

2021 Interim Results Announcement

➤ 1 September 2021



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Highlights in 1H 2021

Strategic Focus – Strong Momentum in China

- Rapid Development of Strategic Cooperations
- Driving Partnerships with the Most Innovative Platforms
- Growing Partnerships with Content Players

Robust Growth Globally

1H 2021 Financial Performance

Growth in Active Assets

Inclusion into Hang Seng Indexes

Continue to Grow Our Team and Capabilities

Strategic Focus – Strong Momentum in China

Rapid Development of Strategic Co-operations (HK\$)

Percentage of Revenues from China

↗ 21% 1H 2021

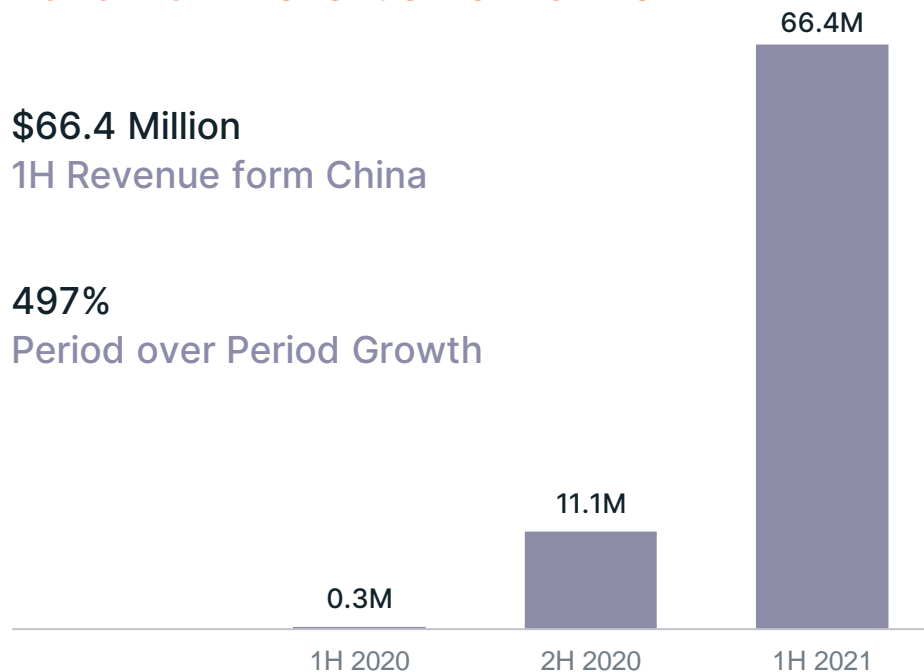
↗ 3% 2020



2020-2021 Revenue from China

\$66.4 Million
1H Revenue from China

497%
Period over Period Growth



Strategic Focus – Strong Momentum in China

Driving Partnerships with the Most Innovative Platforms

Empowering video platforms

- Build an advanced copyrights management ecosystem
- Expand the monetization and scale of short videos
- Bring global content into China
- Enable Chinese content platforms to drive global reach



SNM • south new media
新媒股份



华数
HUA SHU

3,000,000,000 users covered

Strategic Focus – Strong Momentum in China

Growing Partnerships with Content Players

Percentage of revenues from China

Illustrative Case Studies:

- 63% Chinese TV Partner A:
Revenue increased YoY in 1H 2021
- 60x Chinese TV Partner B:
Revenue increased in 6 months

H.BROTHERS
華 誼 兄 弟



Robust Growth Globally

Continue to Work with the Most Important Content Players in Evolving Landscape

DTC

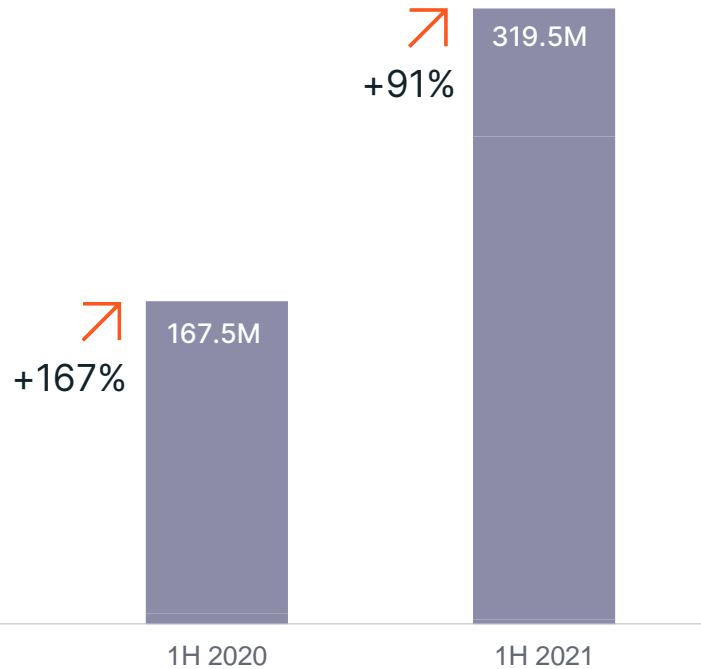
Content monetization



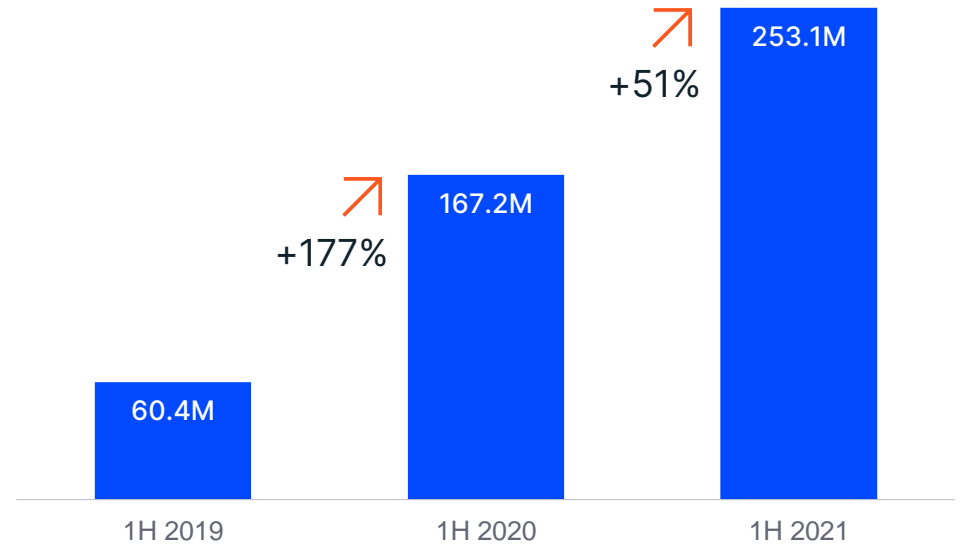
Robust Growth Globally

Growth Rates Globally and Global ex-China (HK\$)

Global



Global ex-China

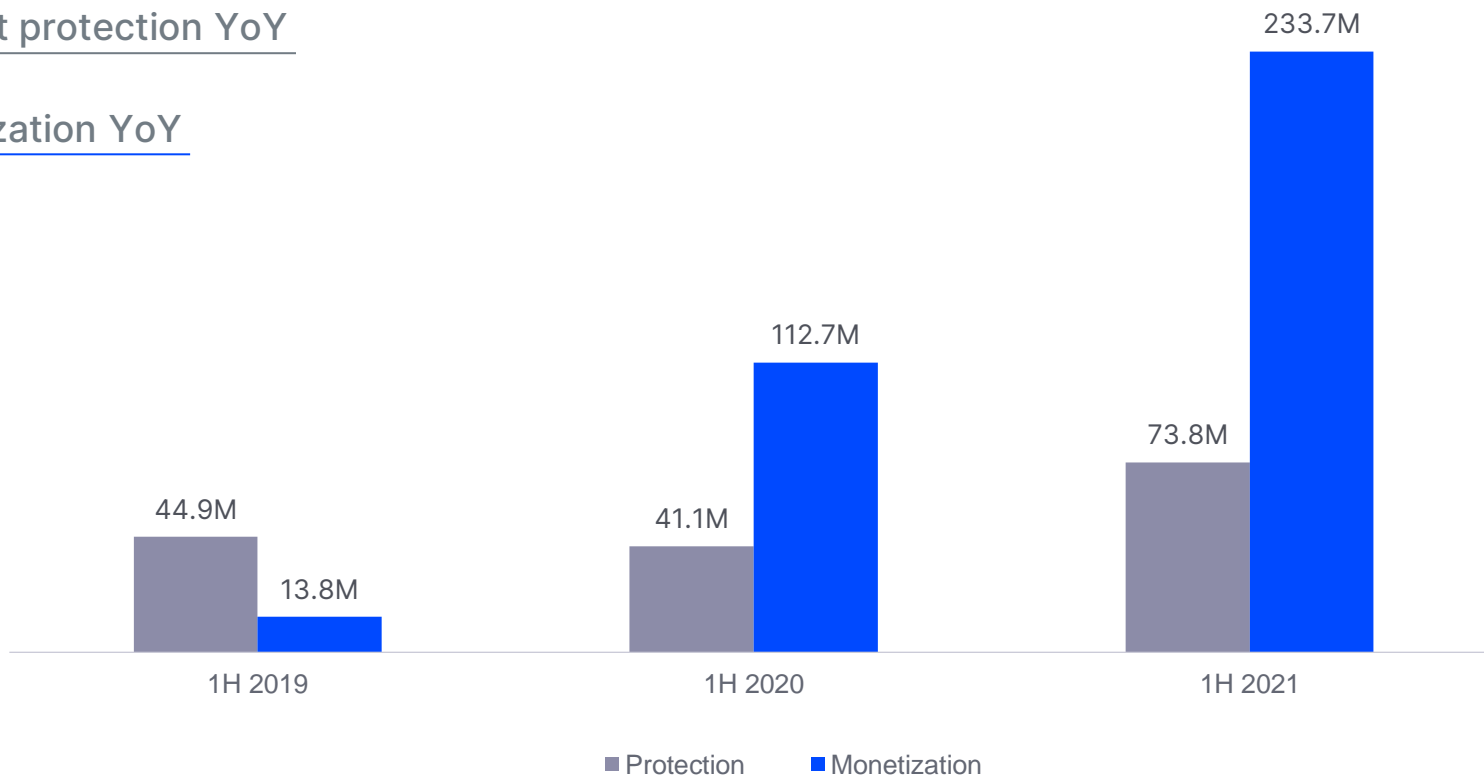


1H 2021 Financial Performance

Growth by Product: Content Protection VS. Monetization (HK\$)

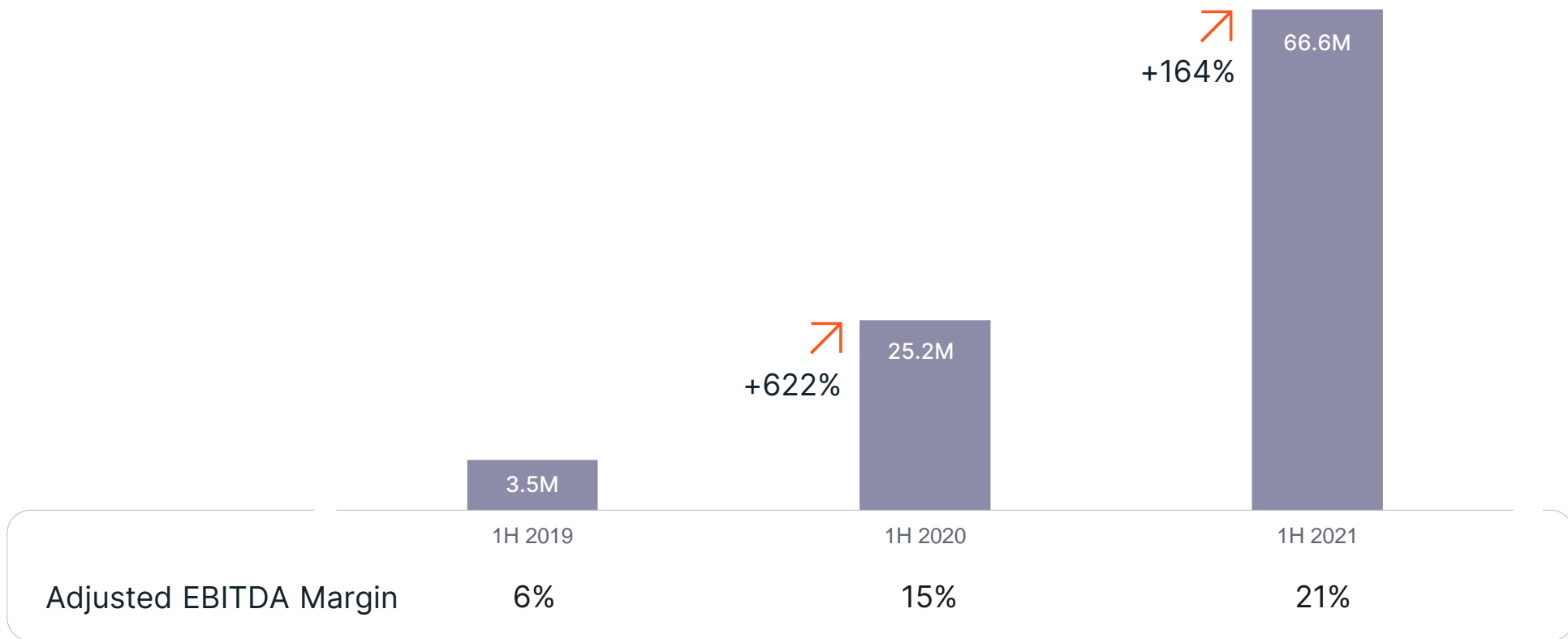
↗ 80% Content protection YoY

↗ 107% Monetization YoY



1H 2021 Financial Performance

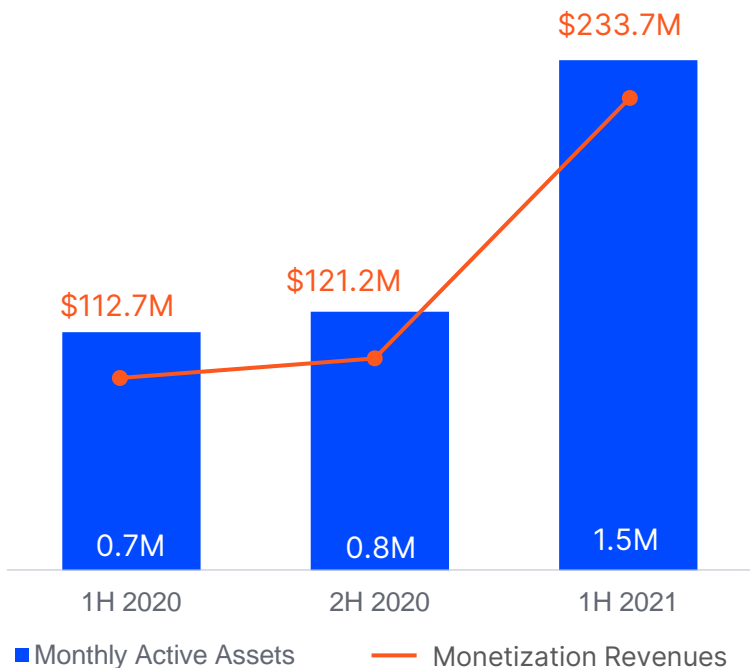
Non-IFRS Adjusted EBITDA and Margin (HK\$)



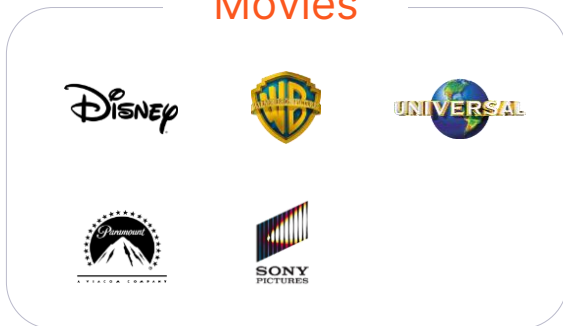
Growth in Active Assets

Active Assets Space: Managed videos that can be monetized continuously

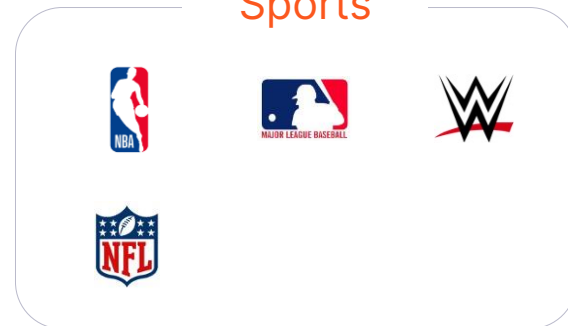
2020-2021 Active Assets



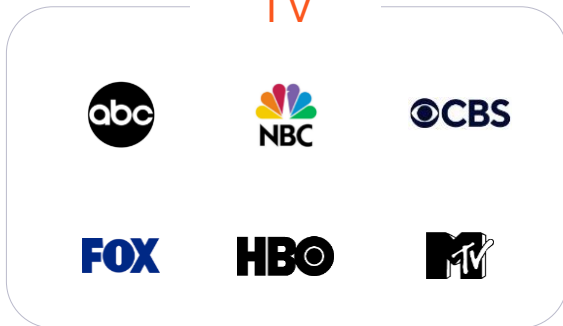
Movies



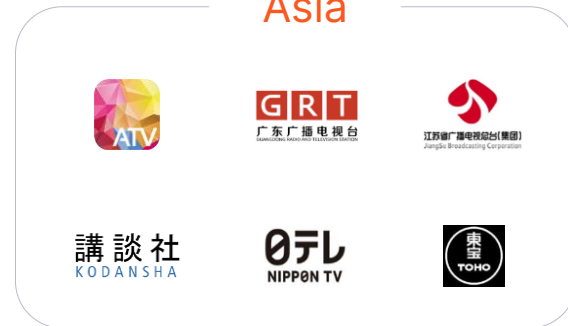
Sports



TV



Asia



Inclusion into Hang Seng Indexes



Benchmark index

- ↗ Hang Seng Composite Index
- ↗ Hang Seng Small Cap (Investable) Index

Thematic Index-Hong Kong Market

- ↗ Hang Seng Internet & Information Technology Index
- ↗ Hang Seng Stock Connect Hong Kong Index
- ↗ Hang Seng Stock Connect Hong Kong MidCap & SmallCap Index
- ↗ Hang Seng Stock Connect Hong Kong SmallCap Index
- ↗ Hang Seng SCHK HK Companies Index
- ↗ Hang Seng SCHK ex-AH Companies Index

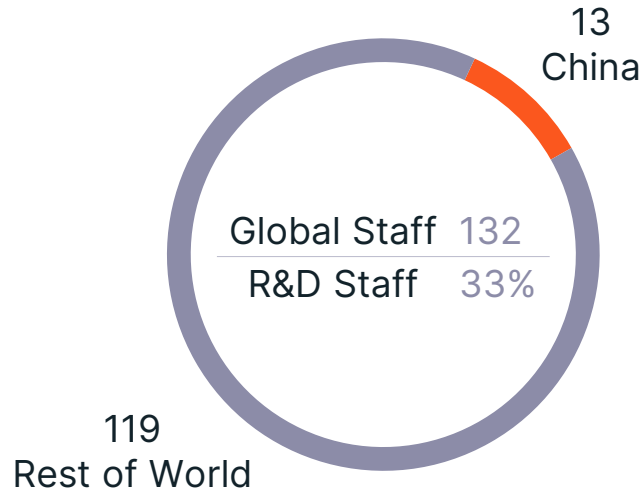
Thematic Index-Cross Market

- ↗ Hang Seng Shanghai-Shenzhen-HK Technology Select 50 Index

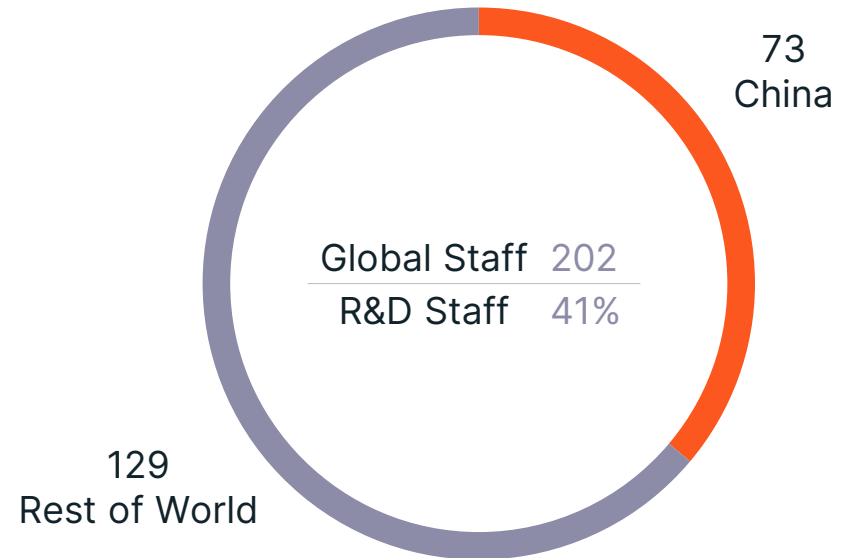
Continue to Grow Our Team and Capabilities

Build out Team in Key Markets and Functions

Employees as of 31/12/2020



Employees as of 30/06/2021





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Unleash your boundless creativity