



## Lajin Entertainment Network Group Limited

## 拉近網娛集團有限公司\*

*(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)*

**(Stock Code: 8172)**

### **INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2021**

#### **CHARACTERISTICS OF THE GROWTH ENTERPRISE MARKET (THE “GEM”) OF THE STOCK EXCHANGE OF HONG KONG LIMITED (THE “STOCK EXCHANGE”)**

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**Given that the companies listed on GEM are generally small and mid-sized companies, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.**

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\* For identification only

## UNAUDITED INTERIM RESULTS

The board of Directors (the “Board”) of Lajin Entertainment Network Group Limited (the “Company”) announces the unaudited condensed consolidated results of the Company and its subsidiaries (the “Group”) for the three months and six months ended 30 June 2021, together with the comparative unaudited figures for the corresponding periods in 2020 as follows:

### CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

*For the three and six months ended 30 June 2021*

	Notes	For the three months ended 30 June		For the six months ended 30 June	
		2021 (Unaudited) HK\$'000	2020 (Unaudited) HK\$'000	2021 (Unaudited) HK\$'000	2020 (Unaudited) HK\$'000
Revenue	5	18,385	175	38,231	1,649
Cost of sales		<u>(15,014)</u>	<u>(27)</u>	<u>(31,531)</u>	<u>(55)</u>
Gross profit		3,371	148	6,700	1,594
Other income and gains	6	2,711	216	2,851	640
Selling and distribution expenses		(475)	(1,391)	(663)	(1,412)
Administrative expenses		(14,028)	(8,473)	(23,563)	(17,071)
Finance costs		(36)	(52)	(69)	(72)
Share of profits and losses of:					
Associates		<u>(538)</u>	<u>1,077</u>	<u>(2,170)</u>	<u>1,708</u>
Loss before tax	7	(8,995)	(8,475)	(16,914)	(14,613)
Income tax expense	8	<u>—</u>	<u>—</u>	<u>(3)</u>	<u>(9)</u>
<b>Loss for the period</b>		<u><b>(8,995)</b></u>	<u><b>(8,475)</b></u>	<u><b>(16,917)</b></u>	<u><b>(14,622)</b></u>

**CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND  
OTHER COMPREHENSIVE INCOME**

*For the three and six months ended 30 June 2021*

	For the three months ended		For the six months ended	
	30 June		30 June	
	2021	2020	2021	2020
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
Notes	HK\$'000	HK\$'000	HK\$'000	HK\$'000
<b>OTHER COMPREHENSIVE INCOME/(LOSS):</b>				
<i>Other comprehensive income/(loss) to be reclassified to profit or loss in subsequent periods:</i>				
Exchange differences on translation of foreign operations	3,493	483	3,177	(7,519)
	<u>3,493</u>	<u>483</u>	<u>3,177</u>	<u>(7,519)</u>
<b>OTHER COMPREHENSIVE INCOME/(LOSS) FOR THE PERIOD, NET OF TAX</b>	<u>3,493</u>	<u>483</u>	<u>3,177</u>	<u>(7,519)</u>
<b>TOTAL COMPREHENSIVE LOSS FOR THE PERIOD</b>	<u>(5,502)</u>	<u>(7,992)</u>	<u>(13,740)</u>	<u>(22,141)</u>
<b>Loss for the period attributable to:</b>				
Owners of the parent	(6,927)	(8,392)	(14,158)	(14,462)
Non-controlling interests	(2,068)	(83)	(2,759)	(160)
	<u>(8,995)</u>	<u>(8,475)</u>	<u>(16,917)</u>	<u>(14,622)</u>
<b>Total comprehensive loss for the period attributable to:</b>				
Owners of the parent	(3,396)	(7,904)	(10,951)	(22,006)
Non-controlling interests	(2,106)	(88)	(2,789)	(135)
	<u>(5,502)</u>	<u>(7,992)</u>	<u>(13,740)</u>	<u>(22,141)</u>
<b>Loss per share attributable to ordinary equity holders of the parent</b>				
— Basic and diluted	<u>(0.17) cent</u>	<u>(0.20) cent</u>	<u>(0.34) cent</u>	<u>(0.34) cent</u>

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# CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

30 June 2021

		At 30 June 2021 (Unaudited) <i>HK\$'000</i>	At 31 December 2020 (Audited) <i>HK\$'000</i>
	<i>Notes</i>		
<b>ASSETS</b>			
<b>Non-current assets</b>			
Property, plant and equipment		102,396	104,427
Investments in associates		27,155	29,085
Equity investment of designated fair value through other comprehensive income		4,987	4,925
Right-of-use assets		1,702	2,401
Other non-current assets		15,612	15,241
		<hr/>	<hr/>
Total non-current assets		151,852	156,079
<b>Current assets</b>			
Trade receivables	10	26,822	14,108
Contract assets		—	2,370
Film rights and films and TV programmes under production	11	140,371	143,772
Investment in films		5,351	5,764
Prepayments, deposits and other receivables		85,203	69,388
Inventories		551	409
Cash and cash equivalents		55,593	81,279
		<hr/>	<hr/>
Total current assets		313,891	317,090

# CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

30 June 2021

		At 30 June 2021 (Unaudited) <i>HK\$'000</i>	At 31 December 2020 (Audited) <i>HK\$'000</i>
	<i>Notes</i>		
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Trade payables	12	6,438	3,159
Other payables and accruals		67,391	62,929
Lease liabilities		1,585	1,517
Total current liabilities		<u>75,414</u>	<u>67,605</u>
Net current assets		<u>238,477</u>	<u>249,485</u>
Total assets less current liabilities		<u>390,329</u>	<u>405,564</u>
<b>Non current liabilities</b>			
Lease liabilities		<u>—</u>	<u>795</u>
Total non-current liabilities		<u>—</u>	<u>795</u>
Net assets		<u><u>390,329</u></u>	<u><u>404,769</u></u>
<b>EQUITY</b>			
Share capital	13	42,090	42,090
Reserves		353,558	365,209
Equity attributable to owners of the parent		395,648	407,299
Non-controlling interests		(5,319)	(2,530)
Total equity		<u><u>390,329</u></u>	<u><u>404,769</u></u>

# CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the six months ended 30 June 2021

	Attributable to owners of the parent									
	Share capital – Ordinary shares <i>HK\$'000</i>	Share premium <i>HK\$'000</i>	Fair value reserve <i>HK\$'000</i>	Contributed surplus <i>HK\$'000</i>	Other reserve <i>HK\$'000</i>	Exchange reserve <i>HK\$'000</i>	Accumulated losses <i>HK\$'000</i>	Sub-total <i>HK\$'000</i>	Non-controlling interests <i>HK\$'000</i>	Total <i>HK\$'000</i>
At 1 January 2020	42,090	1,138,909	(12,744)	28,294	14,072	(35,898)	(649,672)	525,051	(1,736)	523,315
Loss for the period	—	—	—	—	—	—	(14,462)	(14,462)	(160)	(14,622)
Other comprehensive (loss)/income for the period	—	—	—	—	—	(7,544)	—	(7,544)	25	(7,519)
Total comprehensive loss for the period	—	—	—	—	—	(7,544)	(14,462)	(22,006)	(135)	(22,141)
<b>At 30 June 2020 (unaudited)</b>	<b>42,090</b>	<b>1,138,909*</b>	<b>(12,744)*</b>	<b>28,294*</b>	<b>14,072*</b>	<b>(43,442)*</b>	<b>(664,134)*</b>	<b>503,045</b>	<b>(1,871)</b>	<b>501,174</b>
At 1 January 2021	42,090	1,138,909	(18,858)	28,294	14,055	(17,180)	(780,011)	407,299	(2,530)	404,769
Loss for the period	—	—	—	—	—	—	(14,158)	(14,158)	(2,759)	(16,917)
Other comprehensive (loss)/income for the period	—	—	—	—	—	2,507	—	2,507	(30)	2,477
Total comprehensive loss for the period	—	—	—	—	—	2,507	(14,158)	(11,651)	(2,789)	(14,440)
<b>At 30 June 2021 (unaudited)</b>	<b>42,090</b>	<b>1,138,909*</b>	<b>(18,858)*</b>	<b>28,294*</b>	<b>14,055*</b>	<b>(14,673)*</b>	<b>(794,169)*</b>	<b>395,648</b>	<b>(5,319)</b>	<b>390,329</b>

\* These reserve accounts comprise the total consolidated other reserves of HK\$353,558,000 as at 30 June 2021 (31 December 2020: HK\$365,209,000) in the condensed consolidated statement of financial position.

## CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

For the six months ended 30 June 2021

	For the six months ended	
	30 June	
	2021	2020
	(Unaudited)	(Unaudited)
	HK\$'000	HK\$'000
Net cash flows used in operating activities	(24,044)	(3,832)
Cash flows from investing activities		
Purchases of items of property, plant and equipment	(438)	—
Purchase of other intangible assets	(196)	—
Net cash flows used in investing activities	(634)	—
Net decrease in cash and cash equivalents	(24,678)	(3,832)
Cash and cash equivalents at the beginning of the reporting period	78,912	120,090
Effect of foreign exchange rate changes, net	(1,014)	(1,397)
Cash and cash equivalents at the end of the reporting period	53,220	114,861
Analysis of balances of cash and cash equivalents		
Cash and bank balances	53,220	74,168
Non-pledged time deposits with original maturity of less than three months	2,373	40,693
Cash and cash equivalents as stated in the statement of cash flows	55,593	114,861

# NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

## 1. GENERAL INFORMATION

The Company was incorporated as an exempted company with limited liability in the Cayman Islands on 11 June 2001 and continued in Bermuda on 16 March 2009. The Company's shares have been listed on the GEM of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") since 26 March 2002.

The registered office and principal place of business of the Company are located at Clarendon House, 2 Church Street, Hamilton HM 11, Bermuda and Unit 3903A, Far East Finance Centre, 16 Harcourt Road, Admiralty, Hong Kong, respectively.

The Company's principal activity is investment holding and the principal activities of the Group are provision of artiste management services, and investment in movies, TV programmes and internet contents.

## 2. BASIS OF PREPARATION

The unaudited condensed consolidated interim financial statements (the "Interim Financial Statements") for the six months ended 30 June 2021 have been prepared in accordance with Hong Kong Accounting Standard 34 *Interim Financial Reporting* issued by HKICPA and the applicable disclosure provisions of the Rules Governing the Listing of Securities on the GEM of the Stock Exchange (the "GEM Listing Rules").

The Interim Financial Statements do not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the annual financial statements of the Group for the year ended 31 December 2020. The Interim Financial Statements are presented in Hong Kong dollars ("HK\$"), which is the same as the functional currency of the Company and all values are rounded to the nearest thousand (HK\$'000) except otherwise indicated.

## 3. APPLICATION OF NEW AND REVISED HONG KONG FINANCIAL REPORTING STANDARDS ("HKFRSs")

The accounting policies used in the preparation of the Interim Financial Statements are consistent with these used in the annual consolidated financial statements of the Group for the year ended 31 December 2020, except for those as described below.

In the current period, the Group has applied, for the first time, the following revised standards, amendments and interpretations (the "revised HKFRSs") issued by the Hong Kong Institute of Certified Public Accountants, which are effective for the Group's accounting period beginning on 1 January 2020.

Amendments to HKFRS 9, HKFRS 7, HKFRS 4, HKFRS 16 and HKAS 39	Interest Rate Benchmark Reform – Phase 2
Amendments to HKFRS 16	Covid-19-related Rent Concessions beyond 30 June 2021 (early adopted)

The adoption of the revised HKFRSs has no material effect on the Interim Financial Statements.



#### 4. SEGMENT INFORMATION

For management purposes, the Group is organised into business units based on their products and services and has three reportable operating segments as follows:

- (a) the artiste management segment comprises the provision of artiste management service;
- (b) the movies, TV programmes and internet contents segment comprises investment, production and distribution of movies, TV programmes and investment in internet contents;
- (c) the new media e-commerce segment comprises the promotion and demonstration through live video on the website.

The new media e-commerce business is a content-driven retail business, which the Group explores as a new segment in 2020.

Management monitors the results of the Group's operating segments separately for the purpose of making decisions about resource allocation and performance assessment. Segment performance is evaluated based on reportable segment profit or loss, which is a measure of adjusted profit or loss before tax. The adjusted profit or loss before tax is measured consistently with the Group's loss before tax except that impairment loss recognised in respect of other receivables, impairment loss on prepayments, impairment loss on an investment in an associate, fair value loss of financial assets at fair value through profit or loss, share of profit/(loss) of a joint venture, share of profits and losses of associates, remeasurement loss on investment in a joint venture for step acquisition, impairment loss on goodwill as well as head office and corporate income and expenses are excluded from such measurement.

##### A. Segment revenue and results

The following is an analysis of the Group's revenue and results by reportable segment.

	Artiste management		Movies, TV programmes and internet contents		New media e-commerce		Total	
	For the six months ended 30 June		For the six months ended 30 June		For the six months ended 30 June		For the six months ended 30 June	
	2021	2020	2021	2020	2021	2020	2021	2020
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	
<b>Segment revenue</b>								
Revenue from external customers	113	24	16,324	1,625	21,794	—	38,231	1,649
<b>Segment results</b>	(810)	(777)	(8,341)	(13,025)	(3,848)	—	(12,999)	(13,802)
Reconciliation:								
Unallocated other income							31	190
Corporate and other unallocated expenses							(1,776)	(2,709)
Share of profits/(losses) of associates							(2,170)	1,708
Loss before tax							(16,914)	(14,613)
Income tax expense							(3)	(9)
Loss for the period							(16,917)	(14,622)

## B. Geographical information

	Hong Kong		Mainland China		Korea		Total	
	For the six months ended 30 June		For the six months ended 30 June		For the six months ended 30 June		For the six months ended 30 June	
	2021	2020	2021	2020	2021	2020	2021	2020
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
<i>HK\$'000</i>		<i>HK\$'000</i>		<i>HK\$'000</i>		<i>HK\$'000</i>		
Revenue from external customers	—	—	38,231	1,649	—	—	38,231	1,649
	At 30 June 2021	At 31 December 2020	At 30 June 2021	At 31 December 2020	At 30 June 2021	At 31 December 2020	At 30 June 2021	At 31 December 2020
	(Unaudited)	(Audited)	(Unaudited)	(Audited)	(Unaudited)	(Audited)	(Unaudited)	(Audited)
	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>
*Non-current assets	—	—	137,414	122,672	9,451	20,273	146,865	142,945

\* Non-current assets represent property, plant and equipment, investments in associates and other assets.

## 5. REVENUE

	For the three months ended 30 June		For the six months ended 30 June	
	2021	2020	2021	2020
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>
New media e-commerce business	7,870	—	21,794	—
TV and Internet programme	8,308	96	12,768	110
Distribution agency fee	2,157	52	3,180	1,483
Sales of film rights	—	—	364	—
Artiste management	50	27	113	56
Others	—	—	12	—
	18,385	175	38,231	1,649

6. OTHER INCOME AND GAINS/(LOSSES)

	For the three months ended		For the six months ended	
	30 June		30 June	
	2021	2020	2021	2020
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>	<i>HK\$'000</i>
<b>Other income</b>				
Gains on investment in films	360	—	388	—
Interest income	912	218	1,003	416
Rental income	—	—	—	171
	<u>1,272</u>	<u>218</u>	<u>1,391</u>	<u>587</u>
<b>Gains/(losses)</b>				
Compensation income on convertible bonds	717	—	717	—
Exchange differences, net	(55)	(2)	(34)	53
Others	777	—	777	—
	<u>1,439</u>	<u>(2)</u>	<u>1,460</u>	<u>53</u>
	<u><u>2,711</u></u>	<u><u>216</u></u>	<u><u>2,851</u></u>	<u><u>640</u></u>

## 7. LOSS BEFORE TAX

Loss before tax is arrived at after charging/(crediting):

	For the three months ended		For the six months ended	
	30 June		30 June	
	2021 (Unaudited) <i>HK\$'000</i>	2020 (Unaudited) <i>HK\$'000</i>	2021 (Unaudited) <i>HK\$'000</i>	2020 (Unaudited) <i>HK\$'000</i>
Depreciation of property, plant and equipment	2,604	2,743	5,057	5,246
Amortisation of other assets	8	201	14	406
Lease payment not included in the measurement of lease liabilities	178	201	329	924
Depreciation of right-of-use assets	243	225	606	684
Exchange (gain)/loss, net	(55)	2	(34)	(53)
Staff costs including directors' remuneration				
— Salaries and allowance	5,893	3,078	10,685	5,742
— Pension scheme contributions	560	(2)	1,017	87
	<u>6,453</u>	<u>3,076</u>	<u>11,702</u>	<u>5,829</u>

## 8. INCOME TAX EXPENSE

No provision for Hong Kong profits tax and Korea corporate income tax has been provided as the Group did not generate any assessable profits arising in Hong Kong and Korea or the estimated assessable profit was wholly absorbed by tax losses brought forward during the period under review (for the six months ended 30 June 2020: Nil).

During the period, the amount of the PRC enterprise income tax was paid in accordance with the rate at 25% of assessable profit, and the income tax paid was approximately HK\$3,000 (for the six months ended 30 June 2020: HK\$9,000).

## 9. LOSS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT

The calculation of the basic loss per share is based on the loss attributable to ordinary equity holders of the parent for the three months ended 30 June 2021 of approximately HK\$6,927,000 (for the three months ended 30 June 2020: HK\$8,392,000) and loss attributable to ordinary equity holders of the parent for the six months ended 30 June 2021 of approximately HK\$14,158,000 (for the six months ended 30 June 2020: HK\$14,462,000) and the weighted average number of 4,209,130,000 ordinary shares in issue during the three months ended 30 June 2021 (for the three months ended 30 June 2020: 4,209,130,000 ordinary shares) and the weighted average number of 4,209,130,000 ordinary shares in issue during the six months ended 30 June 2021 (for the six months ended 30 June 2020: 4,209,130,000 ordinary shares).

As the Company's share options and preferred shares where applicable had an anti-dilutive effect to the basic loss per share calculation for the three months and six months ended 30 June 2021, the conversion of the above potential dilutive shares is not assumed in the calculation of diluted loss per share.

## 10. TRADE RECEIVABLES

The Group's trading terms with its customers are mainly on credit. The credit period is generally 6 months to 1 year. Each customer has a maximum credit limit. The Group seeks to maintain strict control over its outstanding receivables to minimise credit risk. Overdue balances are reviewed regularly by senior management. The Group does not hold any collateral or other credit enhancements over its trade receivable balances. Trade receivables are non-interest-bearing.

An aged analysis of the trade receivables as at the end of the reporting period, based on the invoice date, is as follows:

	At 30 June 2021 (Unaudited) HK\$'000	At 31 December 2020 (Audited) HK\$'000
Within 3 months	21,193	14,104
3 to 6 months	1,166	4
6 months to 1 year	4,463	—
	<u>26,822</u>	<u>14,108</u>

## 11. FILMS RIGHTS AND FILMS AND TV PROGRAMMES UNDER PRODUCTION

The balance consists of (i) films and TV programmes under production; and (ii) the rights of films and TV programmes upon completion. At the end of each reporting period, the Group will assess whether there is any indication that the film rights and films and TV programmes under production may be impaired. If any such indication exists, the management will estimate the recoverable amount of the corresponding asset and recognize an impairment loss when its carrying amount exceeds its recoverable amount.

For the purpose of impairment testing, films and TV programmes rights have been allocated to the cash-generating unit of movies, TV programmes and internet contents operation. In light of the circumstances of the film industry, the Group regularly reviews its library of films and TV programmes rights to assess their marketability and the corresponding recoverable amounts to determine if any impairment is necessary.

At 30 June 2021, no indication of impairment for the films and TV programmes rights has been identified and thus the Group did not recognize any impairment loss during the six-month period ended 30 June 2021 (30 June 2020: Nil).

## 12. TRADE PAYABLES

An aged analysis of the trade payables as at the end of the reporting period, based on the invoice date, is as follows:

	At 30 June 2021 (Unaudited) <i>HK\$'000</i>	At 31 December 2020 (Audited) <i>HK\$'000</i>
Within 3 months	3,452	210
Over 1 year	2,986	2,949
	<u>6,438</u>	<u>3,159</u>

### 13. SHARE CAPITAL

	At 30 June 2021		At 31 December 2020	
	Number of shares (Unaudited) '000	Share capital (Unaudited) HK\$'000	Number of shares (Audited) '000	Share capital (Audited) HK\$'000
<b>Ordinary shares of HK\$0.01 each</b>				
<b>Issued and fully paid:</b>				
At the beginning of the reporting period/year	4,209,130	42,090	4,209,130	42,090
At the end of the reporting period/year	<u>4,209,130</u>	<u>42,090</u>	<u>4,209,130</u>	<u>42,090</u>
<b>Preferred shares of HK\$0.01 each</b>				
<b>Issued and fully paid:</b>				
At the beginning of the reporting period/year	—	—	—	—
Conversion into ordinary shares	—	—	—	—
At the end of the reporting period/year	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>

### 14. FAIR VALUE MEASUREMENT

The directors of the Company considered that the carrying amounts of the Group's financial instruments were approximate to their fair values as at 30 June 2021 and 31 December 2020.

## 15. COMMITMENTS

Commitments that are contracted but not provided for at the end of the reporting period are as follows:

	At 30 June 2021 (Unaudited) <i>HK\$'000</i>	At 31 December 2020 (Audited) <i>HK\$'000</i>
Property, plant and equipment	50	20
Film rights and films and TV programmes under production	29,965	36,490
Investment in films	90	—
	<u>30,105</u>	<u>36,510</u>

## 16. MATERIAL RELATED PARTY AND CONNECTED TRANSACTIONS

### (i) Compensation of key management personnel

	For the six months ended 30 June	
	2021 (Unaudited) <i>HK\$'000</i>	2020 (Unaudited) <i>HK\$'000</i>
Salaries and allowances	1,929	1,777
Pension scheme contributions	119	57
	<u>2,048</u>	<u>1,834</u>



## **INTERIM DIVIDEND**

The Board does not recommend the payment of an interim dividend for the six months ended 30 June 2021 (for the six months ended 30 June 2020: Nil).

## **MANAGEMENT DISCUSSION AND ANALYSIS**

### **FINANCIAL REVIEW**

The revenue of the Group was approximately HK\$38,231,000 for the six months ended 30 June 2021 (2020: HK\$1,649,000), representing an increase of 2,218.4% as compared with that for the six months ended 30 June 2020. The increase was mainly due to the increase in revenue from movies, TV programmes, internet content business and new media e-commerce business of the Group.

Cost of sales for the six months ended 30 June 2021 increased to approximately HK\$31,531,000 (2020: HK\$55,000), which was mainly due to the increase in the cost carried forward from movies, TV programmes and internet content business of the Group and the increase in cost of new media e-commerce business. Administrative expenses were mainly staff costs, depreciation and other general administrative expenses of the Group incurred during the period under review. Administrative expenses increased to approximately HK\$23,563,000 from approximately HK\$17,071,000 in the corresponding period last year. It was mainly attributable to the increase in staff salaries and related expenses to approximately HK\$11,702,000 (2020: HK\$5,829,000) resulting from the increase in staff of the Group to develop e-commerce business.

Loss for the period attributable to owners of the parent was approximately HK\$14,158,000 (2020: HK\$14,462,000).

#### ***Movies, TV Programmes and Internet Contents***

During the period under review, the revenue contributed by such segment was approximately HK\$16,324,000 (2020: HK\$1,593,000), representing the shared revenue from TV and internet programmes and income from movie distribution agency fee.

#### ***Artiste Management***

During the period under review, the revenue contributed by such segment was approximately HK\$113,000 (2020: HK\$56,000).

#### ***New media e-commerce business***

During the period under review, the revenue contributed by such segment was approximately HK\$21,794,000 (2020: Nil).

## BUSINESS REVIEW

### Movies, TV Programmes and Internet Contents

The Group continued to team up with talented creative teams as well as powerful and affluent media companies in the TV/movies industry for investing in quality TV/movies projects for the sake of effectively managing and mitigating the risks for our investments. Besides, the Group has produced many internet related media contents in the industry, including many internet movies, internet drama and variety show, thus building Lajin Entertainment's internet media ecosystem.

With the rapid development of video streaming websites and internet movies in Mainland China, the Group continued to implement its investment strategy of internet movies and invested in projects including “The Legend of the Condor Heroes” (《射鵰英雄傳》) Part I and II, “Tibet Adventurer” (《藏地奇兵》), “Seven Mahatmas” (《七大聖》), “The Legend of Zu 3” (《蜀山降魔傳3》), “Di Renjie — Dragon Hidden in the Maze” (《狄仁傑之龍隱迷窟》), “Alternative Militiaman Ge Erdan (《另類民兵葛二蛋》)”, “BIGBANG in the Village” (《村裡有情況》), “Transamerica” (《窈窕老爹》), etc., which will be released in succession in 2021. The volume and investment scale of projects have been increasing, including many leading projects with in-depth cooperation with platforms, and the idea of investing in “high-quality products” has become clearer. Meanwhile, in view of the current online movie market preference and forecast of the future movie market, we have also made key deployment in the “monster” and “comedy” genres production, hoping to generate breakout projects that make considerable profit contribution to the Group. It is worth mentioning that 2021 is the 100th anniversary of founding of the Communist Party of China, and in response to the literary advocacy of “little budget, positive energy, great feelings” (小正大), “Comedy+” has become another focus of the Group, such as investing in the remake of “Alternative Militiaman Ge Erdan” (《另類民兵葛二蛋》), a “Comedy + War” legendary IP production; “BIGBANG in the Village” (《村裡有情況》), a “Comedy + Main Theme” production firmly following the theme of the times and focusing on the construction of new villages; “Transamerica” (《窈窕老爹》), a “Comedy + Fantasy” production showing big dreams of grassroots people, and many other projects. The four internet movies released by the Group have been launched successively in the first half of the year, and all have been profitable. Among them, “BIGBANG in the Village” (《村裡有情況》), a rural comedy film, has been released on Youku in March, and currently ranks the first among rural comedy films on all platforms in 2021 in terms of shared box office. “Transamerica” (《窈窕老爹》), a father-daughter affection comedy, has been also released on iQiYi in March, and currently records a shared box office of more than RMB10 million, ranking the 13th in the annual box office of iQiYi. In addition, “Heroes of Desert” (《大漠神龍》) has been released on iQiYi at the end of May, and “Monty Python” (《變異巨蟒》) has been released on Youku in May, ranking the second in the annual shared box office of internet movies of Youku in 2021. At the same time, marketing on TikTok also ranked among the top five in the Viewing List of Internet Movie Distribution and Promotion of TikTok (《抖音網絡電影宣發話題播放量榜》) in 2021, with a shared box

office of more than RMB16 million, and the total shared box office is expected to reach 18 million, with a final return on investment more than double. Furthermore, “The Legend of the Condor Heroes: The Dragon Tamer” (《射鵬英雄傳之降龍十八掌》) and “The Legend of the Condor Heroes: The Cadaverous Claws” (《射鵬英雄傳之九陰白骨爪》), pure investment projects of Lajin, has been released by partner companies and launched on iQiYi and Tencent Video respectively in June.

In the second half of the year, other projects will also lock on platforms one after another and release after completion and scheduling for release. “Investment + distribution” became the main business model for internet movies. The involvement in the distribution business will, on the one hand, increase revenue and help recoup the investments timely; on the other hand, allow the Group to deepen project participation, not only strengthening its relationship with the platform, but also broadening the perspective of its investments in project production. As a result, the Group will have the priority in choosing high-quality projects, gradually build up a “C-end” (consumer) mindset, and accumulate resources and experience in marketing and other ends of the industry chain.

In addition, “Detrimental” (《見怪》), an internet movie of Lajin as lead product, was completed in the second quarter of 2021 and was selected as one of the mega movies of the year in the “2021 iQIYI World Conference” (33 movies in total) in mid-May, which has gained the attention of major video platforms, movie production companies and audiences.

In addition to internet contents, the Group’s upcoming key theatrical movie projects include but not limit to:

**“Faithful Dog Hachiko” (《忠犬八公》)**

The Group was granted the license for “Hachi: A Dog’s Tale” (《忠犬八公的故事》) (a famous Japanese film with Kaneto Shindo as the scriptwriter) by Jiro Shindo, the licence owner of this film, to adapt it into the Chinese version, “Faithful Dog Hachiko”. iQIYI Pictures is the executive producer of the project, in association with the Group which has also been contracted for production. It has been selected as one of the key projects of the “Films Presented by iQIYI” program, and has started filming on 18 March 2021. It was successfully completed as scheduled in May 21, post-production is in full swing and it was set for nationwide release on 31 December 2021. The project has Mr. Xu Ang (his representative work includes the film “12 Citizens” (《十二公民》) and the internet drama “Medical Examiner Dr. Qin” (《法醫秦明》)) as the director, Ms. Ye Rufen (her representative work includes the film “Our Times” (《我的少女時代》)) as the executive producer, Mr. He Shan (his representative work includes “Wrath of Silence” (《爆裂無聲》) and “The Coffin in the Mountain” (《心迷宮》)) as the director of photography, and Mr. Lu Wei (his representative work includes “The Liquidator” (《心理罪之城市之光》) and “The Monkey King” (《西遊記之三打白骨精》)) as the art director. The leading actor and actress are Feng Xiaogang (his representative work includes “Mr. Six” (《老炮兒》), etc.) and Chen Chong (her representative work includes “The Last Emperor” (《末代皇

帝》) and “Sheep Without a Shepherd” (《誤殺》), etc.). Via this theatrical film project produced by the Group, the Group’s experience in film production will become more mature which will help to deepen the closed-loop effect of film research and development, production, distribution and marketing.

### **“The Tibet Code” (《藏地密碼》)**

The Group has entered into a joint investment and development agreement with Tencent Pictures, Guoying Investment and Dimension Films to collectively produce the film series of “The Tibet Code” adapted from the bestselling novel of the same name. We have invited Mr. Huang Jianxin, a famous director, executive producer and producer, to be the executive producer of the first film of the “The Tibet Code” series, who acted as the executive producer of films including “The Warlords” (《投名狀》) and “The Taking of Tiger Mountain” (《智取威虎山》) and the producer of films such as “My People, My Country” (《我和我的祖國》), “Bodyguards and Assassins” (《十月圍城》) and “Operation Mekong” (《湄公河行動》). Mr. Huang Hai will lead the scriptwriter team for “The Tibet Code” whose scripting works include “The Devotion of Suspect X” (《嫌疑人X的獻身》), “Wu Kong” (《悟空傳》) and “Mystery of Antiques” (《古董局中局》). We are now identifying for a director for this film series. The first draft of the screenplay has been completed in June and we will carry out the project based on the market condition.

### **“Legend of the Galactic Heroes” (《銀河英雄傳說》)**

The project is based on the best-selling novel written by the distinguished Japanese novelist Tanaka Yoshiki. The Group has entered into a cooperation agreement with “Linghe Media” (靈河文化) for the development of internet drama under this super IP which has extensive experience in producing “super dramas”, in which Bai Yicong, a key person of this company has a nickname of “Internet Dramas No. One”. The Chinese New Year holiday in 2019 witnessed the great market potential of Chinese science fiction movies. Therefore, the theatrical film of “Legend of the Galactic Heroes” is actively under study hoping this legendary story can bring new impetus to Chinese science fiction movies.

The above projects are the main focus of our investments in the coming 2–3 years which will receive the Group’s full support and plan to shoot and release or online thereafter.

Furthermore, the previously invested theatrical movies like “The Dynasty Warriors” (《真•三國無雙》), “Theory of Ambition” (《風再起時》), “Farewell U” (《再見，少年》) and “A Guide to Daily Fantasy” (《日常幻想指南》) are in post-production or in schedule for release in 2021. “Farewell U” (《再見，少年》), an youth drama film, was presented at the 23rd Shanghai International Film Festival and nominated for the China Movie Channel Media Award for Best Film. Meanwhile, the cumulative number of “Interested” viewers on both Maoyan and Tao Piao Piao reached 200,000. “A Guide to Daily Fantasy” (《日常幻想指南》), a fantasy-comedy film, was scheduled to be released in theaters nationwide on 19 September 2021 during the Mid-Autumn Festival. The film was a hit before it was released, with a cumulative plays of 250 million for the topic on the TikTok platform.

The sharp decrease in theatrical film production in 2020 has brought new opportunities and challenges for internet movies. Throughout the year, the number of movies that have a shared box office of more than RMB10 million has doubled compared to that of 2019. The overall production quality, investment volume and profitability of internet movies are rapidly improving, and the power of top projects and quality projects is obviously increasing, with the internet movies entering a more mature, quality, high-ranking competition track. More traditional film and television companies have also begun to tap into the internet movie industry, and even some of them have regarded internet movies as their main business and are committed to cultivation in the internet movie market for a long run. In terms of platforms, the cooperation model between iQIYI, Youku and Tencent has been upgraded. In addition to the traditional sharing model, a new “Premium Video on Demand” (PVOD) model has been added for leading internet movies, which brings a wider scope for the development of internet movies. With the introduction of incentive policies by platforms, optimization of sharing rules, attraction of professional talents by producers, and the obvious boutique of content, it can be predicted that the total box office volume of internet movies will still have more room for improvement. However, the most serious challenge faced by the internet movie market is no longer fierce competition in content, but follow-suit of popular genre films and overexploitation of homogeneous IP. A large number of products with lower quality content have caused serious internal consumption in the industry and resulted in a scarcity of investors willing to invest in top-tier projects in the market. The innovation of internet movie content will be a major opportunity and challenge in the future. With the rapid development of short-form video market, the Group also cooperated with traditional film and television companies to tap into the short-form video field by investing in the short video drama “Whatever Star You Come From” (《管你來自哪顆星》). The Group has combined the concept of e-commerce to find a new way of business with an “online film and television products + entertainment + sales” pattern with entertainment content oriented, and then secondary realisation. At present, “Whatever Star You Come From” (《管你來自哪顆星》) has been locked on Tencent Video platform, and has obtained the highest rating in short video category on the platform, and will be released soon.

### **Artiste Management**

The Group continuously optimizes the portfolio of artistes. The Group provides customized performance opportunities for the steady development of our new artistes through the film, TV and music projects developed, produced and invested by the Group. On the other hand, the Group developed new sources of advertising income for artistes via various channels such as online marketing and e-commerce.

Affected by the COVID-19 pandemic in 2020, production of film and television projects decreased in the PRC, and the Group's artistes were abroad, which had severely hit the income of the Group's artiste management segment. After the tests of estimated future earnings and cash flow, the Group has made impairment for the exclusive agency rights of artistes. By leveraging in combination with our various business segments on artiste management experience, the Group will endeavor to search for more talented artistes/internet celebrities and create returns and contribution for the Group.

## **Music**

Lajin Music has augmented the copyright of a large number of high quality original music compositions through the past 2-year efforts, covering a variety of mainstream and non-mainstream music in styles of pop, rock, classical, folk, electronic, rap, etc.

The Group has developed a comprehensive music promotion and distribution network and commenced copyright operation in full swing: Lajin Music collaborated with various domestic mainstream music platforms, such as QQ Music, KuGou Music, Kuwo Music, NetEase Cloud Music, Xiami Music as well as TikTok and gradually opened overseas issuance channels. It also established strategic partnerships with nearly 100 radio stations and internet radio channels in China.

During the current period, Lajin Music (拉近音樂) provided support to the Group's film and artiste management businesses with its music creation, and also produced and distributed music products for several movies/TV dramas and artistes. Lajin Music/Huo Miao has become one of the three interrelated industry chains of the Group.

In 2020, Lajin Music initiated a "Searching for Chinese Root Music Program" as a major founder. The project is established based on the cultural foundation of the Chinese nation, blended with the most advanced production technology and media communication methods and the professionalism of the music industry, and plans to establish a copyright database of the most outstanding, best-selling, and symbolic root music signifying the Chinese cultural confidence. In addition, by adopting different media communication methods, the project will be promoted by integrating with music works, local culture, tourism resources and local products. Eventually, with the support of resources from various levels of government, the project will be established into a comprehensive, novel, and commercially closed-loop cultural project.

Lajin Music is also actively exploring a new music variety show to blend idol nurturing and musical bands under a unique program format and concept to direct traffic and flow back to the bands. The rolling candidate pool will produce music copyrights in the show and such integration will recycle the traffic circulations. In this process, stable and effective growth of traffic is guaranteed, which is the main development direction of Lajin Music in the future. Show, band and music copyright are integrated and can also be realized independently, which will eventually be contributing to building a unique “platform” for star creation and music promotion, so as to generate a steady flow of musicians and classic works.

### **New media e-commerce business**

As of January 2021, the number of domestic online video (including short video) users reached 1,040 million, representing a significant increase of 22.35% as compared with 850 million as of March 2020. Early 2020, as affected by the COVID-19 pandemic, citizens’ daily life was greatly affected with few outdoor activities or group gatherings and the users and time length of using online video applications surged significantly. Users on video websites and platforms had an extremely high login rate with daily active followers of 600 million.

Meanwhile, due to the impact of the pandemic in the first half of 2020, almost all catering, tourism and other traditional consumption completely suspended and citizens to stay at home has become a norm. As of February 2021, the number of domestic internet streaming users reached 620 million\*, representing an increase of 10.7% as compared with 560 million as of March 2020. The increase in users boosted shopping and consumption at home and adversely affected the traditional economy. To the contrast, the “Stay-at-Home Economy” derived from live e-commerce boomed. According to the Monthly Operation and Year-end Review Data Monitoring Report of China’s Live e-commerce Industry, the scale of the domestic internet live e-commerce market is expected to increase from RMB961 billion in 2020 to RMB1,201.2 billion in 2021. Analysts believe that the domestic internet live e-commerce market can maintain high growth, but it will raise increasingly higher expectation on the freshness of the models and contents of broadcasting.

Since its establishment, the Group dedicated itself to the deployment of the pan-entertainment industry chain, continuously cultivating high-quality contents, and enhancing the entertainment, fun and branding elements of contents. The Group accurately studies and judges the form and direction of entertaining consumption in future, realizing a two-way empowerment by entertainment contents and the e-commerce industry.

\* Source of data: The 47th China Statistical Report on Internet Development of the China Internet Network Information Center

Leveraging on the pan-entertainment background and resources accumulated by it over years, the Group actively caters to industry trends, enhances the entertainment elements and traffic of contents to enlarge content potential, maximizes the benefits of brands, and creates a new closed-loop content-driven full industry chain model. After different stages of exploration and practice, the Group's new media e-commerce business has the following deployment in the three major categories of "people", "goods" and "venues" in the industry:

### ***I. Traffic Matrix***

A nationwide traffic is formed through corporation with leading hosts, and at the same time over a hundred of self-owned hosts are to be incubated to create a super traffic pool matrix covering 500 million users across the network. It is aimed at establishing the largest online sales channel across the country to help S-level hosts refresh GMV constantly, and building a continuously growing traffic matrix ecology.

### ***II. Content Production***

In the era of the rise of content e-commerce, content will be upgraded for entertainments and interests. The content potential will be amplified to drive growth of brands. The brands are empowered to open up for growth, with the support of five major capabilities, including driving live commerce with content leverage, assetization of traffic numbers, systematic content production, global celebrity acquisition, and efficient matching of celebrity and supply chain.

### ***III. Media Operations***

Brands are empowered by transforming public domain traffic, and marketing efficiency is improved with refined operation links to promote the conversion of e-commerce platforms and create a closed loop of media operations. Relying on the mature media operation model, the sales volume from live streaming and fans of cooperative hosts are simultaneously increased, which can attract new hosts to sign up and join the traffic pool of Lajin, forming a win-win situation.

### ***IV. Port Technology***

Major e-commerce and short video community platforms are opened up through port technology, providing professional platform customer service and logistics services for the Group's self-operated stores on each platforms, achieving one-stop solutions for the performance of consumer goods, warehousing and delivery, and after-sales service.



## **V. Brand Matrix**

A high-quality and in-depth supply chain is to be created, integrating services for more than 100 well-known brands and over 10,000 SKUs and helping hosts reach users from multiple layers, thus realizing collaborative empowerment of people, goods and sites. Self-owned brands are incubated with the super traffic matrix to maximize sales benefits. A sustainable and replicable brand incubation model is to be created with coordination of refined media operations.

### **EVENT AFTER THE REPORTING PERIOD**

There is no significant event occurred subsequently after the balance sheet date.

### **LIQUIDITY AND FINANCIAL RESOURCES**

At 30 June 2021, the Group had total assets of approximately HK\$465,743,000 (31 December 2020: HK\$473,169,000), including cash and cash equivalents of approximately HK\$55,593,000 (31 December 2020: HK\$81,279,000). During the period under review, the Group financed its operation with the proceeds from fund raising activities.

### **CAPITAL STRUCTURE**

As at the date of this announcement, the Company has in issue a total of 4,209,131,046 ordinary shares.

### **GEARING RATIO**

The gearing ratio, expressed as percentage of total liabilities excluding deferred tax liabilities over total equity attributable to owners of the parent, was approximately 19.1% (31 December 2020: 16.8%). The change in gearing ratio was mainly derived from the increase of current liabilities in other payables and accruals from approximately HK\$62,929,000 to HK\$67,391,000 as compared with that in prior year.

### **CHARGE ON THE GROUP'S ASSETS**

At 30 June 2021, the Group did not have any charge on its assets.

### **FOREIGN EXCHANGE RISKS**

Most of the income and expense of the Group are determined in RMB. The Group has not used any foreign currency derivative instruments to hedge its exposure to foreign exchange risk. However, the management monitors closely the exposures and will consider hedging the exposures should the need rise.

## **COMMITMENTS**

At 30 June 2021, the Group had capital commitments of approximately HK\$30,105,000 (31 December 2020: HK\$36,510,000).

## **CONTINGENT LIABILITIES**

At 30 June 2021, the Group had no material contingent liabilities (31 December 2020: Nil).

## **EMPLOYEES**

At 30 June 2021, the Group had 102 employees, including approximately 99 employees in PRC and 3 employees in Hong Kong. Their remuneration, promotion and salary review are assessed based on job responsibilities, work performance, professional experiences and the prevailing industry practices. The employees in Hong Kong joined the mandatory provident fund scheme.

## **SIGNIFICANT INVESTMENT**

Save as disclosed below, the Group did not hold any significant investment during the period ended 30 June 2021.

## **SHARE OPTION SCHEME**

On 10 June 2014, the Company adopted a new share option scheme (“Share Option Scheme”) and terminated the share option scheme adopted by the Company on 6 March 2002. The purpose of the Share Option Scheme is to enable the Company to grant options to the eligible participants (“Participants”) in order to recognise and motivate the contribution of the Participants to the Group. The Share Option Scheme is effective for 10 years and will be expired in June 2024.

As at 30 June 2021, there are no outstanding options.

## **ARRANGEMENT TO PURCHASE SHARES OR DEBENTURES**

Other than the Share Option Scheme and employee award plan, at no time during the six months ended 30 June 2021 was the Company or any of its subsidiaries a party to any arrangements to enable the Directors and chief executive of the Company to acquire benefits by means of the acquisition of shares in, or debentures of, the Company or any other body corporate, and none of the Directors and chief executive of the Company or their spouses or children under the age of 18, had any right to subscribe for the securities of the Company, or had exercised any such rights.

## SUBSTANTIAL SHAREHOLDERS

At 30 June 2021, the register of substantial shareholders maintained by the Company under Section 336 of the SFO showed that the following shareholders had an interest of 5% or more in the issued share capital of the Company:

### Long positions in ordinary shares of HK\$0.01 each of the Company

Name of substantial shareholder	Capacity	Notes	Interest in shares	Approximate percentage of the Company's issued share capital
Jiaxuan Group Company Limited ("Jiaxuan")	Beneficial owner	(i)	1,982,561,725	47.10%
Eagle King Investment Holding Limited	Interest of controlled corporation	(i)	1,982,561,725	47.10%
Mr. Wong Kwong Yu	Interest of controlled corporation	(i)	1,982,561,725	47.10%
Great Majestic Global Holdings Limited	Interest of controlled corporation	(i)	1,982,561,725	47.10%
Mr. Xu Zhong Min	Interest of controlled corporation	(i)	1,982,561,725	47.10%
CITIC Group Corporation	Interest of controlled corporation	(ii)	459,934,954	10.93%
CITIC Limited	Interest of controlled corporation	(ii)	459,934,954	10.93%
Famous Peak Investments Limited	Beneficial owner	(ii)	459,934,954	10.93%
Vision Path Limited	Beneficial owner	(iii)	377,834,655	8.98%
Ms. Yu Nan	Interest of controlled corporation	(iii)	377,834,655	8.98%
First Charm Investments Limited	Beneficial owner	(iv)	311,545,414	7.40%
Mr. Ko Chun Shun, Johnson	Interest of controlled corporation	(iv)	311,545,414	7.40%

#### Notes:

- (i) Jiaxuan is owned as to 55% by Eagle King Investment Holding Limited ("Eagle King") and as to 45% by Great Majestic Global Holdings Limited ("Great Majestic"). Mr. Wong Kwong Yu owns 100% of Eagle King and Mr. Xu Zhong Min owns 100% of Great Majestic.
- (ii) Famous Peak Investments Limited is a wholly-owned subsidiary of CITIC Investment (HK) Limited, being one of the wholly-owned subsidiaries of CITIC Limited. CITIC Group Corporation is the holding company of the CITIC Limited.
- (iii) Ms. Yu Nan owns 100% of Vision Path.
- (iv) Mr. Ko Chun Shun, Johnson owns 100% of First Charm.

Save as disclosed above, at 30 June 2021, the Company has not been notified by any persons (other than the Directors and chief executive of the Company) who had interests or short positions in the shares and underlying shares of the Company which were to be recorded in the register required to be kept under Section 336 of the SFO and/or who were directly or indirectly interested in 5% or more of the issued share capital carrying rights to vote in all circumstances at general meetings of any other member of the Group.

#### **DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES OF THE COMPANY AND ITS ASSOCIATED CORPORATIONS**

None of the Directors and chief executives, nor their associates had any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations as at 30 June 2021.

#### **COMPETING INTEREST**

At 30 June 2021, none of the Directors, the substantial shareholders nor their respective associates had an interest in any business which competes or may compete with the business of the Group.

#### **PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES**

During the six months ended 30 June 2021, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities.

#### **CORPORATE GOVERNANCE PRACTICES**

The corporate governance principles of the Company emphasise a quality Board, sound internal controls, transparency and accountability to all shareholders. By applying rigorous corporate governance practices, the Group believes that its accountability and transparency will be improved thereby instilling confidence to shareholders and the public.

The Company has complied with the code provisions in the Corporate Governance Code (the "CG Code") and Corporate Governance Report as set out in Appendix 15 of the GEM Listing Rules for the six months ended 30 June 2021, with the exception of CG Code Provisions A.2.1 (separation of roles of chairman and chief executives), A.4.1 (specific terms of non-executive Directors) and A.6.7 (non-executive directors attending general meetings).

**a. Chairman and Chief Executive Officer**

Under the CG Code provision A.2.1, the roles of chairman and chief executive officer should be separate and should not be performed by the same individual. As of the date of this announcement, both of the positions of Chairman and Chief Executive Officer of the Company were still left vacant. The Company will continue to look for the appropriate candidate to fill the vacancy as chairman and the chief executive officer.

**b. Terms of non-executive Directors**

Under the CG Code provision A.4.1, all non-executive Directors should be appointed for a specific term, subject to re-election. The term of office for non-executive Directors is subject to retirement from office by rotation and is eligible for re-election in accordance with the provisions of the Company's bye-laws. At each annual general meeting, one-third of the Directors for the time being, (or if their number is not a multiple of three, the number nearest to but not less than one-third) shall retire from office by rotation. As such, the Company considers that such provisions are sufficient to meet the underlying objective of this Code provision.

**c. Non-executive Directors attending general meeting**

Under the Code provision A.6.7 of CG Code, non-executive Directors and independent non-executive Directors should attend general meetings. Certain non-executive Directors and independent non-executive Directors were unable to attend the annual general meeting and special general meeting of the Company due to other business commitments.

**CODE OF CONDUCT REGARDING SECURITIES TRANSACTIONS BY DIRECTORS**

During the six months ended 30 June 2021, the Company has adopted a code of conduct regarding securities transactions by directors on terms no less exacting than the required standard of dealings set out in Rules 5.48 to 5.67 of the GEM Listing Rules. Having made specific enquiries of all Directors, the Company's Directors confirmed they have complied with the required standards of dealings and the code of conduct regarding securities transactions by directors adopted by the Company.

## AUDIT COMMITTEE

The audit committee consists of three members, namely Mr. Lam Cheung Shing Richard (chairman of the audit committee), Mr. Zhou Ya Fei and Mr. Ng Wai Hung, all being non-executive Directors or independent non-executive Directors. The primary duties of the audit committee are to review the Company's annual report and financial statements, quarterly reports and interim report and to provide advice and comment thereon to the Board. The audit committee will also be responsible for reviewing and supervising the financial reporting and internal control procedures of the Group.

The audit committee has reviewed the accounting principles and practices adopted by the Group and discussed internal controls and financial reporting matters with the management team of the Company. The audit committee has reviewed the interim report and results for the six months ended 30 June 2021 before proposing to the Board for approval.

By order of the Board  
**Lajin Entertainment Network Group Limited**  
**Leung Wai Shun Wilson**  
*Company Secretary*

Hong Kong, 13 August 2021

*As at the date of this announcement, the executive director is Ms. Zhai Shan Shan; the non-executive directors are Mr. Zou Xiao Chun and Mr. Zhou Ya Fei and the independent non-executive directors are Mr. Ng Wai Hung, Mr. Lam Cheung Shing Richard and Mr. Wang Ju.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will be published on the GEM website on the "Latest Company Announcement" page for at least 7 days from the date of publication and on the Company's website at [www.irasia.com/listco/hk/lajin/index.htm](http://www.irasia.com/listco/hk/lajin/index.htm).*