



# 公司推介材料

2019年8月



# Disclaimer

The information contained in this document is strictly confidential, is not for public dissemination and is for the exclusive use of the persons who are authorized to receive this document. You are authorized to use the information contained herein solely for the purpose of considering whether or not you will be making an investment in Maayan Entertainment (the "Company," together with its subsidiaries and controlled entities, the "Group"). You and your directors, officers, employees, agents, affiliates and advisors must not use the information contained herein for any other purpose and must not communicate, reproduce, distribute or disclose it to any other person, or refer to it publicly, in whole or in part, at any time. If you are not the intended recipient of this document, please delete and destroy all copies immediately.

The information contained in this document includes historical information about, and relevant to, the Company that should not be regarded as an indication of the future performance or results of the Company, or an indication that there has been no change in the information about and relevant to the Company since the date hereof or since the dates as of which information is given in this document. This document contains certain statements that reflect the Company's beliefs, plans, projections, targets and expectations about its prospect and the prospect of the general economy, global or local market and the relevant industry of the Company as of the respective dates indicated. These forward-looking statements are based on management's current expectations or beliefs as well as a number of assumptions about the Company's operations and factors that are beyond the Company's control, and accordingly, are subject to certain known and unknown risks and uncertainties that could cause actual results, performance or achievements of the Company or otherwise to differ materially from those contemplated by the relevant forward-looking statements, and the forward-looking statements discussed in this document might not occur. There may be additional material risks that are currently not considered to be material or of which the Company and its advisors or representatives are unaware. Against the background of these uncertainties, readers should not rely on these forward-looking statements. None of the Company, the investment banks, their respective affiliates or any of their directors, officers, employees, controlling persons, advisors or representatives undertakes to revise or update these forward-looking statements or this document to reflect any new information or future events or circumstances or to correct any inaccuracies which may become apparent. No representation or warranty, express or implied, is given as to the achievement or reasonableness of, and no reliance should be placed on, any projections, targets, estimates or forecasts contained in this document, which speak only as of the date of this document. The inclusion and use of such forward-looking statements and related assumptions and information does not imply that the investment banks and their respective affiliates or any of their directors, officers, employees, advisors or representatives have independently verified or necessarily agree with any of such assumptions or information. This document does not purport to be comprehensive or to contain all the information that a recipient may need in order to evaluate the Company or the Group.

This document is based on the economic, regulatory, market and other conditions as in effect on the date hereof. It should be understood that subsequent developments may affect the information contained in this document, which neither the Company nor its subsidiaries, affiliates, advisors or representatives are under an obligation to update, revise or affirm.

Certain data contained in this document was obtained from various external data sources, and none of the Company, the investment banks, their respective affiliates or any of their directors, officers, employees, advisors or representatives has verified such data with independent sources. Accordingly, none of the Company, the investment banks, their respective affiliates or any of their directors, officers, employees, advisors or representatives accepts responsibility for, or make representation as to, the accuracy, reliability, correctness, fairness or completeness of that data, and such data involves risks and uncertainties and is subject to change based on various factors. The information in this document does not take into account the effects of a possible transaction or certain transactions involving an actual or potential change of control, which may have significant valuation and other effects. Nothing contained in this document is, or shall be, relied upon as a promise or representation as to the future or as a representation or warranty otherwise.

You acknowledge that the information contained in this document does not purport to be exhaustive or necessarily to contain all information that may be material to the Company or a prospective investor in the Company and is provided to you for your information only. You acknowledge and agree that the information contained herein is subject to change and that you will not rely on the information contained herein in determining whether or not to invest in the shares of the Company. No reliance may be placed for any purpose on the information set forth herein or on its accuracy or completeness.

You acknowledge and represent to the Company, the Joint Global Coordinators, the underwriters and their respective advisers that you are a "professional investor" (as such term is defined in the Securities and Futures Ordinance (Cap 571)), have the knowledge, experience and capability to conduct your own assessment of the Company and its shares and that you have and will conduct your own investigation with respect to the Company, the Group and the shares of the Company and have obtained or will obtain your own independent legal, tax and other professional advice relating to the investment in the shares of the Company.

None of the Company, the investment banks, their respective affiliates or their respective advisers and representatives accepts responsibility for or makes any representation or gives any warranty or undertaking, express or implied, as to the accuracy, reliability, completeness or otherwise of the information contained herein. None of the Company, the investment banks, their respective affiliates and their respective advisers and representatives shall have any responsibility or liability whatsoever (for negligence or otherwise) for any loss howsoever in respect of the use of, or reliance upon, the information contained herein by you or any person to whom the information herein is disclosed or otherwise arising from or in connection with the information contained in this document. The information set out herein may be subject to updating, completion, revision, verification and amendment and such information may change materially.

You understand and acknowledge that the provision of the information contained herein shall not be taken as any form of commitment on the Company or the investment banks or on you to proceed with any offering of shares of the Company or constitute or form part of any offer or invitation to sell or issue or any subscription for or solicitation of any offer to buy or subscribe for any shares of the Company, or any recommendation to purchase or sell any securities or any investment advice. Any such offer or invitation will be made solely through a prospectus or offering circular in compliance with applicable laws and any decision to purchase or subscribe for any securities should be made solely on the basis of the information contained in such prospectus or offering circular issued in connection with such offer or invitation. This document does not constitute and should not be considered as any form of financial opinion or recommendation by the investment banks or any of their respective affiliates or any of their directors, officers, employees, advisors or representatives. Only those representations and warranties contained in a definitive agreement shall have any legal effect.

The shares of the Company have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), or the securities laws of any state of the United States or any other jurisdiction outside Hong Kong. The shares of the Company may not be offered, sold or delivered within the United States, or to or for the account or benefit of U.S. persons (as such term is defined in Regulation S under the Securities Act), absent registration under the Securities Act or pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Any offer of the shares of the Company would be made by means of an offering circular that would contain detailed information about the Company and its management, including financial statements and any decision to purchase or subscribe for the shares of the Company shall be made solely on the basis of information contained in such offering circular. The Company does not intend to conduct a public offering of securities in the United States or register any portion of any offering under the Securities Act. Nothing in this document constitutes an offer of securities for sale or solicitation of an offer to buy securities in the United States or any jurisdiction where it is unlawful to do so. No money, securities or other consideration is being solicited, and, if sent in response to this document or the information contained herein, will be accepted.

By accessing this document, each recipient is deemed to represent to the Company and the investment banks that it is and any customers it represents are (a) qualified institutional buyers (within the definition of Rule 144A under the Securities Act), or (b) a non-US Person outside of the United States, and do not represent the accounts or interests of any US Person (within the definition of Regulation S under the Securities Act) and, to the extent you purchase the shares of the Company, you will be doing so pursuant to Rule 144A and/or Regulation S under the Securities Act. The information contained herein is only directed at such investors and any investment or investment activity to which the information in this document relates is only available to, and solicitations resulting from this document will only be responded to, such investors. Other persons should not act upon this document or any of its contents.

By accepting delivery of or accessing the information contained herein, you are deemed to have represented and irrevocably and unconditionally agreed that (i) you have read, understood and will comply with the contents of this notice and disclaimer, (ii) you will maintain absolute confidentiality regarding the existence of this meeting and the information disclosed in this document, (iii) you and your ultimate beneficial owners are not "connected person" (as defined under the Listing Rules) of the Company nor "connected client" (as defined under the Listing Rules) of the investment banks, and (iv) you are in compliance with all applicable laws in connection with attending this meeting and all other matters in relation to or incidental to it. If you do not accept these conditions and give the acknowledgements and representations set out above, please immediately return this document to the Company or the investment banks. Any failure to comply with these restrictions may result in a violation of applicable laws and the inability to participate in any offering the Company may make of its securities. Nothing in this document should be construed as regulatory, valuation, legal, tax, accounting or investment advice and it does not constitute a recommendation, solicitation, offer or commitment to purchase, sell or underwrite any securities to you, from you, or on your behalf, or to extend any credit or provide any insurance to you or to enter into any transaction. Unless otherwise agreed in writing, any third party from whom you receive this document is not acting as your financial adviser or fiduciary. Before you enter into any transaction, you should ensure that you fully understand the potential risks and rewards of that transaction and you should consult with such advisers as you deem necessary to assist you in making these determinations, including, but not limited to, your accountants, investment advisers and legal and/or tax experts.

This document contains no information or material which may result in it being deemed (1) to be a prospectus within the meaning of section 2(1) of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong), or an advertisement in relation to a prospectus or proposed prospectus or extract from or abridged version of a prospectus within the meaning of section 38B of the Companies (Winding Up and Miscellaneous Provisions) Ordinance or an advertisement, invitation or document containing an advertisement or invitation falling within the meaning of section 103 of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) or (2) in Hong Kong to have effected an offer to the public without compliance with the laws of Hong Kong or being able to invoke any exemption available under the laws of Hong Kong and is subject to material change without notice.

The contents of this document have not been reviewed by any regulatory authority in any jurisdiction. The distribution of this document in certain jurisdictions may be restricted by law, and persons into whose possession this document comes should inform themselves about, and observe, any such restrictions. Any failure to comply with these restrictions may constitute a violation of application securities laws. The securities of the Company have not been and will not be registered under the applicable securities laws of the United States, Canada, the European Union (or any member thereof), Australia, the PRC or Japan and subject to certain exceptions, may not be offered or sold within those jurisdictions or to any national, resident or citizen thereof.

A vibrant night scene featuring a large crowd of people celebrating. Many individuals have their hands raised in the air, reaching towards a spectacular display of fireworks exploding in the dark sky. The fireworks are primarily purple, blue, and white, with some yellow and red bursts. The crowd is silhouetted against the bright light of the fireworks, creating a sense of collective joy and excitement. The overall atmosphere is festive and celebratory.

## 2019年中期业绩亮点

## 2019年上半年猫眼娱乐业绩亮点

### 财务亮点

收益

人民币**19.846亿元**

同比增长**4.7%**

经调整溢利净额

人民币**3.804亿元**

首次实现**盈利**



### 业务亮点

线上电影票务市场份额

按电影票务总交易额统计 **超过60%**

**国内最大的线上电影票务平台**

现场娱乐票务总交易额

同比增长 **40.5%**

**国内领先的现场娱乐票务服务提供商**

主控发行

电影票房 **人民币41亿**

**引领国内市场**

广告服务及其他

收入同比增长 **78.1%**

**增长强劲**

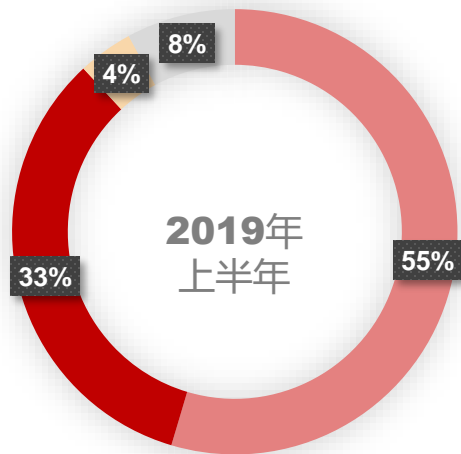
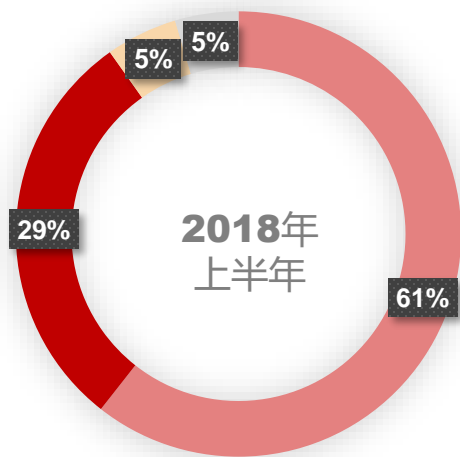


A vibrant night scene featuring a large crowd of people in silhouette, many with their arms raised in celebration. The sky is filled with a spectacular display of fireworks, including large golden bursts and streaks of light in purple, blue, and yellow. The overall atmosphere is festive and celebratory.

## 2019年上半年财务概览

## 收入结构持续优化

- 线上娱乐票务服务
- 娱乐内容服务
- 娱乐电商服务
- 广告服务及其他



**线上娱乐票务服务** 收入占比



从 **61%** 至 **55%**

**娱乐内容服务** 收入占比



从 **29%** 至 **33%**

**广告服务及其他** 收入占比



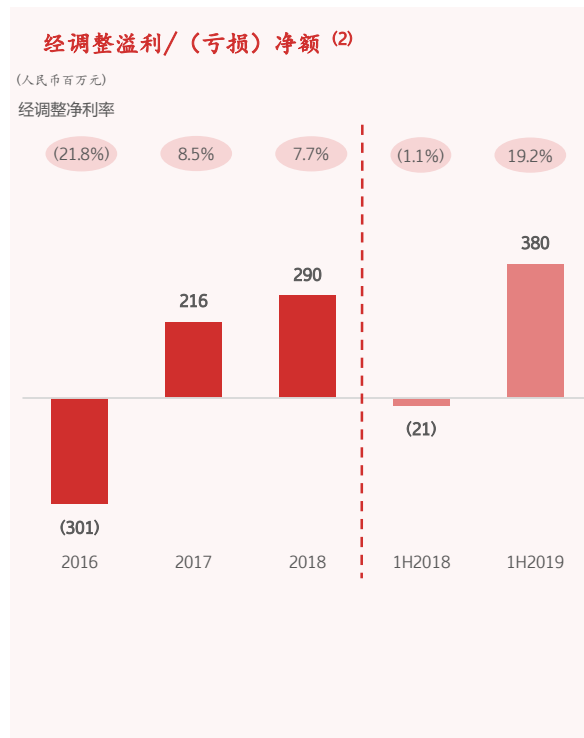
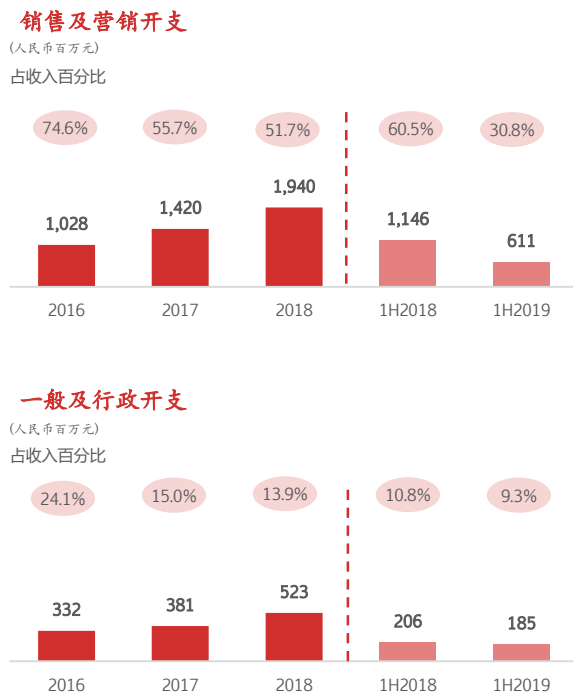
从 **5%** 至 **8%**

# 利润率提升，推动盈利趋势持续向好

## 1 收入结构优化

## 2 销售及营销开支大幅降低

## 3 规模效应



附注:

1. 包含于一股及行政开支之内

2. 业绩公告中披露的非国际财务报告准则溢利(亏损)净额, 经加回以下各调整项得到: (1) 以股份为基础的报酬, (2) 可转换债券的(溢利)/亏损净额, 及 (3) 上市费用。参照惯例, 经调整溢利(亏损)净额还加回了 (1) 与2017年9月完成的微影收购事项有关的无形资产摊销, 及 (2) 因出售捷通无限股权产生的减值损失, 其中银行发行的理财产品所产生的按公允价值计入损益的金融资产公允价值收益部分抵消了该减值损失

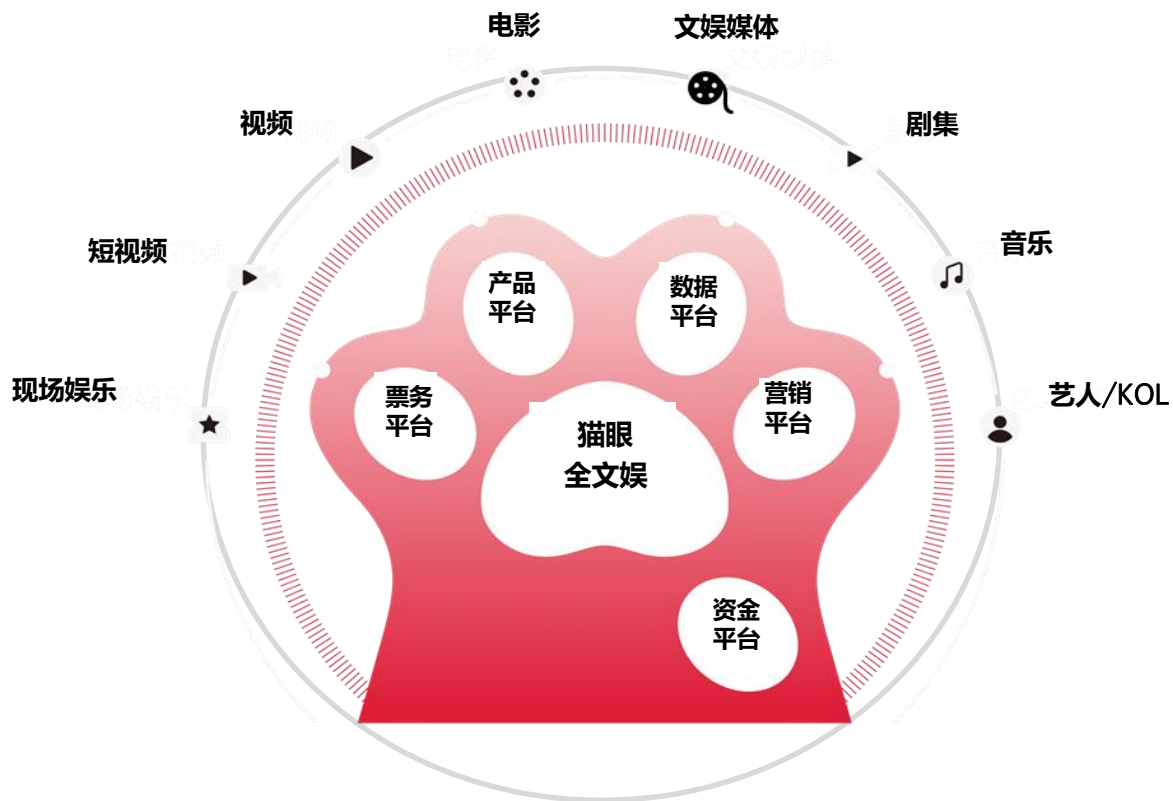


A vibrant night scene featuring a large crowd of people silhouetted against a bright, colorful fireworks display. The fireworks are exploding in shades of purple, yellow, and white, creating a dynamic and celebratory atmosphere. Many people in the foreground have their hands raised, reaching towards the sky. The overall mood is festive and joyful.

## 2019年上半年业务概览



## 全文娱战略—猫爪战略模型

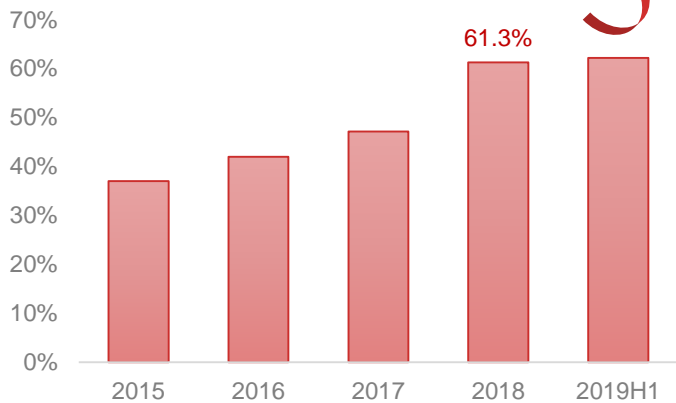


2019年上半年猫眼实现首度盈利证明全文娱战略初见成效

# 力争成为全文娱票务平台

## 线上电影票务市场份额

按票务总交易额统计



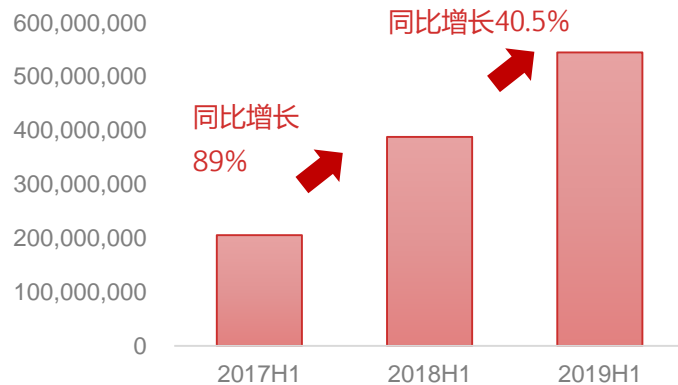
**数据分析能力：** 利用我们的大数据能力挖掘市场增长潜力，尤其是下沉城市

**产品开发能力：** 优化个性化推荐功能，提升用户体验

**运营能力：** 制定创新营销策略，获取用户

## 现场娱乐票务市场份额

按票务总交易额统计



**上游：服务于内容与艺人**

建设线上线下整合的营销平台，提供强有力的营销支持



**下游：服务于场馆**

为场馆运营提供SaaS方案

# 通过高价值服务，为全文娱产业链赋能

## 智能管理工具，服务商务合作伙伴

### 猫眼通

全文娱智能工具化平台

2019年上半年已为120多部电影、电视剧提供专业服务

概念

制作

宣发

上映

- |         |        |           |          |
|---------|--------|-----------|----------|
| ✓ IP 评估 | ✓ 猫眼试片 | ✓ 媒体监测    | ✓ 市场监测   |
| ✓ 剧本评估  |        | ✓ 试片安排及监测 | ✓ 宣发效果调查 |
| ✓ 选角匹配  |        | ✓ 场点测试    | ✓ 观众调查   |

### 场馆通

#### SaaS 解决方案

- ✓ 智能票务
- ✓ 数据分析
- ✓ 会员管理

#### 智能场馆

- ✓ 智能设备
- ✓ 面容识别

## 市场数据服务



### 数据分析平台



- ✓ 文娱产业领先的数据分析平台
- ✓ 与IMAX、索尼、腾讯影业等影视公司建立了战略合作关系
- ✓ 为百余部电影作品提供数据分析服务



### 市场数据平台



- ✓ 2019年上半年月活跃用户数 (MAU) 同比增长约27%
- ✓ 凭借强大的数据分析能力，提供全面的市场分析方案



### 娱乐产业数据库

内容

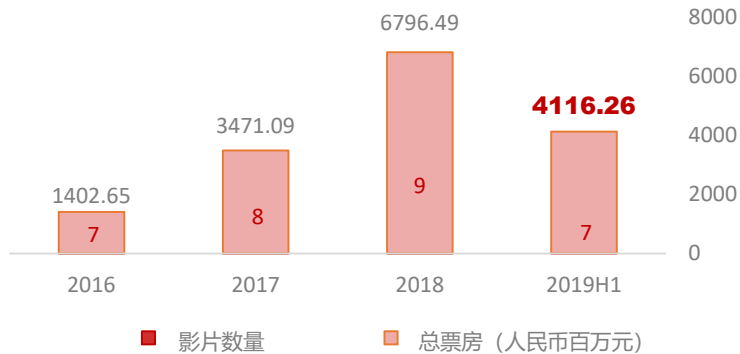
演员

从业者

消费者

# 文娱产业领军者

## 2016年至2019年上半年猫眼主控发行的电影总票房



长安十二时辰



老中医



逆流而上的你

## 2019年上半年猫眼参与的剧集

## 2019年上半年猫眼参与的影片



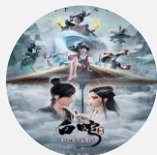
人民币 **6.40** 亿元  
来电狂响



人民币 **17.16** 亿元  
飞驰人生



人民币 **7.95** 亿元  
反贪风暴 4



人民币 **4.51** 亿元  
白蛇·缘起



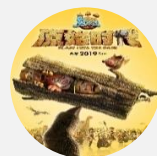
人民币 **3.53** 亿元  
老师·好



人民币 **4.11** 亿元  
最好的我们



人民币 **46.54** 亿元  
流浪地球



人民币 **7.14** 亿元  
熊出没·原始时代



# 线上线下载强整合营销平台

## 丰富的线上营销资源

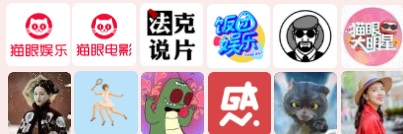
### 用户平台

覆盖6大流量入口，超10亿用户



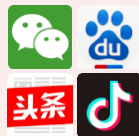
### 线上文娱媒体

约2亿粉丝



### 小程序

2亿多粉丝



### 线上文娱社区

超1.6亿条影评

逾22亿次预告片播放量



## 广泛的线下渠道

100万+  
曝光点位

460所  
高校

130个  
核心商圈

42个  
城市

9,500家  
影院

广告服务及其他业务收入**同比增长78.1%**  
主要得益于我们对营销平台的持续建设

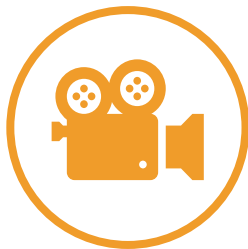
# 为全文娱产业上下游企业提供资金解决方案

我们以助力更多的优质内容生产为己任  
打造资金平台支持全文娱行业伙伴发展



## 影院

- 新影院开业融资
- 影院装修融资
- 设施升级改造融资



## 电影

- 发行费融资
- 提前结算



## 剧集

- 发行费融资
- 提前结算



## 现场娱乐

- 项目投资
- 演出费融资
- 场地费融资

