

# Maoyan Entertainment 猫眼娱乐



## 2022H1公司演示材料

2022年8月

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## 2022年上半年业绩亮点

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# 2022年上半年猫眼娱乐业绩亮点

## 财务亮点

收益  
**人民币11.914亿元**  
整体表现稳健

经调整溢利净额  
**人民币2.337亿元**  
盈利能力再得证明



## 业务亮点

### 娱乐内容服务

跑赢大盘 **5.334亿元**收入

### 出品&发行

保持行业前列 上映影片**15部**

### 宣发服务

深度覆盖 大多数国产**票房过亿**影片

### 现场演出

精细化运营 细分品类**GMV**逆增长

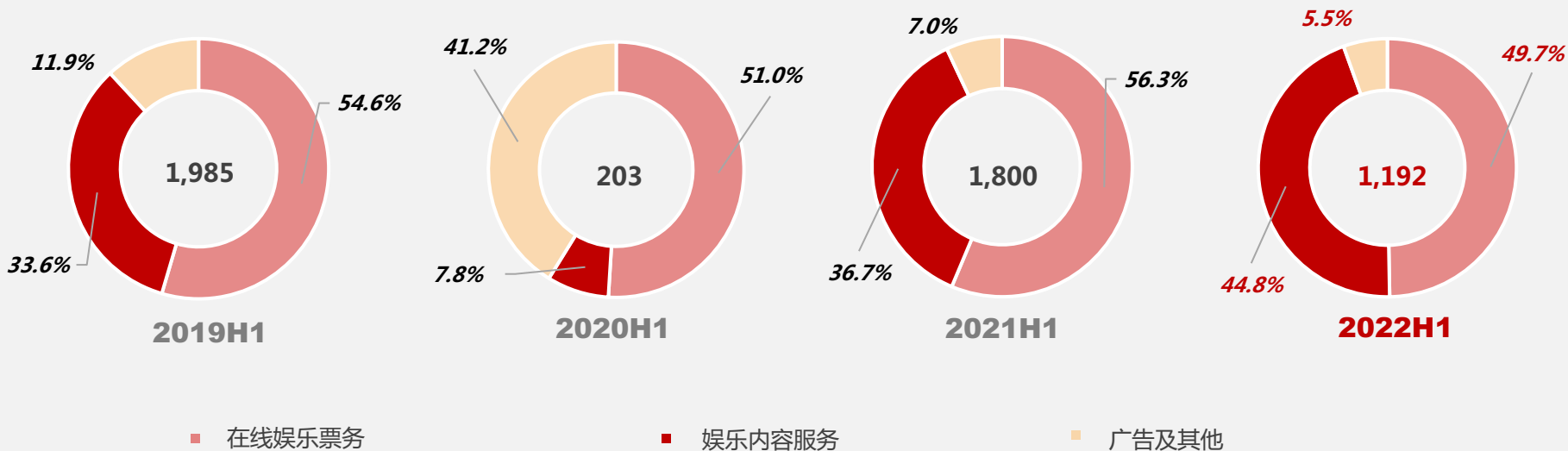


## 2022年上半年财务概览

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# 收入结构持续优化

(人民币百万元)



- 娱乐内容服务 收入占比



从 36.7% 至 44.8%

- 在线票务业务 收入占比

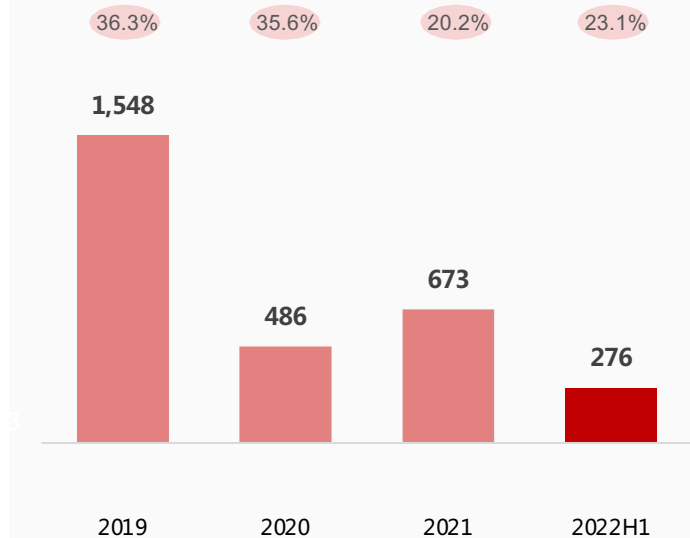


从 56.3% 至 49.7%

## 盈利能力再次得到证明

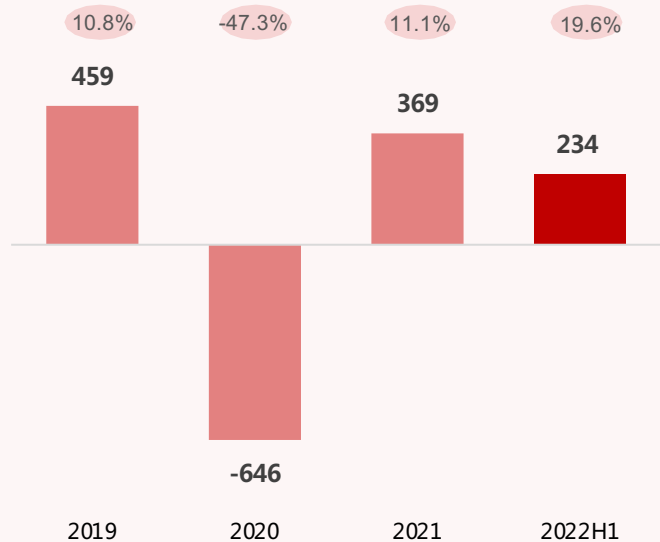
销售及营销开支  
(人民币百万元)  
占收入百分比

合理管控费用



经调整净利率  
(人民币百万元)  
占收入百分比

净利率水平稳健





## 2022年上半年业务概览

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## “科技+全文娱”战略 — 猫爪战略模型

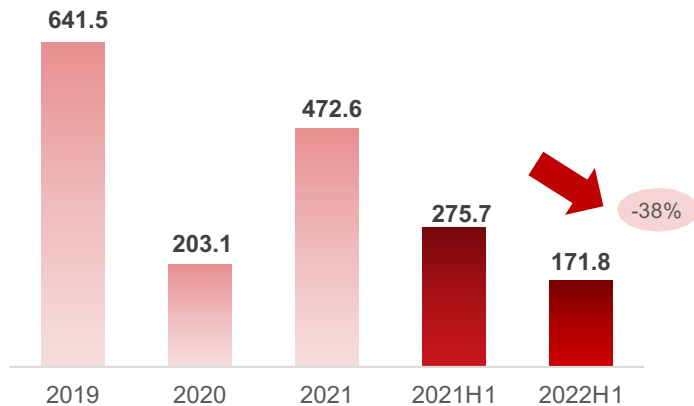


秉持核心战略，多元业务充分发展，盈利能力持续得到验证，抗风险能力不断增强

## 市场逐步回暖，票务业务快速复苏

(人民币亿元)

全国电影票房  
(含服务费)



2022年6月以来，市场复苏，暑假档票房较去年同比增长约24%

- 保持行业领先地位
- 夯实平台服务能力、优化系统建设、管控票务业务成本及费用

## 现场娱乐票务突破性成长

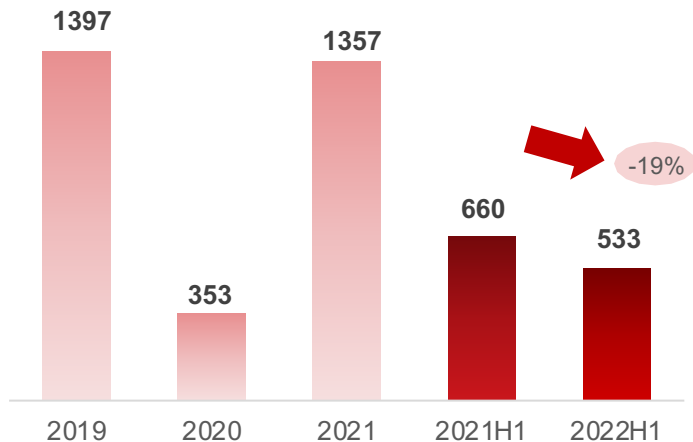


- 精细化运营
- 部分细分领域，如脱口秀、亲子演出、沉浸式剧场等实现突破性逆增长，其中脱口秀品类GMV同比增长逾3倍

## 娱乐内容服务表现不俗

(人民币百万元)

### 娱乐内容服务收入



### 娱乐内容服务在2022年上半年

- 收入同比表现 (-19%) 明显超越大盘 (票房-38%)
- 参与上映影片数量及票房表现位居行业前列 (出品/发行影片15部, 含主控发行影片6部)
- 持续加强对热门档期头部影片参与度

# 持续加强热门档期头部影片覆盖

## 2022年1-8月猫眼部分参与影片

### 元旦档



人民币 **9.36** 亿元  
穿过寒冬拥抱你  
元旦档 冠军



人民币 **6.28** 亿元  
反贪风暴5：最终章  
元旦档 亚军

### 春节档



人民币 **26.27** 亿元  
这个杀手不太冷静  
春节档 亚军



人民币 **9.77** 亿元  
熊出没·重返地球



人民币 **5.42** 亿元  
四海

### 情人节&端午档



人民币 **1.35** 亿元  
暗恋·橘生淮南  
端午档 冠军



人民币 **1.10** 亿元  
好想去你的世界爱你

### 暑期档



人民币 **28.95** 亿元  
独行月球  
暑期档 冠军



人民币 **17.11** 亿元  
人生大事  
暑期档 亚军



人民币 **6.23** 亿元  
明日战记

# 开发/出品/宣发稳步提升，内容储备充裕

## 自己开发影片取得长足进步



扬名立万

2021. 11 上映

- 累计票房9.3亿
- 连续斩获单日票房冠军；当月月度票房冠军
- 2022年的大众电影百花奖、华鼎奖，共斩获7个奖项及提名



风平浪静

2020. 11 上映



了不起的老爸

2021. 6 上映

## 待上映部分片单



哥，你好



世间有她



请别相信她



被害人



绝望主夫



检察风云



保你平安



满江红



宇宙探索编辑部

# 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



- ✓ 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



### 数据分析平台



- ✓ 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



### 市场数据平台



- ✓ 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

# 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



猫眼娱乐