



# 公司介绍材料

2022年3月

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A vibrant night scene featuring a large crowd of people celebrating. Many individuals have their hands raised in the air, reaching towards a sky filled with a spectacular display of colorful fireworks. 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.

**2021年年度业绩亮点**

# 2021年全年猫眼娱乐业绩亮点

## 财务亮点

收益

人民币33.2亿元

同比增长143.3%

经调整溢利净额

人民币5.4亿元

扭亏为盈



## 业务亮点

### 娱乐内容服务

显著回升 收入同比增长284.0%

### 自主开发

口碑票房双重认可 年度黑马9.3亿元

### 出品&发行

再创新高 电影票房260.0亿元

### 宣发服务

广泛覆盖 热门档期100%

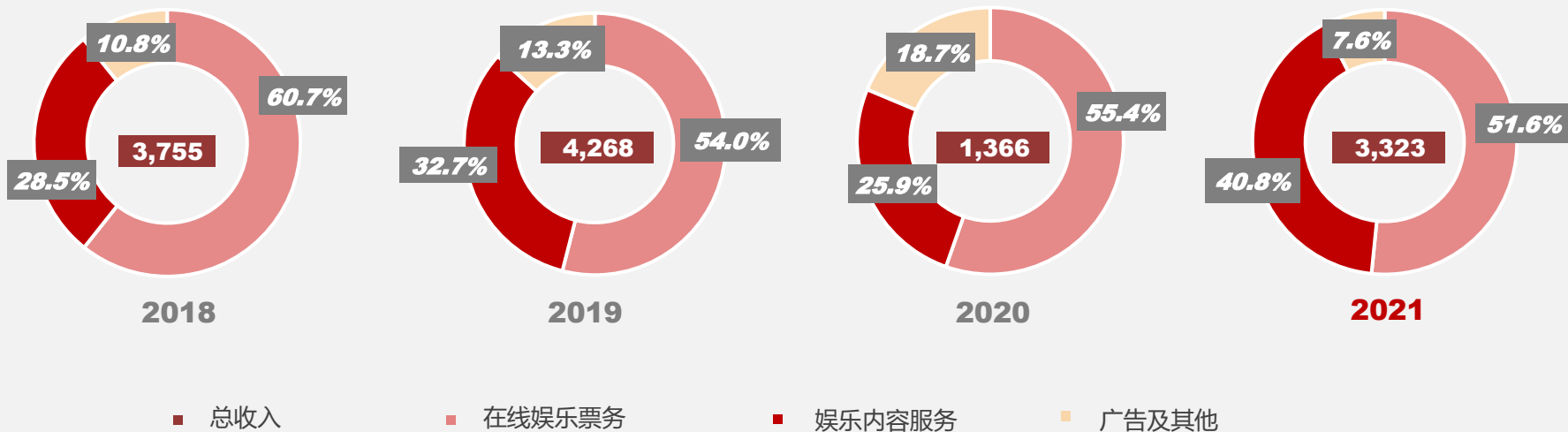


A vibrant night scene featuring a large crowd of people silhouetted against a dark sky filled with bright, colorful fireworks. Many individuals have their arms raised, capturing the celebratory atmosphere. The fireworks burst in shades of yellow, orange, and purple, creating a dynamic and festive background.

## 2021年全年财务概览

# 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)



收入较去年同期显著回升

收入结构进一步优化

- 在线票务业务 收入占比



从 55.4% 至 51.6%

- 娱乐内容服务 收入占比



从 25.9% 至 40.8%

# 扭亏为盈，盈利能力持续提升

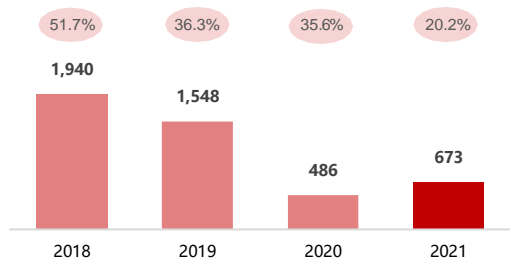
1 收入显著回升

2 持续降本增效

3 净利率稳步提升

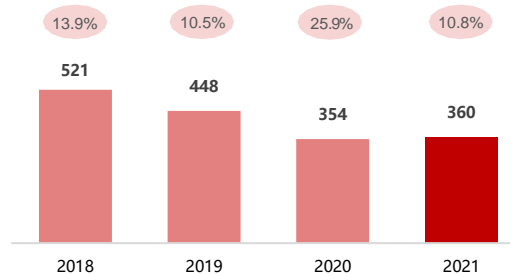
## 销售及营销开支

(人民币百万元)  
占收入百分比



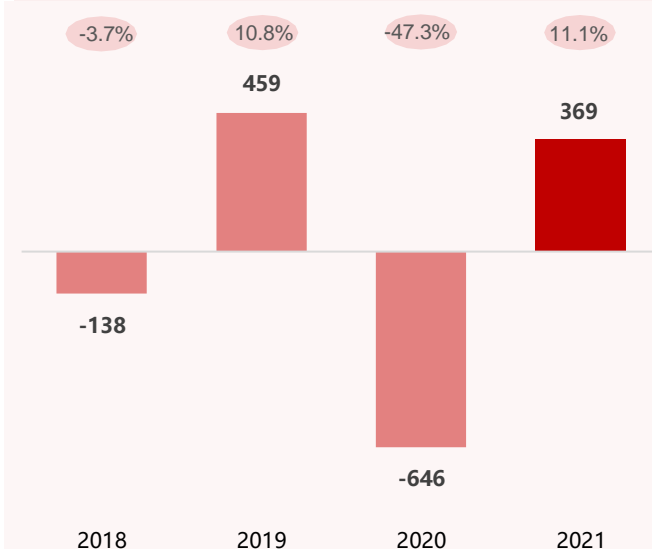
## 一般及行政开支

(人民币百万元)  
占收入百分比



## 年内溢利/ (亏损)

(人民币百万元)  
净利率



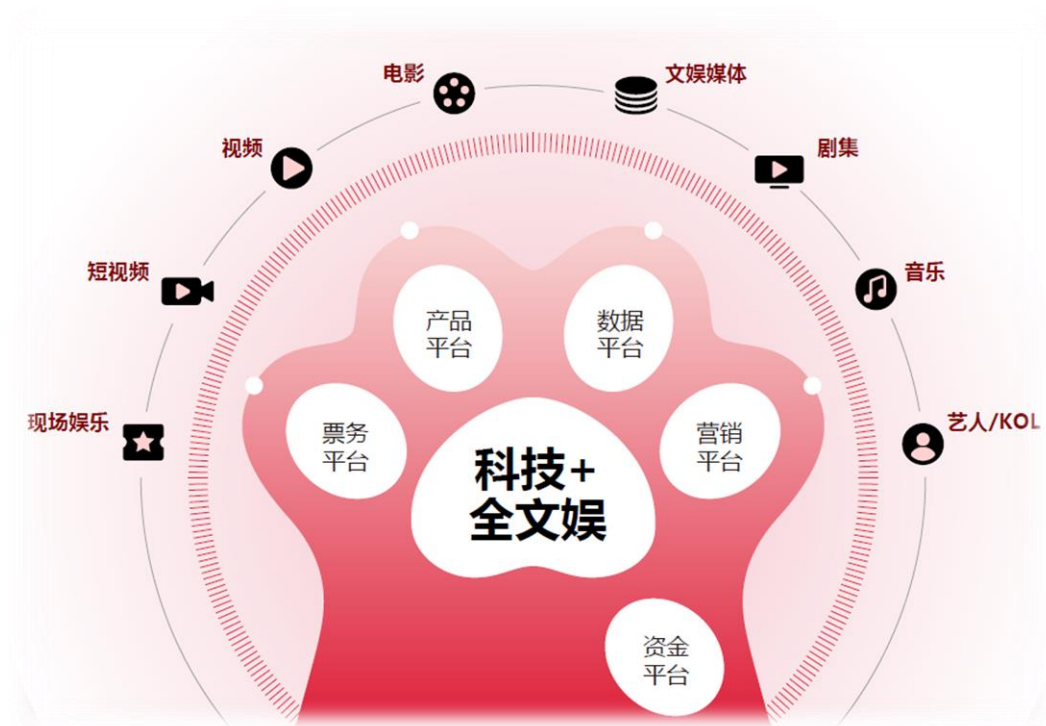


A vibrant night scene featuring a large crowd of people silhouetted against a dark sky filled with bright, colorful fireworks. Many individuals have their arms raised, reaching towards the exploding lights. The overall atmosphere is festive and celebratory. A semi-transparent dark grey banner is positioned horizontally across the middle of the image, containing the text.

## 2021年全年业务概览



## “科技+全文娱”战略 — 猫爪战略模型

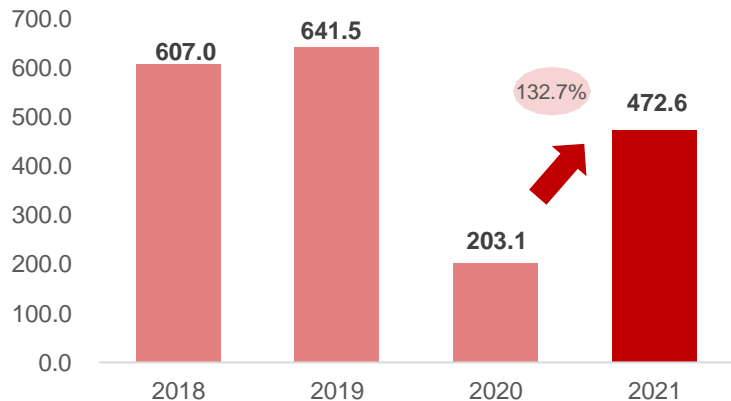


秉持核心战略，有效应对疫情，盈利能力持续得到验证，抗风险能力不断增强

## 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，中国电影市场快速复苏发展，继续保持全球第一
- 2021年，猫眼为第11届北京国际电影节、第16届中国长春电影节提供票务总代理服务

## 现场娱乐票务稳步恢复



- 为众多不同品类的优质演出赛事提供票务代理服务
- 探索新兴的潮流娱乐方式，投资和创作的沉浸式美食互动剧《玩味探险家》、沉浸式剧情密室《百乐门-逆熵纪元》

# 娱乐内容服务实现突破性成长

## 2021年部分参与影片



人民币 **8.6** 亿元  
温暖的抱抱



人民币 **14.3** 亿元  
送你一朵小红花



人民币 **10.4** 亿元  
刺杀小说家



人民币 **45.2** 亿元  
唐人街探案3



人民币 **54.1** 亿元  
你好，李焕英



人民币 **8.6** 亿元  
我的姐姐



人民币 **11.9** 亿元  
悬崖之上



人民币 **5.0** 亿元  
1921



人民币 **13.3** 亿元  
中国医生



人民币 **13.3** 亿元  
怒火·重案



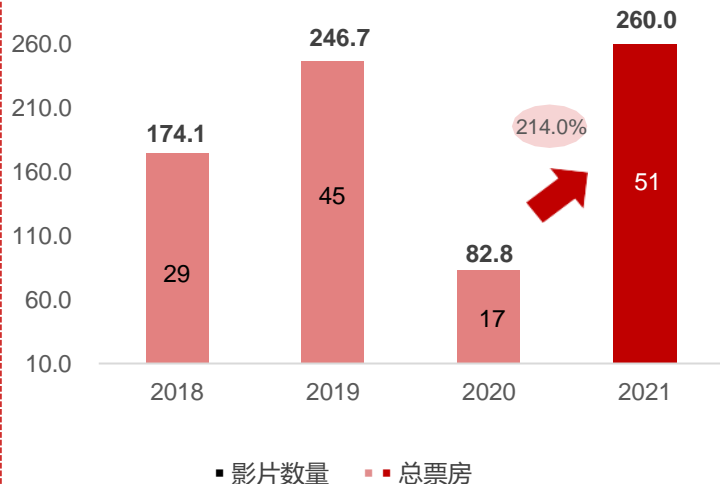
人民币 **14.8** 亿元  
我和我的父辈



人民币 **9.3** 亿元  
扬名立万

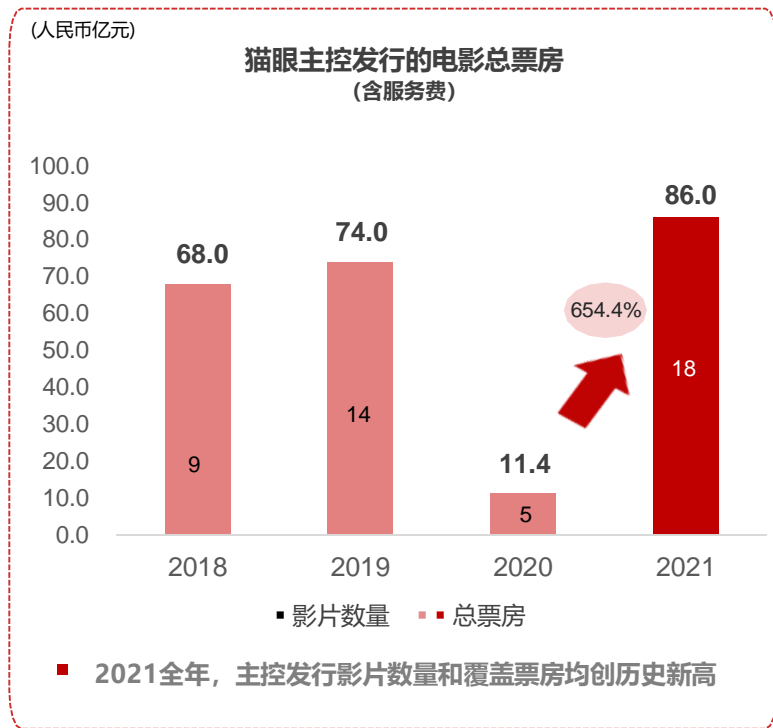
(人民币亿元)

猫眼参与 (出品/发行) 的电影总票房  
(含服务费)



附注: 票房数据来自于猫眼专业版APP

## 出品、发行能力显著提升，全面覆盖热门档期热门影片



### 2021年度票房TOP 10国产影片，以开发/出品/发行的方式参与其中9部

#### 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；其中，《你好，李焕英》为春节档票房冠军，位列中国影视第3名

#### 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

#### 暑期档

参与的《中国医生》、《怒火·重案》、《白蛇2：青蛇劫起》分别位列档期内票房前三名

#### 国庆档

参与的《我和我的父辈》和《皮皮鲁与鲁西西之罐头小人》分别位列档期内票房亚、季军

#### 贺岁档

参与的《误杀2》、《穿过寒冬拥抱你》、《扬名立万》《雄狮少年》《反贪风暴5：最终章》，涵盖档期内票房Top 6影片中的5部，为档期贡献超**6**成票房



## 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



风平浪静  
2020. 11上映

1部 上映



2021



了不起的老爸  
2021. 6上映

2部 上映



扬名立万  
2021. 11上映

20部+ 制作中/待上映

- 年度黑马影片
- 连续斩获单日票房冠军；当月月度票房冠军
- 累计票房9.3亿

## 电视剧及精品网络电影持续发力

逐步建立专业的电视剧及精品网络电影团队及开发、拍摄到制片的全体系，已上映的作品获得口碑和票房的双重认可。

已上映



烧烤之王

- ✓ 腾讯视频独播
- ✓ 分账票房破千万元人民币
- ✓ 口碑、票房双重认可

完成拍摄/即将上映



庭外·落水者  
庭外·盲区

- ✓ 优酷定制剧
- ✓ 悬疑题材网络剧集

储备

《天才棋士》  
《女为悦己者》  
《服不服》  
《我还没摠住她》  
《问丹朱》  
《火锅之王》  
...

制作中/待上映

# 为全文娱产业链提供高价值服务

## 智能宣发服务



智能宣发

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

### 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

云包场	助力红包
同档期对比	影市显微镜
宣发日报	排片助手

## 市场数据服务



### 数据分析平台

- ✓ 全文娱产业领先的数据分析平台
- ✓ 定期发布覆盖各大档期的行业档期数据报告，制作多种类型电影的专题报告
- ✓ 通过覆盖影视开发、剪辑、营销全阶段的试映调研服务，从各种维度助力影片的开发、制作和宣发
- ✓ 2021年全年已服务影片50余部，包含约30%以上的票房过亿国产影片，以及多部海外引进作品



### 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，提高影视作品制作效率
- 猫眼专业版
- ✓ 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
- 猫眼智多星
- ✓ 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

# 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



