



公司介绍材料

2021年9月

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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 in shades of purple, blue, and yellow. A semi-transparent dark grey banner is centered over the image, containing the text "2021年中期业绩亮点" in white.

2021年中期业绩亮点

2021年上半年猫眼娱乐业绩亮点

财务亮点

收益

人民币**17.998亿元**

同比增长**786.2%**

经调整溢利净额

人民币**4.842亿元**

扭亏为盈



业务亮点

线上娱乐票务

显著回升 收入同比增长**876.4%**

电影出品&发行

突破性成长 覆盖票房**164.6亿元**

宣发服务

覆盖率持续提升 热门档期**100%**

用户触达

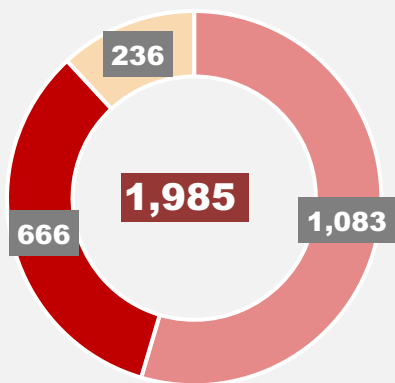
6大流量入口 超**10亿**用户

A photograph of a crowd of people at night, silhouetted against a bright sky filled with colorful fireworks. The fireworks are exploding in various colors, including yellow, orange, and purple. The crowd is seen from behind, with many people raising their hands in the air, suggesting a celebratory event. The overall atmosphere is festive and joyful.

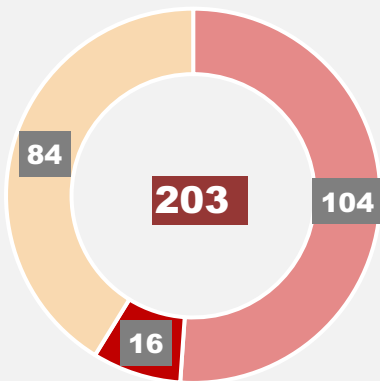
2021年上半年财务概览

收入显著回升，娱乐内容服务实现突破性成长

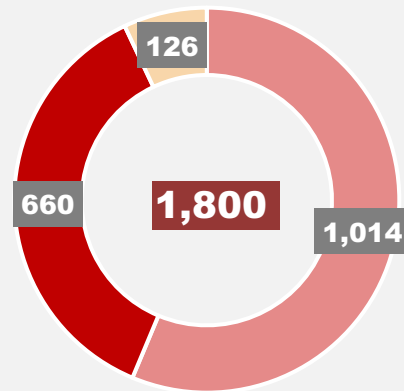
(人民币百万元)



2019H1




2020H1



2021H1

- 总收入
- 在线娱乐票务
- 娱乐内容服务
- 广告及其他

收入较去年同期显著回升，基本恢复到19年同期水平

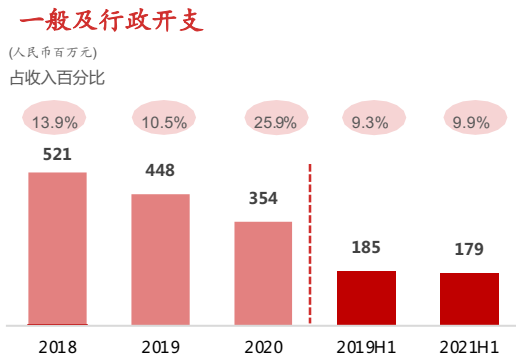
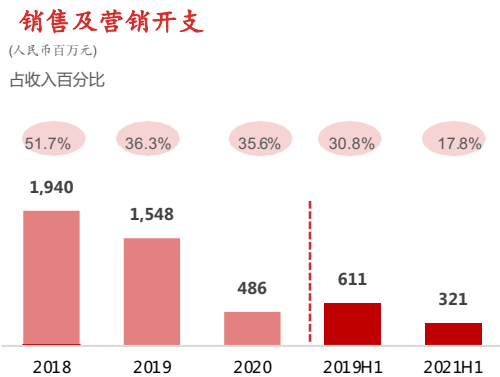
- 在线票务业务收入 较2019年同比下降6.4%，超过大盘复苏水平（大盘较2019年同比下降12.0%）
- 娱乐内容服务收入 占比持续提升，较2019年同比  从 33.5% 至 36.7%

扭亏为盈，盈利能力持续提升

1 收入显著回升

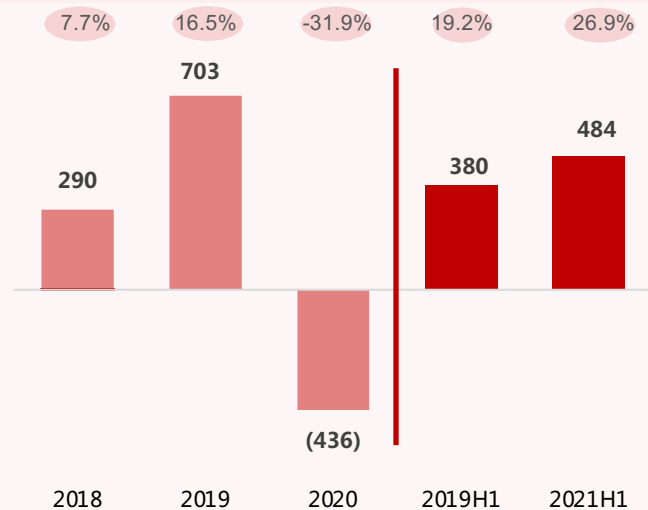
2 持续降本增效

3 净利率显著提升



经调整溢利/(亏损)净额*

(人民币百万元)
经调整净利率

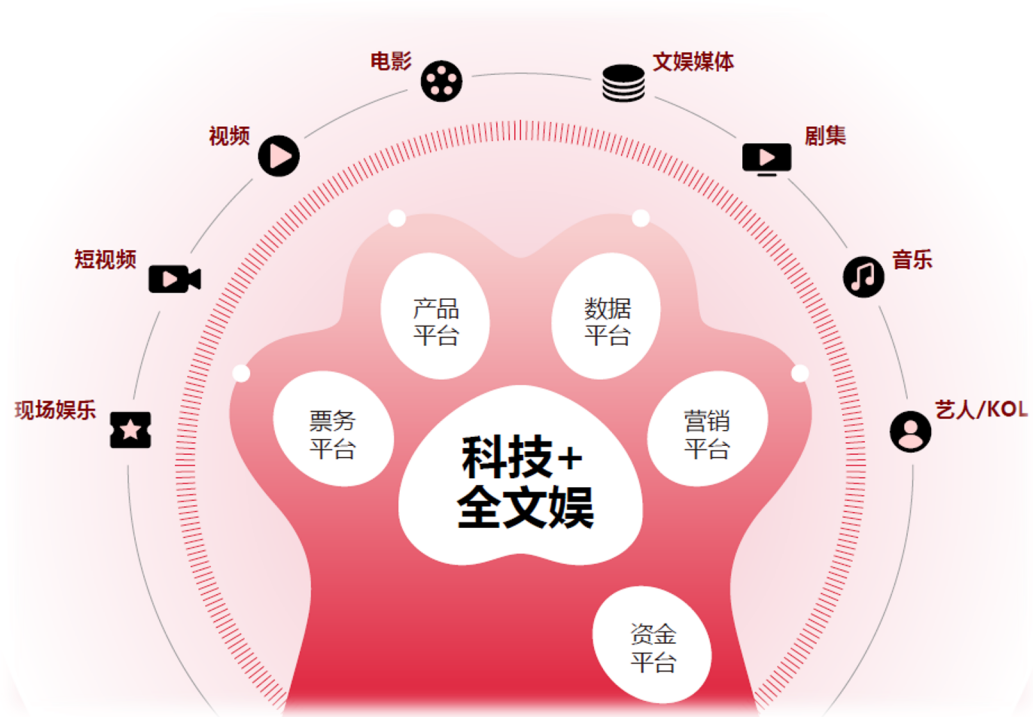


* 附注: 我们将经调整溢利/(亏损)净额界定为六个月内经加回以股份为基础的报酬及因业务合并产生的无形资产摊销而调整的溢利/(亏损)净额。

A vibrant night scene featuring a large crowd of people celebrating. In the foreground, several individuals have their hands raised high, reaching towards a brilliant display of fireworks exploding in the dark sky. The fireworks are primarily yellow and orange, with some purple and blue streaks. The crowd is silhouetted against the bright light of the fireworks, creating a sense of shared joy and excitement. The overall atmosphere is festive and celebratory.

2021年上半年业务概览

“科技+全文娱”战略 — 猫爪战略模型

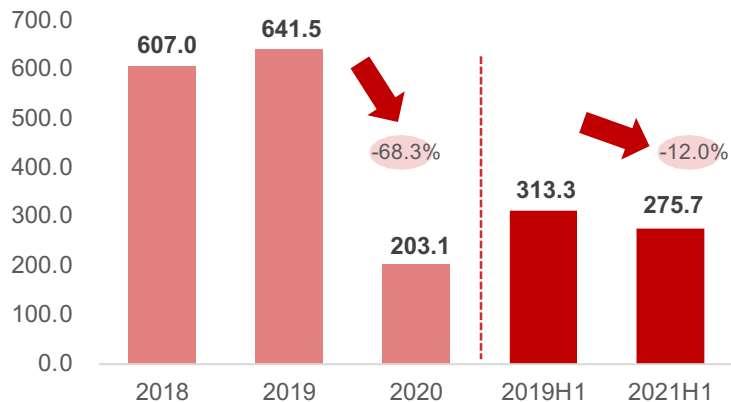


秉持核心战略，有效应对疫情，盈利能力持续得到验证，抗风险能力不断增强

市场强势复苏，票务业务显著回升

(人民币亿元)

全国电影票房
(含服务费)



- 2021年上半年，中国电影市场持续复苏
- 元旦档、春节档、清明档、五一档的票房表现，均超过2019年同档期票房表现

现场娱乐票务稳步恢复

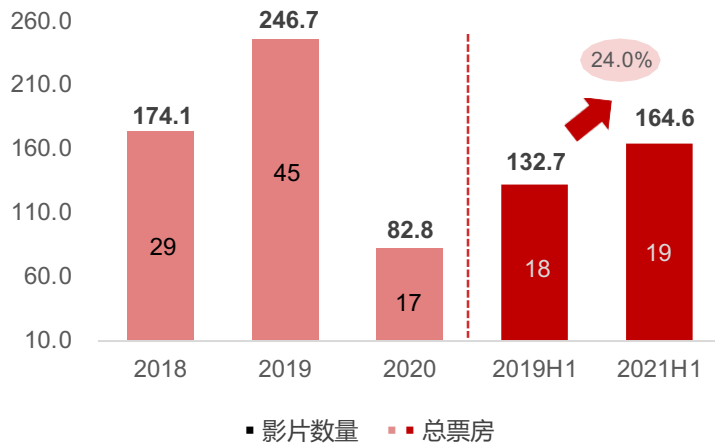


- 猫眼在2021前三季为**超2万**现场娱乐项目提供票务营销或系统服务，在大型演唱会缺失的情况下同比2019年增幅仍超**20%**

娱乐内容服务实现突破性成长

(人民币亿元)

猫眼参与(出品/发行)的电影总票房
(含服务费)



2021年上半年猫眼部分参与影片



人民币 **4.51** 亿元
晴雅集



人民币 **8.64** 亿元
温暖的抱抱



人民币 **14.32** 亿元
送你一朵小红花



人民币 **2.73** 亿元
侍神令



人民币 **10.35** 亿元
刺杀小说家



人民币 **45.23** 亿元
唐人街探案3



人民币 **5.95** 亿元
熊出没·狂野大陆



人民币 **54.13** 亿元
你好，李焕英



人民币 **8.60** 亿元
我的姐姐



人民币 **11.90** 亿元
悬崖之上



人民币 **2.43** 亿元
追虎擒龙

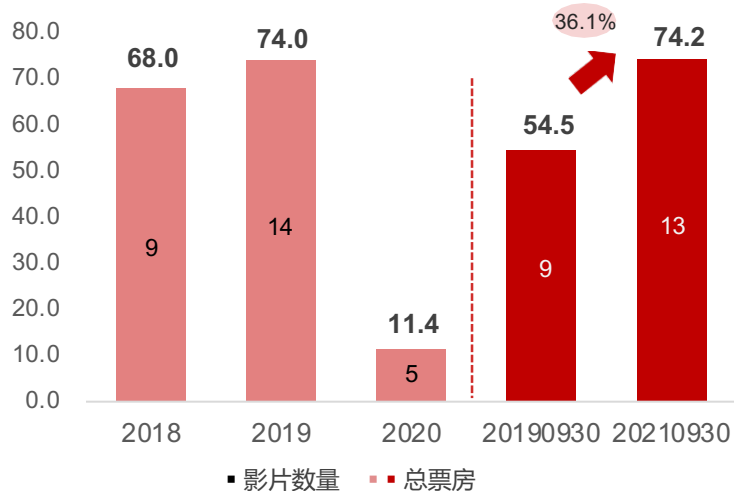


人民币 **1.48** 亿元
了不起的老爸

出品、发行能力显著提升，全面覆盖热门档期热门影片

(人民币亿元)

猫眼主控发行的电影总票房 (含服务费)



■ 截止9月30日，主控发行影片票房完成2019年同期票房的**136.1%**

元旦档

参与的《送你一朵小红花》和《温暖的抱抱》分别位列档期内票房冠、亚军，为档期贡献近**7成**票房

春节档

7部影片参与5部，为档期贡献**94%**以上票房

清明档

参与的《我的姐姐》为档期内票房冠军

五一档

参与的《悬崖之上》、《追虎擒龙》等影片票房及口碑均有优异表现



出品并主控发行《你好，李焕英》

- ✓ 累计票房逾54亿
- ✓ 2021年春节档票房冠军
- ✓ 位列中国影视第2名

自主开发影片取得长足进步

逐步建立专业的影视项目开发和制片生产管理体系，影片开发储备丰富。已上映影片均有不俗票房表现和口碑。

2020

1部上映

2021

1部 上映
2部 定档
多部 制作中/待上映



风平浪静
2020. 11 上映



了不起的老爸
2021. 6 上映



扬名立万
定档于2021. 11. 11



平原上的火焰
定档于2021. 12. 24



我经过风暴
待上映



三贵情史
待上映



天才游戏
待上映



制作中/
待上映
...

期待中

为全文娱产业链提供高价值服务

智能宣发服务



智能宣发

- | | |
|------|--------|
| 行业报告 | 实时宣发监控 |
| 口碑维护 | 制定策略 |
| 热度提升 | 宣发龙虎榜 |
| 宣发工具 | 票房助力 |

示例

实时宣发监控

- ✓ 实时想看
- ✓ 实时预售排片
- ✓ 实时物料监控

宣发工具

- | | |
|------|------|
| 宣发日报 | 影视头条 |
| 影片对比 | 档期日历 |
| 排片助手 | 一键包场 |

市场数据服务

 猫眼研究院



数据分析平台

- ✓ 文娱产业领先的数据分析平台
- ✓ 分析维度广，以数据化的视角从市场环境、剧本评估、选角匹配、宣发策略等方面深入解析

 猫眼专业版



市场数据平台

- ✓ 提供及时、准确、专业的电影票房数据分析（秒级实时票房、影院经营数据……）
- ✓ 提供信息互通平台，提高影视作品内容制作效率

 猫眼智多星

- ✓ 囊括社媒渠道、长视频平台、短视频平台等上千维度，7X24小时实时更新
- ✓ 数据应用场景多维，包括行业市场分析、AI剧本评估、受众消费行为研究等



娱乐产业数据库

内容
演员

从业者
消费者

丰富的线上线下整合营销平台

线上: 全网覆盖



线下: 超强整合

1,000万+
曝光点位

460+所
高校

130+个
核心商圈

48个
城市

11,000+家
影院

