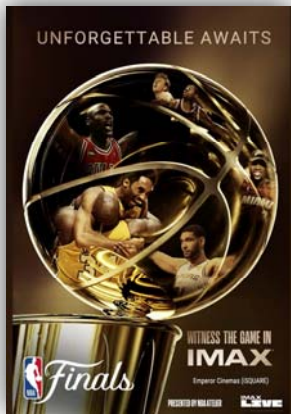


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Future Development Strategies

- 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

— . — Special Programme — . —



— . — Membership Programme — . —



— . — Joint Promotion — . —



AIA



Credit cards



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Movies Showing in 2025/2026



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