柠萌影业

Linmon Media Limited
檸萌影視傳媒有限公司

(An exempted company incorporated in the Cayman Islands with limited liability)

(Stock code: 9857)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2022

The board (the "**Board**") of directors (the "**Directors**") of Linmon Media Limited (the "**Company**") hereby announces the unaudited condensed consolidated interim results of the Company and its subsidiaries (the "**Group**") for the six months ended 30 June 2022, together with the comparative figures for the corresponding period of 2021, as follows:

UNAUDITED INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the six months ended 30 June 2022

	Notes	**2022 (Unaudited) *RMB'000***	2021 (Unaudited) *RMB'000*
REVENUE	*4*	**480,222**	565,410
Cost of sales		**(291,083)**	(266,169)
Gross profit		**189,139**	299,241
Other income and gains		**81,721**	50,525
Selling and distribution expenses		**(52,384)**	(40,935)
Administrative expenses		**(117,929)**	(54,688)
Other expenses		**(397)**	(7,456)
Finance costs		**(2,009)**	(1,451)
Share of profits and losses of associates		**(1,033)**	626
Changes in fair value of convertible redeemable preferred shares		**(138,347)**	(132,456)

UNAUDITED INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME (CONTINUED)

For the six months ended 30 June 2022

	Notes	**2022** **(Unaudited)** ***RMB'000***	2021 (Unaudited) *RMB'000*
(LOSS)/PROFIT BEFORE TAX	*5*	**(41,239)**	113,406
Income tax expense	*6*	**(23,923)**	(29,919)
(LOSS)/PROFIT AND TOTAL COMPREHENSIVE (LOSS)/INCOME FOR THE PERIOD		**(65,162)**	83,487
Attributable to:			
Owners of the parent		**(65,162)**	83,487
(LOSS)/EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT			
Basic (RMB yuan)	*7*	**(0.37)**	0.48
Diluted (RMB yuan)	*7*	**(0.37)**	0.47

UNAUDITED INTERIM CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 June 2022

	Notes	**30 June 2022**	31 December 2021
		(Unaudited)	(Audited)
		RMB'000	*RMB'000*
NON-CURRENT ASSETS			
Property, plant and equipment		**4,529**	5,908
Right-of-use assets		**56,437**	28,893
Other intangible assets		**3,821**	2,759
Investments in associates		**54,057**	55,090
Deferred tax assets		**48,451**	54,281
Financial assets at fair value through profit or loss		**62,382**	58,690
Prepayments, other receivables and other assets		**49,259**	113,665
Trade and notes receivables	*9*	**48,740**	–
Time deposits		**–**	350,000
Total non-current assets		**327,676**	669,286
CURRENT ASSETS			
Inventories		**466,750**	554,213
Trade and notes receivables	*9*	**367,783**	385,582
Prepayments, other receivables and other assets		**201,864**	203,990
Financial assets at fair value through profit or loss		**211,623**	325,124
Time deposits		**350,000**	–
Cash and cash equivalents		**1,192,772**	824,952
Total current assets		**2,790,792**	2,293,861
CURRENT LIABILITIES			
Trade payables	*10*	**19,567**	76,246
Other payables and accruals		**546,530**	466,669
Convertible redeemable preferred shares		**3,414,753**	3,276,406
Lease liabilities		**19,345**	16,941
Tax payable		**2,231**	74,835
Total current liabilities		**4,002,426**	3,911,097

UNAUDITED INTERIM CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION (CONTINUED)
As at 30 June 2022

	30 June 2022	31 December 2021
	(Unaudited)	(Audited)
	RMB'000	*RMB'000*
NET CURRENT LIABILITIES	**(1,211,634)**	(1,617,236)
TOTAL ASSETS LESS CURRENT LIABILITIES	**(883,958)**	(947,950)
NON-CURRENT LIABILITIES		
Other payables and accruals	**450,316**	362,769
Lease liabilities	**35,571**	11,761
Total non-current liabilities	**485,887**	374,530
Net liabilities	**(1,369,845)**	(1,322,480)
EQUITY		
Equity attributable to owners of the parent		
Share capital	**28**	28
Share premium	**23,983**	23,983
Reserves	**(1,393,856)**	(1,346,491)
Total deficits	**(1,369,845)**	(1,322,480)

NOTES TO THE INTERIM CONDENSED CONSOLIDATED FINANCIAL INFORMATION

1. CORPORATE INFORMATION

The interim condensed consolidated financial information for the six months ended 30 June 2022 was approved and authorised by the board of directors on 30 August 2022.

The Company is a limited liability company incorporated in the Cayman Islands on 10 June 2021 and the Company succeeded its listing on the Main Board of The Stock Exchange of Hong Kong Limited on 10 August 2022.

The Company is an investment holding company. The Company's subsidiaries were principally involved in the production, distribution and licensing of broadcasting rights of TV series ("**drama series**").

The registered office address of the Company is Suite #4-210, Governors Square, 23 Lime Tree Bay Avenue, PO Box 32311, Grand Cayman KY1-1209, Cayman Islands.

2. BASIS OF PRESENTATION AND CHANGES IN ACCOUNTING POLICIES AND DISCLOSURES

2.1 Basis of presentation

The unaudited interim condensed financial information for the six months ended 30 June 2022 has been prepared in accordance with Hong Kong Accounting Standard 34 *Interim Financial Reporting*.

The unaudited interim condensed financial information does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's consolidated financial statements ("**Historical Financial Information**") included in the Accountants' Report set forth in Appendix I of the Company's prospectus dated 29 July 2022 (the "**Prospectus**").

The Group had total deficits of approximately RMB1,369,845,000 and recorded net current liabilities of RMB1,211,634,000 as at 30 June 2022, which was primarily due to the convertible redeemable preferred shares of RMB3,414,753,000 being classified as current liabilities. The directors of the Group have given careful consideration to the future liquidity and performance of the Group and its available sources of finance in assessing whether the Group will have sufficient financial resources to continue as a going concern. As at 30 June 2022, the Group has available bank facilities with a total amount of RMB1,992,500,000 which can be utilised in the next twelve months. The founders of the Group have also agreed to provide additional financial support to enable the Group to meet in full its financial obligations as and when they fall due for the foreseeable future. Taking into account these additional financial resources available to the Group and the internally generated funds from operations, the directors believe that the Group has sufficient cash flows in the foreseeable future to enable it to continue its operations and meet its liabilities as and when they fall due. Therefore, the unaudited interim condensed financial information has been prepared on a going concern basis.

2.2 Changes in accounting policies and disclosures

The accounting policies adopted in the preparation of the interim condensed consolidated financial information are consistent with those applied in the preparation of the Group's annual consolidated financial statements for the year ended 31 December 2021, except for the adoption of the following revised Hong Kong Financial Reporting Standards ("**HKFRSs**") for the first time for the current period's financial information.

Amendments to HKFRS 3	*Reference to the Conceptual Framework*
Amendments to HKFRS 16	*Covid-19-Related Rent Concessions beyond 30 June 2021*
Amendments to HKAS 16	*Property, Plant and Equipment: Proceeds before Intended Use*
Amendments to HKAS 37	*Onerous Contracts – Cost of Fulfilling a Contract*
Annual Improvements to HKFRS 2018-2020	Amendments to HKFRS 1, HKFRS 9, Illustrative Examples accompanying HKFRS 16, and HKAS 41

The nature and impact of the revised HKFRSs are described below:

(a) Amendments to HKFRS 3 replace a reference to the previous Framework for the *Preparation and Presentation of Financial Statements* with a reference to the *Conceptual Framework for Financial Reporting* issued in March 2018 without significantly changing its requirements. The amendments also add to HKFRS 3 an exception to its recognition principle for an entity to refer to the Conceptual Framework to determine what constitutes an asset or a liability. The exception specifies that, for liabilities and contingent liabilities that would be within the scope of HKAS 37 or HK(IFRIC)-Int 21 if they were incurred separately rather than assumed in a business combination, an entity applying HKFRS 3 should refer to HKAS 37 or HK(IFRIC)-Int 21 respectively instead of the Conceptual Framework. Furthermore, the amendments clarify that contingent assets do not qualify for recognition at the acquisition date. The Group has applied the amendments prospectively to business combinations that occurred on or after 1 January 2022. As there were no contingent assets, liabilities and contingent liabilities within the scope of the amendments arising in the business combination that occurred during the period, the amendments did not have any impact on the financial position and performance of the Group.

(b) Amendments to HKAS 16 prohibit an entity from deducting from the cost of an item of property, plant and equipment any proceeds from selling items produced while bringing that asset to the location and condition necessary for it to be capable of operating in the manner intended by management. Instead, an entity recognises the proceeds from selling any such items, and the cost of those items, in profit or loss. The Group has applied the amendments retrospectively to items of property, plant and equipment made available for use on or after 1 January 2021. Since there was no sale of items produced while making property, plant and equipment available for use on or after 1 January 2021, the amendments did not have any impact on the financial position or performance of the Group.

(c) Amendments to HKAS 37 clarify that for the purpose of assessing whether a contract is onerous under HKAS 37, the cost of fulfilling the contract comprises the costs that relate directly to the contract. Costs that relate directly to a contract include both the incremental costs of fulfilling that contract (e.g., direct labour and materials) and an allocation of other costs that relate directly to fulfilling that contract (e.g., an allocation of the depreciation charge for an item of property, plant and equipment used in fulfilling the contract as well as contract management and supervision costs). General and administrative costs do not relate directly to a contract and are excluded unless they are explicitly chargeable to the counterparty under the contract. The Group has applied the amendments prospectively to contracts for which it has not yet fulfilled all its obligations at 1 January 2022 and no onerous contracts were identified. Therefore, the amendments did not have any impact on the financial position or performance of the Group.

(d) *Annual Improvements to HKFRS Standards 2018-2020* sets out amendments to HKFRS 1, HKFRS 9, Illustrative Examples accompanying HKFRS 16, and HKAS 41. Details of the amendments that are applicable to the Group are as follows:

- HKFRS 9 *Financial Instruments*: clarifies the fees that an entity includes when assessing whether the terms of a new or modified financial liability are substantially different from the terms of the original financial liability. These fees include only those paid or received between the borrower and the lender, including fees paid or received by either the borrower or lender on the other's behalf. The Group has applied the amendment prospectively to financial liabilities that are modified or exchanged on or after 1 January 2022. As there was no modification of the Group's financial liabilities during the period, the amendment did not have any impact on the financial position or performance of the Group.

- HKFRS 16 *Leases*: removes the illustration of payments from the lessor relating to leasehold improvements in Illustrative Example 13 accompanying HKFRS 16. This removes potential confusion regarding the treatment of lease incentives when applying HKFRS 16.

3. OPERATING SEGMENT INFORMATION

For management purposes, the Group is not organised into business units based on their products and only has one reportable operating segment. Management monitors the operating results of the Group's operating segment as a whole for the purpose of making decisions about resource allocation and performance assessment.

Geographical information

During the reporting period, the Group's operations were mainly within one geographical segment because most of the Group's revenue was generated from customers located in Mainland China. All of the non-current assets of the Group were located in Mainland China.

Information about major customers

Revenue from each major customer which accounted for 10% or more of the Group's revenue during the reporting period is set out below:

	For the six months ended 30 June	
	2022	2021
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
Customer A	**196,604**	282,040
Customer B	**81,340**	N/A*
Customer C	**65,523**	N/A*
Customer D	**N/A***	75,283
Customer E	**N/A***	57,777

* The corresponding revenue of the customer is not disclosed as the revenue individually did not account for 10% or more of the Group's revenue during the reporting period.

4. REVENUE

An analysis of revenue is as follows:

	For the six months ended 30 June	
	2022	2021
	(Unaudited)	(Unaudited)
	RMB'000	*RMB'000*
Revenue from contracts with customers	**480,222**	517,884
Revenue from other sources		
Net licensing fee received from investments in drama series under co-financing arrangements	**–**	47,526
	480,222	565,410

Revenue from contracts with customers

(i) Disaggregated revenue information

	For the six months ended 30 June	
	2022	2021
	(Unaudited)	(Unaudited)
	RMB'000	*RMB'000*
Types of goods or services		
Licensing of broadcasting rights of original drama series	**463,339**	432,671
Content marketing	**15,893**	53,887
Others*	**990**	31,326
Total revenue from contracts with customers	**480,222**	517,884

* Others mainly consist of production of made-to-order drama series, licensing of drama elements and production and release of short videos.

Geographical markets

The Group's revenue was mainly generated from customers located in Mainland China during the reporting period.

	For the six months ended 30 June	
	2022	2021
	(Unaudited)	(Unaudited)
	RMB'000	*RMB'000*
Timing of revenue recognition		
Goods transferred at a point in time	**469,170**	510,412
Services transferred over time	**4,858**	–
Services transferred at a point in time	**6,194**	7,472
Total revenue from contracts with customers	**480,222**	517,884

5. (LOSS)/PROFIT BEFORE TAX

The Group's (loss)/profit before tax is arrived at after charging/(crediting):

	For the six months ended 30 June	
	2022	2021
	(Unaudited)	(Unaudited)
	RMB'000	*RMB'000*
Cost of inventories sold*	**289,501**	260,079
Listing expense	**23,116**	6,123
Government grants	**(22,178)**	(24,344)
Foreign exchange (gains)/losses, net	**(37,527)**	293
Fair value loss on convertible redeemable preferred shares	**138,347**	132,456

* The cost of inventories sold includes nil and RMB221,000 relating to equity-settled share award expenses during the six months ended 30 June 2021 and 2022, respectively.

6. INCOME TAX

The Group is subject to income tax on an entity basis on profits arising in or derived from the jurisdictions in which members of the Group are domiciled and operate.

Pursuant to the rules and regulations of the Cayman Islands and the British Virgin Islands, the Company and its subsidiaries are not subject to any income tax in the Cayman Islands and the British Virgin Islands.

The statutory tax rate for the subsidiary in Hong Kong is 16.5%. No Hong Kong profits tax on this subsidiary has been provided as there was no assessable profit arising in Hong Kong during the reporting period.

The provision for PRC corporate income tax is based on the statutory rate of 25% of the assessable profits of certain PRC subsidiaries of the Group as determined in accordance with the PRC Corporate Income Tax Law which was approved and became effective on 1 January 2008.

As stipulated in Cai Shui [2011] No. 112, enterprises newly established in Xinjiang Kashgar/Horgos special economic areas during the periods from 2010 to 2020 can enjoy Corporate Income Tax ("**CIT**") exemption for five years starting from the year under which the first revenue is generated. Horgos Linmon Film and Television Media Co., Ltd ("**Horgos Linmon**") and Horgos Linmon Black Tea Film and Television Media Co., Ltd ("**Horgos Linmon Black Tea**") enjoyed the benefit under the Notice of the Ministry of Finance and the State Administration of Taxation on Income Tax Incentives for Newly-established Enterprises in Poverty Areas of Xinjiang (《新疆困難地區重點鼓勵發展產業企業所得稅優惠目錄》). According to the Preferential Filing Record of CIT (《企業所得稅優惠事項備案表》), Horgos Linmon has obtained the approval from the State Administration of Taxation for the entitlement of CIT exemption from 26 July 2016 to 31 December 2020 and local bureau's CIT exemption for the next five years from 1 January 2021. Horgos Linmon Black Tea has registered with the State Administration of Taxation for entitlement of CIT exemption from 16 October 2017 to 31 December 2021 for the grant of CIT exemption from local bureau for the next five years from 1 January 2022.

During the six months ended 30 June 2022, Zhejiang Dongyang Linmon Yuexin Film and Television Media Co., Ltd ("**Dongyang Linmon Yuexi**n") was entitled to a preferential income tax rate of 20% for small and micro enterprises with the first RMB1.0 million of annual taxable income eligible for a 75% reduction and the income between RMB1.0 million and RMB3.0 million eligible for a 50% reduction.

(a) The major components of the income tax expense of the Group during the reporting period are analysed as follows:

	For the six months ended 30 June	
	2022	2021
	(Unaudited)	(Unaudited)
	RMB'000	*RMB'000*
Current – Mainland China		
Charge for the period	**18,094**	66,585
Deferred tax	**5,829**	(36,666)
Total tax charge for the period	**23,923**	29,919

7. (LOSS)/EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT

The calculation of the basic (loss)/earnings per share amounts is based on the (loss)/earnings attributable to ordinary equity holders of the parent, and the weighted average number of ordinary shares of 175,223,849 (for the six months ended 30 June 2021: 175,223,849) in issue during the period, as adjusted to reflect the rights issue during the period. The calculation of the diluted (loss)/earnings per share amounts is based on the (loss)/earnings for the period attributable to ordinary equity holders of the parent, adjusted to reflect fair value changes of convertible and redeemable preferred shares. The weighted average number of ordinary shares used in the calculation is the number of ordinary shares in issue during the period, as used in the basic (loss)/earnings per share calculation, and the weighted average number of ordinary shares assumed to have been issued at no consideration on the deemed exercise or conversion of all dilutive potential ordinary shares into ordinary shares.

The calculations of basic and diluted (loss)/earnings per share are based on:

(Loss)/earnings	**For the six months ended 30 June 2022** *RMB'000*	For the six months ended 30 June 2021 *RMB'000*
(Loss)/profit attributable to ordinary equity holders of the parent, used in the basic (loss)/earnings per share calculation	**(65,162)**	83,487
Adjustment:		
Fair value changes of convertible and redeemable preferred shares	**138,347**	132,456
Profit attributable to ordinary equity holders of the parent before fair value changes of convertible and redeemable preferred shares	**73,185**	215,943

	Number of shares	
Shares	**For the six months ended 30 June 2022**	For the six months ended 30 June 2021
Weighted average number of ordinary shares in issue used in the basic (loss)/earnings per share calculation	**175,223,849**	175,223,849
Effect of dilution – weighted average number of ordinary shares:		
Share options*	**13,901,847**	3,191,993
Convertible and redeemable preferred shares*	**170,095,680**	170,095,680

* No adjustment has been made to the basic loss per share amounts presented for the six months ended 30 June 2022 in respect of a dilution as the impact of the outstanding share options and preferred shares had an anti-dilutive effect on the basic loss per share amounts presented. During the six months ended 30 June 2021, the convertible and redeemable preferred shares had an anti-dilutive effect on the basic earnings per share and were ignored in the calculation of diluted earnings per share.

8. DIVIDEND

No interim dividend has been paid or declared by the Company for the six months ended 30 June 2022 (six months ended 30 June 2021: Nil).

9. TRADE AND NOTES RECEIVABLES

	30 June 2022 (Unaudited) ***RMB'000***	31 December 2021 (Audited) *RMB'000*
Trade receivables	**451,531**	395,050
Notes receivable	**3,000**	28,000
	454,531	423,050
Impairment	**(38,008)**	(37,468)
	416,523	385,582
Analysed into:		
Current portion	**367,783**	385,582
Non-current portion	**48,740**	–

An ageing analysis of the trade receivables as at the end of the reporting period, based on the transaction dates and net of loss allowance, is as follows:

	30 June 2022 (Unaudited) ***RMB'000***	31 December 2021 (Audited) *RMB'000*
Within 3 months	**7,692**	284,370
3 to 6 months	**230,941**	–
6 to 12 months	**124,612**	37,496
1 to 2 years	**20,115**	5,325
2 to 3 years	**30,163**	30,391
	413,523	357,582

10. TRADE PAYABLES

	30 June 2022 (Unaudited) ***RMB'000***	31 December 2021 (Audited) *RMB'000*
Trade payables	**19,567**	76,246

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

	30 June 2022 (Unaudited) ***RMB'000***	31 December 2021 (Audited) *RMB'000*
Within 3 months	**13,234**	74,156
3 to 6 months	**3,125**	586
6 to 12 months	**2,820**	1,504
1 to 2 years	**388**	–
	19,567	76,246

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS REVIEW

In the first half of 2022, the Group adhered to the mission and vision of "shaping content by people, and shaping people with content", and consistently implemented the development strategy of "connecting with new audience through super content". It consolidated its main businesses of producing long-form drama series for the public and leading short-form drama series for target audience, accelerated the development of overseas business and explored novel content marketing, short video content, IP derivative licensing and other businesses. The revenue recognition of drama series industry is subject to strong seasonal factors. Due to the impact of project production and broadcasting arrangement and availability during the reporting period, results for the first half of 2022 fluctuated to a certain degree as compared with the same period of last year, and with the gradual delivery and broadcast of drama series in the third quarter, it is currently expected to have stable revenue contribution.

Continuously creating high-quality and premium original drama series

In the first half of 2022, the Group focused on the development of premium drama series, and made every effort to create drama series with the main theme showing the trend of the times. The Group focused on the series-based development of drama series, and produced and distributed high-quality and premium original drama series, namely "Beyond" (超越) and "Under the Skin" (獵罪圖鑑), which were highly recognized by the market. In the first half of 2022, revenue contributed by the Group's broadcasting of original drama series amounted to RMB460 million, representing a year-on-year increase of 7.1%, accounting for 96.5% of the total revenue.

- Original drama series "Beyond" (超越): a key guiding project of National Radio and Television Administration, which was selected as a key project of TV series themed "Our New Era". As a drama series with the theme of the Winter Olympics, it was a prime-time TV drama premiered on CCTV-1 at the beginning of this year, which was broadcast in conjunction with the Winter Olympics. The highest viewership rate of a single episode reached 3.52%, covering over 200 million viewers, and it was broadcast on Tencent Video, iQIYI and Youku at the same time.

- Original drama series "Under the Skin" (獵罪圖鑑): as a blockbuster drama series of suspense genre, it was broadcast on iQIYI and Tencent Video, and ranked first in terms of accumulated effective view counts per episode every 30 days.

In August 2022, the Company launched a new original drama series "Nobody Knows" (膽小鬼) and a female empowerment themed sequal "Twenty Your Life On II" (二十不惑2), which also achieved great broadcast effects. Projects that are under filming include "Nothing But You" (愛情而已), "Utter Innocence" (赤子之心) and "A Journey Love" (一念關山).

- Original drama series "Nobody Knows" (膽小鬼): as an innovative work of youth and suspense genre, it is a word-of-mouth drama among the domestic suspense drama of the year, with a current rating of 7.6 in Douban.com, a well-known video sharing and review platform.

- Original drama series "Twenty Your Life On II" (二十不惑2): as a female empowerment themed sequal of the Company, it has been highly recognized by the market immediately after its launch of broadcast, and ranked first in six websites (the top six mainstream viewership researchers, namely CSM National Network (CSM全國網), CSM Metropolitan Area Network (CSM城域網), CSM64 City (CSM64城), Huan.tv (歡網), Kuyun (酷雲) and Nielsen (尼爾森)) in terms of viewership for the same time slot among provincial satellite TV channels on the first day of its launch of broadcast.

"Beyond" (超越)

"Under the Skin" (獵罪圖鑑)

"Nobody Knows" (膽小鬼)

"Twenty Your Life On II"
(二十不惑2)

Upgrading content marketing system

Affected by the genre factors of the drama series broadcast, the Group's content marketing segment recorded a year-on-year decrease in revenue in the first half of 2022. Faced with these challenges, the Company proactively explored new changes, expanded the business scope of product placement, and upgraded the marketing plan to a full-chain marketing, mainly covering three business segments, namely IP placement, IP long-tail marketing and IP interest-based e-commerce.

- In terms of IP placement, the Company deepened the placement of IP consumption scenarios and proactively expanded the placement cooperation for its own drama series and external drama series. To date, the Company has carried out the placement cooperation for 4 external drama series;

- In terms of IP long-tail marketing, with IP as its core element, the Company provided brand owners with full-chain integrated marketing services surrounding drama series, which covered content production, media planning and distribution, marketing channel integration, etc. For example, during the year, the Company created a series of marketing plans, the "202 Summer Girls' Day (202夏日女生節)", for the drama series "Twenty Your Life On II" (二十不惑2), and cooperated with Fresh Hema (盒馬鮮生), Wenheyou (文和友), The Beast (野獸派) and other brands in creating exclusive shopping festivals and fashion activities as well as launching co-branded products;

- In terms of IP interest-based e-commerce, based on the new e-commerce portfolio of IP resources, the Company provided brand customers with sales growth services that combine product quality and effectiveness, including the provision of distribution and agency operation services for brand owners and the cultivation of e-commerce self-operated accounts.

Accelerating the expansion of overseas businesses

In the first half of 2022, the Group actively seized the opportunities in the overseas market, vigorously expanded overseas business and adhered to IP-based and series-based operation by establishing close cooperation with international mainstream media platforms including Disney+, HBO Max, Netflix and Viu, which effectively expanded its IP influence overseas:

- During the period, the Group accelerated the overseas distributions of drama series. As of the date of this announcement, "Twenty Your Life On" (二十不惑) series was smoothly launched on both Netflix and Viu platforms, and it was the first domestic TV series that both the first season and the sequel were purchased by Netflix and launched as a collection. "Nobody Knows" (膽小鬼) was broadcasting on Now TV, a first-tier premium channel, and "Beyond" (超越), "Under the Skin" (獵罪圖鑑) and other drama series were also broadcast in South Korea, Vietnam, Singapore, etc.

- The Company's own channel on Youtube has also been renovated and will be launched in the near future, which can provide stable support as an overseas broadcast and publicity platform in the future.

- The Company actively participated in publicity activities organized by the National Radio and Television Administration. "A Little Dilemma" (小舍得) was included in Chinese Contemporary Works Translation Project (中國當代作品翻譯工程), and "Beyond" (超越) debuted at global broadcast event.

- The Company was also accelerating the localized development of original drama series overseas by way of licensing the IP remake rights, trying and leading localized production and distribution.

The overseas distribution prices of the Company's existing drama series are 3 times of those in previous years, and the Company's revenue for the first half of 2022 from overseas businesses surpassed the revenue throughout last year.

Successfully creating blockbuster short video content

In the first half of 2022, the Group actively explored short video content business, enhanced cooperation with short video platforms to keep on iterating and upgrading its capacity in content production, and developed effective integration with Linmon's IPs. The short video content business achieved breakthrough from 0 to 1 to a blockbuster single episode. As of the date of this announcement, the Group has completed the filming of 3 short series and launched 1 of them. In particular, the short series "Starting from the Divorce" (從離婚開始) that has been launched on Douyin platform achieved over 150 million views for a single episode broadcasting.

ABUNDANT AND DIVERSE IP RESERVE

The Group currently has a diverse and abundant IP content reserve spanning a series of genres such as contemporary topics, modern romance, costume and realistic suspense, which are expected to provide strong content support for the production of the Company's subsequent quality drama series.

Additionally, leveraging its IP rights of quality drama series, the Group can monetize the IPs multiple times throughout their life cycles by means of the creation of collections, adaptations, remakes, re-run licensing, overseas distribution and derivative licensing. It also attracts return audiences, maintains excellent word-of-mouth reputation of its drama series, and improves the audience's recognition and loyalty to the Company's brand by making collections and sequels based on the same characters or the same themes.

OUTLOOK

Looking forward, premium original drama series and their IPs will remain the core and the engine of growth of the Company's business. The Company will keep deeply rooted in the creation of premium original drama series, further expand IP reserve and consolidate its leading position in the market. It will keep on enhancing its IP operating and management capacity, seek for more types of IP operations and endeavor to the creation of collections of original drama series to build the "Linmon Universe" brand; effectively seize opportunities in the international market and accelerate the expansion of international businesses; and build a more diversified income structure to enhance revenue contribution in areas such as content marketing, short video business and IP derivative licensing based on revenue generated from broadcasting of original drama series.

IMPACT OF COVID-19

The Company actively fulfilled the requirements for epidemic prevention and control. In terms of office epidemic prevention and control, the Company actively cooperated by circulating the latest epidemic prevention policies to employees, requiring them to wear surgical masks and disinfecting the office (especially areas with high human contacts) frequently, monitoring and tracking the epidemic status in real time, updating work from home policy when necessary and arranging flexible working hours. During the period, the Company arranged employees in Shanghai to work from home between 14 March 2022 and 6 June 2022 and employees in Beijing to work from home between 5 May 2022 and 30 May 2022.

In terms of drama series production, the Company effectively responded to the epidemic through flexible adjustment to its production plans of drama series and acceleration of the business process that was relatively less affected by the epidemic, such as script development and pre-production. For filming sessions affected by the epidemic, the Company formulated an emergency plan, including changing cities for filming and changing from location shooting to studio shooting. Additionally, the Company required its employees and third-party service providers to wear surgical masks at the filming site and maintain personal and studio hygiene, and fulfilled local nucleic acid testing and quarantine policies in all aspects.

Affected by the epidemic during the period, the Company implemented the response plan on epidemic prevention and control, and adjusted the shooting location of a drama series from Shanghai to Shenzhen. Such adjustment was made before an agreement was signed with the relevant production service provider, without relevant costs or expected cost of termination, and the corresponding demand for production service was transferred to a local supplier in Shenzhen at the same or better price, which is not expected to have additional production costs. Due to the epidemic, the shooting location of another drama series was changed from Shanghai to Qingdao, and its start-shooting and estimated date for broadcasting were also affected to a certain extent, which also incurred certain related costs such as set decoration and studio rental.

Although the epidemic has impacted the Company's business to a certain extent, the impact is relatively controllable. The Company expects such drama series will be delivered before the delivery date as agreed with its customers, and will not have a material adverse impact on its business operations and financial performance.

FINANCIAL ANALYSIS

Revenue

Unit: RMB million

Types of business	For the six months ended 30 June 2021	2022	Change	Change%
Revenue from broadcasting rights of original drama series	432.7	**463.3**	30.6	7.1%
Revenue from content marketing	53.9	**15.9**	(38.0)	(70.5%)
Revenue from other businesses	78.8	**1.0**	(77.8)	(98.7%)
Total	565.4	**480.2**	(85.2)	(15.1%)

The Group's revenue decreased by 15.1% from RMB565.4 million for the six months ended 30 June 2021 to RMB480.2 million for the six months ended 30 June 2022, primarily due to the decrease in revenue generated from content marketing and other businesses.

Revenue from Broadcasting Rights of Original Drama Series

The Group's revenue generated from licensing of broadcasting rights of original drama series increased by 7.1% from RMB432.7 million for the six months ended 30 June 2021 to RMB463.3 million for the six months ended 30 June 2022. The revenue for the first half of this year was mainly from two original drama series, "Beyond" (超越) and "Under the Skin" (獵罪圖鑑). Accordingly, the Group recognized the corresponding production costs of these two original drama series during the same period.

Revenue from Content Marketing

Revenue generated from content marketing decreased by 70.5% from RMB53.9 million for the six months ended 30 June 2021 to RMB15.9 million for the six months ended 30 June 2022, mainly due to the decrease in revenue from content marketing over the corresponding period of last year as affected by the genre and other factors of the two original drama series broadcast this year.

Revenue from Other Businesses

Revenue from other businesses decreased by 98.7% from RMB78.8 million for the six months ended 30 June 2021 to RMB1.0 million for the six months ended 30 June 2022, mainly due to the revenue recognized for the Group's capital contributions in "Hand in Hand" (陪你一起長大) in the first half of 2021 as a non-executive producer and the production revenue from the delivery of "Ancient Love Poetry" (千古玦塵) project in 2021. The revenue from such business was an incidental revenue of the Company.

Cost of Sales

The Group's cost of sales increased by 9.4% from RMB266.2 million for the six months ended 30 June 2021 to RMB291.1 million for the six months ended 30 June 2022, which was mainly in relation to the drama series broadcast in the relevant period.

Gross Profit and Gross Profit Margin

Gross Profit

Unit: RMB million

	For the six months ended 30 June			
Types of business	2021	**2022**	Change	Change%
Broadcasting rights of original drama series	191.6	**181.2**	(10.4)	(5.4%)
Content marketing	31.0	**7.8**	(23.2)	(74.8%)
Others	76.6	**0.1**	(76.5)	(99.9%)
Total	299.2	**189.1**	(110.1)	(36.8%)

Gross Profit Margin

	For the six months ended 30 June		
Types of business	2021	**2022**	Change%
Broadcasting rights of original drama series	44.3%	**39.1%**	(5.2%)
Content marketing	57.5%	**49.1%**	(8.4%)
Others	97.2%	**10.0%**	(87.2%)
Total	52.9%	**39.4%**	(13.5%)

As a result of the foregoing, the Group's gross profit decreased by 36.8% from RMB299.2 million for the six months ended 30 June 2021 to RMB189.1 million for the six months ended 30 June 2022. The Group's gross profit margin decreased from 52.9% for the six months ended 30 June 2021 to 39.4% for the six months ended 30 June 2022, primarily due to the following reasons: (i) the gross profit and gross profit margin of the business in relation to broadcasting rights of original drama series decreased slightly for the six months ended 30 June 2022, mainly because "Under the Skin" (獵罪圖鑑), which is a web drama series (純網劇), has no revenue from TV channels distribution and therefore has a lower average gross profit and gross profit margin as compared to the drama series broadcast on both TV channels and online platforms in the same period last year. Please refer to the prospectus for the global offering of the Company for the revenue generated from drama series broadcast in the three months ended 31 March 2022; (ii) the gross profit from content marketing decreased, which was resulted from the decrease in revenue from content marketing over the same period last year due to the genre and other factors of the two original drama series broadcast during the six months ended 30 June 2022, and the decline in costs was slightly lower than the decline in revenue, resulting in a slight decline in gross profit margin compared to the same period last year. Please refer to the prospectus for the global offering of the Company for the content marketing revenue generated from drama series broadcast in the three months ended 31 March 2022; and (iii) the Group invested in "Hand in Hand" (陪你一起長大) in 2021 as a non-executive producer and charged licensing fees in proportion to the Group's investment, and the Group charged the production of the "Ancient Love Poetry" (千古玦塵) project, the revenues of both were recognized on a net basis, representing a relatively higher gross profit margin for the six months ended 30 June 2021.

Gross Profit Margin

Types of business	Second half of 2021	**First half of 2022**	HoH change %
Broadcasting rights of original drama series	36.8%	**39.1%**	2.3%
Content marketing	56.2%	**49.1%**	(7.1%)
Others	8.9%	**10.0%**	(1.1%)
Total	38.0%	**39.4%**	1.4%

The Group's gross profit margin increased from 38.0% for the second half of 2021 to 39.4% for the six months ended 30 June 2022, of which the gross profit margin for the broadcasting rights of original drama series for the six months ended 30 June 2022 increased to 39.1% from 36.8% for the second half of 2021.

Other Income and Gains

The Group's other income and gains increased by 61.8% from RMB50.5 million for the six months ended 30 June 2021 to RMB81.7 million for the six months ended 30 June 2022, primarily due to foreign exchange gain of RMB37.5 million recognized by foreign exchange rate changes as of 30 June 2022.

Selling and Distribution Expenses

The Group's selling and distribution expenses increased by 28.1% from RMB40.9 million for the six months ended 30 June 2021 to RMB52.4 million for the six months ended 30 June 2022, primarily due to (i) the increase in marketing expenses for the Group's two original drama series broadcast in the six months ended 30 June 2022, while only one original drama series was under first-run broadcasting in the same period in 2021; (ii) the increase in staff cost and welfare of the Group's sales staff, which was driven by an increase in the number and average salary level of the Group's sales staff; and (iii) the increase in corresponding expenses for additionally granted employee share incentive plans in the second half of 2021.

Administrative Expenses

The Group's administrative expenses increased by 115.5% from RMB54.7 million for the six months ended 30 June 2021 to RMB117.9 million for the six months ended 30 June 2022, primarily due to (i) the increase in staff cost and welfare of the Group's administrative staff, which was driven by an increase in the number and average salary level of the Group's administrative staff; (ii) the increase in corresponding expenses for additionally granted employee share incentive plans in the second half of 2021; and (iii) the listing expenses incurred in relation to the global offering.

Other Expenses

The Group's other expenses decreased by 94.7% from RMB7.5 million for the six months ended 30 June 2021 to RMB0.4 million for the six months ended 30 June 2022. The decrease in other expenses was mainly because the change in fair value of financial liabilities of co-production amounted to RMB6.82 million for the first half of 2021, while in the first half of 2022, with the gradual settlement of the income and expense sharing of co-production drama series, and there was no advance payment for co-production projects with exclusive copyright at the end of the period. As a result, the change in fair value of such segment decreased significantly.

Finance Costs

The Group's finance costs remained relatively stable at RMB1.5 million for the six months ended 30 June 2021 and RMB2.0 million for the six months ended 30 June 2022, which were mainly interest expenses arising from bill discounting.

Share of Profits and Losses of Associates

The Group recognized share of profits of associates of RMB0.6 million for the six months ended 30 June 2021 and share of losses of associates of RMB1.0 million for the six months ended 30 June 2022, which were primarily related to the Group's investment in Beijing Ark Reading Technology Co., Ltd. (北京方舟閱讀科技有限公司) and Shanghai Senmeijie Culture Media Co., Ltd. (上海森美介文化傳媒有限公司).

Income Tax Expense

The Group recognized income tax expense of RMB29.9 million for the six months ended 30 June 2021 and income tax expense of RMB23.9 million for the six months ended 30 June 2022. Such year-on-year decrease was primarily due to a decrease in its taxable income for the six months ended 30 June 2022 as compared to that for the same period of 2021. The Group's income tax rate fluctuated from 26.4% for the six months ended 30 June 2021 to negative 58.0% for the six months ended 30 June 2022, primarily because the Company, being a Cayman Islands company that applied a zero tax rate, was in the state of loss for the six months ended 30 June 2021, and the effective tax rate after excluding the impact of preferred shares on the loss for the current period was 24.6%.

Profit/(Loss) for the Period

As a result of the foregoing, the Group's net profit decreased from RMB83.5 million for the six months ended 30 June 2021 to net loss of RMB65.2 million for the six months ended 30 June 2022.

Adjusted Net Profit

To supplement the Group's consolidated financial statements, which are presented in accordance with Hong Kong Financial Reporting Standards ("**HKFRSs**"), the Group also uses adjusted net profit as an additional financial measure, which is not required by, or presented in accordance with, HKFRSs. The Group believes this non-HKFRSs measure facilitates comparisons of operating performance from period to period and company to company by eliminating potential impacts of certain items.

Unit: RMB million

	For the six months ended 30 June	
	2021	**2022**
Profit/(loss) for the period	83.5	**(65.2)**
Add:		
Share-based payments	0.3	**11.5**
Listing expenses	5.5	**20.6**
Changes in fair value of convertible redeemable preferred shares	99.3	**138.3**
Adjusted net profit	188.6	**105.2**
Earnings per share - basis (RMB yuan)	1.08	**0.60**

As a result of the foregoing, the Group's adjusted net profit decreased by 44.2% from RMB188.6 million for the six months ended 30 June 2021 to RMB105.2 million for the six months ended 30 June 2022, mainly due to (i) the decrease in revenue from other businesses under business revenue; and (ii) the increase in staff cost and welfare of the Group's administrative and sales staff, which was driven by an increase in the number and average salary level of the Group's administrative and sales staff for the six months ended 30 June 2022.

The Group's basic earnings per share corresponding to the adjusted net profit decreased by 44.4% from RMB1.08 for the six months ended 30 June 2021 to basic earnings per share of RMB0.60 for the six months ended 30 June 2022.

Trade and Notes Receivables

The Group's trade and notes receivables increased by 8% from RMB385.6 million as of 31 December 2021 to RMB416.5 million as of 30 June 2022, primarily because relevant payments for the two original drama series broadcast in the period have not been fully recovered during the six months ended 30 June 2022.

Trade Payables

The Group's trade payables decreased by 74.3% from RMB76.2 million as of 31 December 2021 to RMB19.6 million as of 30 June 2022, primarily due to the settlement of trade payables.

Liquidity, Financial and Capital Resources

As at 30 June 2022, the Group had current assets of approximately RMB2,790.8 million, compared to approximately RMB2,293.9 million as at 31 December 2021. The Group's current ratio increased slightly from 0.6 as at 31 December 2021 to approximately 0.7 as at 30 June 2022. The increase in net current assets was mainly due to the additional accounts receivable for the two original drama series broadcast as of 30 June 2022, the settlement of tax payables and payables under current liabilities as of 30 June 2022, and the conversion of the booked time deposit into current assets as of 30 June 2022 as it was less than 1 year away from the maturity date.

Gearing Ratio

As at 30 June 2022, the Group's gearing ratio (calculated by dividing total borrowings by total equity) decreased to 143.9% from 144.6% as at 31 December 2021. Such decrease was mainly due to the increase in total assets owing to the additional accounts receivable for the two original drama series broadcast as of 30 June 2022.

Foreign Exchange and Exchange Rate Risk

The Group's operations are mainly carried out in China, so the Group's foreign exchange risk exposure arises from changes in bank foreign exchange balances and exchange rates of other currencies involved in relevant businesses. The Group seeks to limit its exposure to foreign exchange risk by minimizing net foreign exchange. As at 30 June 2022, the Group did not engage in any hedging transactions for foreign exchange risk. The Directors do not expect that fluctuations in the exchange rate of Renminbi will have a material adverse impact on the Group's operations.

Significant Investments Held

There was no material change in the significant investments held by the Group during the six months ended 30 June 2022.

Contingent Liabilities

The Group had no additional contingent liabilities as at the date of this announcement as compared to 31 December 2021.

Future Plans for Significant Investments or Capital Assets

The Group had no future plans for other significant investments or capital assets as at the date of this announcement.

Hedging Activity

As at 30 June 2022, the Group did not employ any financial instruments for hedging purpose and did not enter into any hedging transactions for foreign exchange risk or interest rate risk.

Subsequent Events after the Reporting Period

On 10 August 2022, the Company was listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and completed the initial public offering and global offering of 15,139,300 ordinary shares at the offer price of HK$27.75 per share.

Upon completion of the initial public offering, each issued preferred share was converted into ordinary share. As a result, the financial liabilities for preferred shares were derecognised and recorded as share capital and share premium.

USE OF PROCEEDS FROM LISTING

The Company was listed on the Main Board of the Stock Exchange on 10 August 2022 (the "**Listing Date**") with the issuance of 15,139,300 new shares. After deducting the underwriting commission and other estimated expenses in connection with the global offering, the net proceeds from listing amounted to approximately HK$322.5 million.

The proceeds from listing are and will continuously be applied in accordance with the plans as disclosed in the section headed "Net Proceeds from the Global Offering" of the announcement of offer price and allotment results of the Company dated 9 August 2022, namely:

		Net proceeds (HK$ million)			
Item	**Percentage (%)**	**Available**	**Utilised as at the date of this announcement**	**Unutilised as at the date of this announcement**	**Expected timeline for the unutilised balance**
IP pool expansion	10	32.3	0	32.3	By the end of 2024
— IP purchase	5	16.2	0	16.2	By the end of 2024
— Writer recruitment	2	6.6	0	6.6	By the end of 2024
— Recruitment of or collaboration with scriptwriters	3	9.5	0	9.5	By the end of 2024
Drama series production and promotion	50	161.3	0	161.3	By the end of 2024
– Original drama series production	45	145.1	0	145.1	By the end of 2024
– Original drama series distribution and promotion	5	16.2	0	16.2	By the end of 2023
Initiatives into emerging business opportunities	15	48.3	0	48.3	By the end of 2024
Potential strategic investment and acquisition opportunities	15	48.3	0	48.3	By the end of 2024
Working capital and general corporate purposes	10	32.3	0	32.3	By the end of 2023
Total	**100**	**322.5**	**0**	**322.5**	

To the extent that the net proceeds are not immediately applied to the above purposes, we intend to deposit the net proceeds into interest-bearing accounts with licensed commercial banks or financial institutions in the PRC or Hong Kong. We will comply with the PRC laws in respect of foreign exchange registration and proceeds remittance.

INTERIM DIVIDEND

The Board resolved not to declare an interim dividend for the six months ended 30 June 2022.

CORPORATE GOVERNANCE PRACTICE

The Group is committed to maintaining high standards of corporate governance to safeguard the interests of its shareholders and to enhance corporate value and accountability. Since the listing of the Company's shares on the Main Board of the Stock Exchange on the Listing Date, the Company has adopted the requirements and code provisions of the Corporate Governance Code (the "**CG Code**") as set out in Appendix 14 to the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**").

As the Company was listed on 10 August 2022, the Company was not required to comply with the CG Code during the six months ended 30 June 2022. During the period from the Listing Date and up to the date of this announcement (the "**Relevant Period**"), the Company has complied with all applicable code provisions as set out in the CG Code, except for the deviation from code provision C.2.1 of the CG Code.

Code provision C.2.1 of the CG Code provides that the roles of chairman of the board and chief executive officer should be separate and should not be performed by the same individual. The roles of chairman of the Board and president of the Company (similar to the chief executive officer position as defined in the Listing Rules taking responsibility for the overall management of the Company) are currently performed by Mr. Su Xiao ("**Mr. Su**"). In view of Mr. Su's substantial contribution to the Group since our establishment and his extensive experience, we consider that having Mr. Su acting as both our chairman of the Board and president will provide strong and consistent leadership to the Group and facilitate the efficient execution of our business strategies. We consider it appropriate and beneficial to our business development and prospects that Mr. Su continues to act as both our chairman of the Board and president, and therefore currently do not propose to separate the functions of chairman of the Board and president.

While this would constitute a deviation from code provision C.2.1 of the CG Code, the Board believes that this structure will not impair the balance of power and authority between the Board and the management of the Company, given that: (i) there are sufficient checks and balances in the Board, as a decision to be made by our Board requires approval by at least a majority of our Directors, and our Board comprises three independent non-executive Directors, which is in compliance with the requirement under the Listing Rules; (ii) Mr. Su and the other Directors are aware of and undertake to fulfill their fiduciary duties as Directors, which require, among other things, that he acts for the benefit and in the best interests of the Company and will make decisions for the Group accordingly; and (iii) the Board comprises experienced and high-calibre individuals who meet regularly to discuss issues affecting the operations of the Company, thus ensuring the balance of power and authority of the Board. Moreover, the overall strategic and other key business, financial, and operational policies of the Group are made collectively after thorough discussion among all of our Board members and senior managers. The Board will continue to review the effectiveness of the corporate governance structure of the Group in order to assess whether separation of the roles of chairman of the Board and president is necessary.

The Group will continue to review and monitor its corporate governance practices to ensure compliance with the CG Code.

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") as set out in Appendix 10 to the Listing Rules as its code of conduct for securities transactions by the Directors. As the Company was listed on 10 August 2022, the Company was not required to comply with the Model Code during the six months ended 30 June 2022. Having made specific enquiry of all Directors, each of the Directors has confirmed that he/she has complied with the required standards as set out in the Model Code during the Relevant Period.

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

As the shares of the Company had not yet been listed on the Stock Exchange during the six months ended 30 June 2022, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities during the above period. During the Relevant Period, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities.

AUDIT COMMITTEE

The Board has established an audit committee (the "**Audit Committee**") which comprises one non-executive Director, namely Mr. Zhang Rong, and two independent non-executive Directors, namely Ms. Tang Songlian and Ms. Long Yu. Ms. Tang Songlian is the chairman of the Audit Committee. The primary duties of the Audit Committee are to review and supervise the financial reporting process, internal control system and risk management system of the Group, oversee the audit process, review and approve connected transactions, provide recommendations and advice to the Board and perform other duties and responsibilities as may be assigned by the Board.

The Audit Committee, together with the Board, has reviewed the unaudited interim condensed consolidated financial statements and the interim results announcement of the Group for the six months ended 30 June 2022.

In addition, the independent auditor of the Company, Ernst & Young, has reviewed the unaudited interim results of the Group for the six months ended 30 June 2022 in accordance with Hong Kong Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Hong Kong Institute of Certified Public Accountants.

PUBLICATION OF INTERIM RESULTS AND 2022 INTERIM REPORT

This interim results announcement is published on the websites of the Stock Exchange at www.hkexnews.hk and the Company at www.linmon.cn, and the interim report of the Company for the six months ended 30 June 2022 will be despatched to the shareholders of the Company and published on the above websites in due course.

By order of the Board
Linmon Media Limited
Su Xiao
Chairman

Beijing, PRC
30 August 2022

As at the date of this announcement, the executive Directors are Mr. Su Xiao, Ms. Chen Fei, Ms. Xu Xiao'ou and Mr. Zhou Yuan; the non-executive Directors are Mr. Sun Zhonghuai and Mr. Zhang Rong; and the independent non-executive Directors are Ms. Long Yu, Mr. Jiang Changjian and Ms. Tang Songlian.