

## A Renowned Digital Media Flagship Group in Hong Kong

## Company Profile

Currently, the Group operates **9 media brands** as below:

**4 Long-established Brands****新假期**

Specialises in providing lifestyle content ranging from topical dining trends and discoveries around town to best dining and shopping offers, tips and recommendations, to meet the demands of people from all walks of life

Offers up-to-date entertainment gossip news of artists and celebrities' activities and providing updates on developments in the entertainment industry



Provides content on the latest social trends, covering topics such as online shopping, online games, electronic gadgets, sports trend, fashion, entertainment news and beauty tips

Provides the latest information on economics, investment, financial markets and personal finance, with major target audience comprising professional investors, white collars and general public who follow investment and financial markets

**3 Popular Brands**

Provides comprehensive travel information and suggested itineraries ranging from local excursions, staycation to global destinations

Targets a female audience with coverage of topics including fashion, skincare, makeup, nutritious menus for healthy diets and wedding planning



Targets young parents with coverage of the latest trends in child-care, parenting and education, as well as shopping tips

**2 Recent Brands**

Targets male youngsters and sports lovers with coverage of fashion, sneakers, gadgets, lifestyle products and the latest sports trends

An upmarket, prestigious platform covering fashion and beauty, aiming to capture the luxury market



## Competitive Strengths

1

### Strong digital presence reaching millions of audience and brand recognition

- Established online business unit as early as 2011
- For three consecutive years of 2020, 2021 and 2022, ranked second amongst online advertising companies in Hong Kong in terms of revenue

9 Websites

7 Mobile applications

10 Facebook pages

9 Instagram profiles



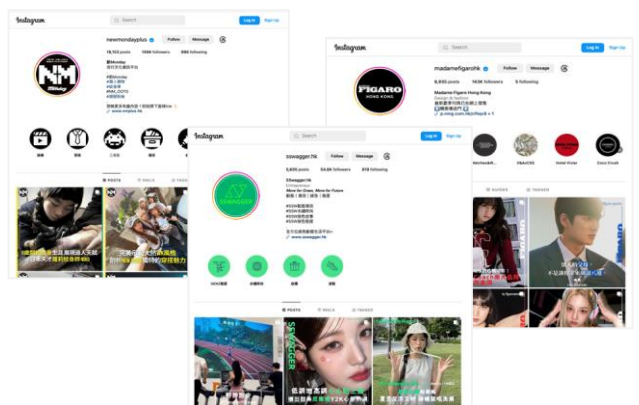
Websites



Mobile Apps



Facebook Pages



Instagram Profiles

②

## Competitive Strengths

### 2 Diversified and strong audience base to attract advertising clients with different target audience

9 media brands with dedicated content pillars covering a broad spectrum of area of interests:

Dining and local attractions

Gourmet and gastronomy

Fashion and beauty

Travel

Entertainment news

Kids and parenting

Electronic gadgets and gaming

Finance and investment

Designer and luxury labels

### 3 Capability of offering broad range of advertising products and services and tailor-made solutions to clients

Offers a wide spectrum of advertising products and integrated services to advertisers on various media platforms:

- Display banners
- Advertorials and reviews
- Social newsfeeds
- Creative production
- Strategic services such as SEO and segment marketing

### 4 Long-established history and well-established relationships with clients across different industries

新假期

1999 first published  
"Weekend Weekly"



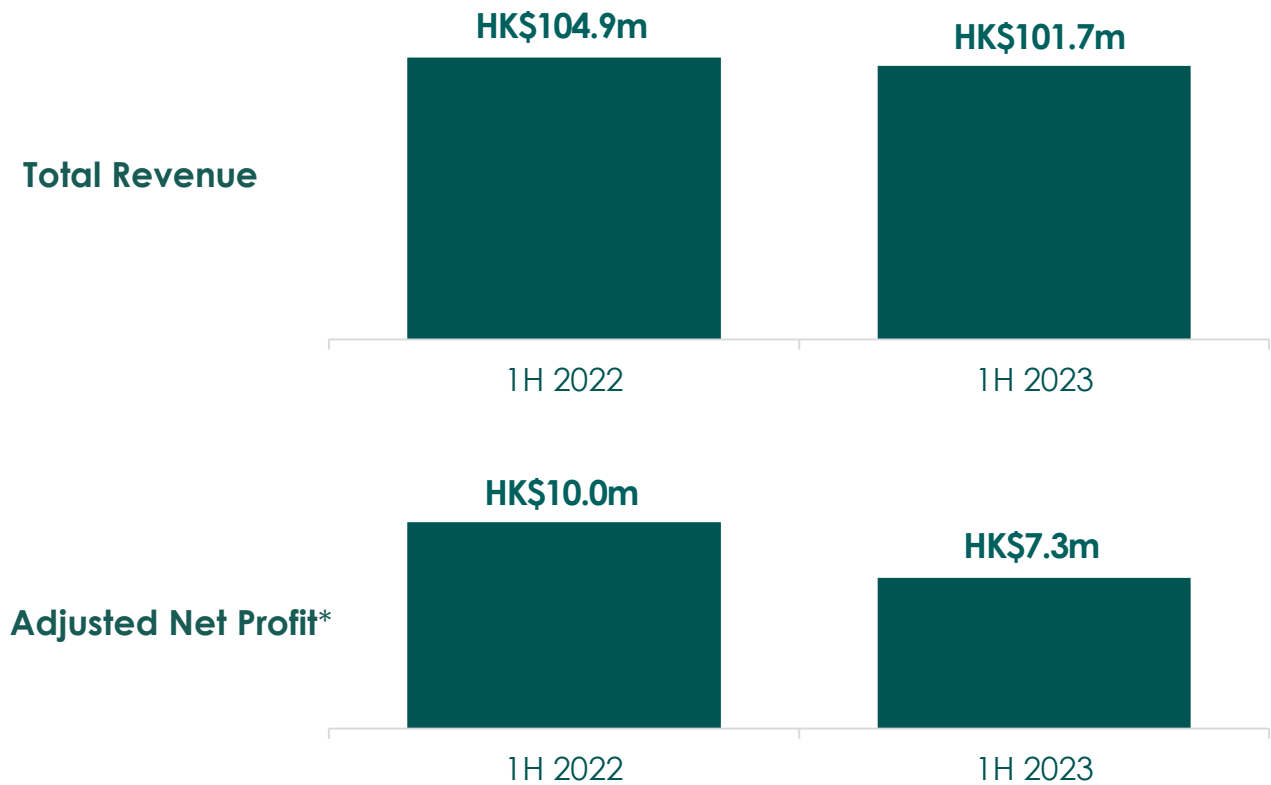
2000 first published  
"New Monday"



2001 first published  
"Oriental Sunday" and its  
supplementary booklet "More"

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## Financial Summary



\* Adjusted net profit has excluded listing expenses and one-off income

## Revenue Breakdown

	1H2022		1H2023	
	HK\$'000	Mix (%)	HK\$'000	Mix (%)
<b>Advertising</b>	103,383	98.5	<b>100,393</b>	<b>98.7</b>
<b>Digital Advertising</b>	98,726	94.1	<b>97,082</b>	<b>95.4</b>
<b>Online</b>	79,565	75.8	<b>83,282</b>	<b>81.9</b>
<b>Programmatic</b>	19,161	18.3	<b>13,800</b>	<b>13.5</b>
<b>Print Advertising</b>	4,657	4.4	<b>3,311</b>	<b>3.3</b>
<b>Circulation</b>	1,538	1.5	<b>1,339</b>	<b>1.3</b>
<b>Total Revenue</b>	104,921	100.0	<b>101,732</b>	<b>100.0</b>

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## Cost Analysis

% of Total Revenue	1H2022	1H2023
Employee Benefit Expense	45.6%	48.0%
Production Cost	23.5%	24.9%
Printing Cost	1.4%	1.3%

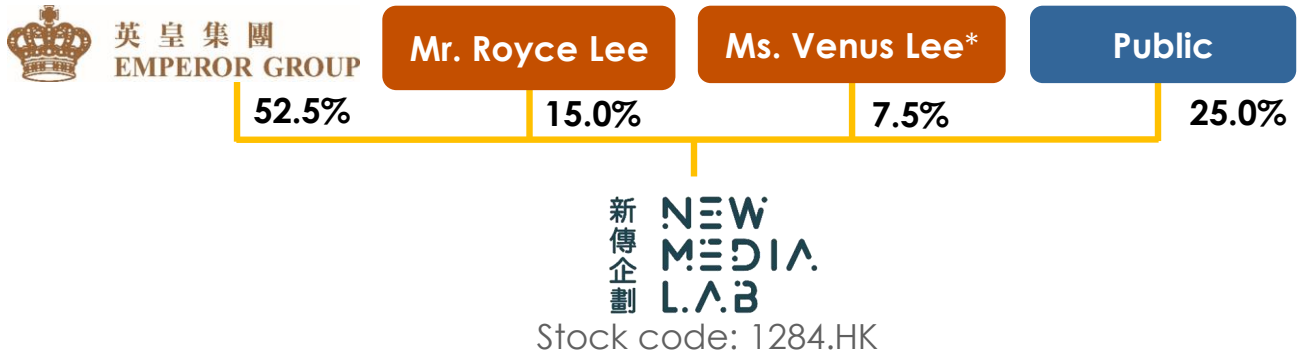
## Major Financial Ratios

HK\$'000	As at 30 June	
	2022	2023
Return on Equity	19.7%	5.1%
Return on Total Assets	5.5%	2.0%
Current / Quick Ratio	1.3x	1.9x
Gearing Ratio	75.9%	13.9%

## Key Balance Sheet Positions

HK\$'000	As at 30 June	
	2022	2023
Cash and Cash Equivalents	28,750	17,476
Pledged Bank Deposits	800	800
Trade Receivables	60,968	55,253
Right-of-use Assets	69,093	57,012
Bank and Other Borrowings	40,458	8,000

## Shareholding Structure



\* Ms. Venus Lee is the managing director of one of the business units

## Future Strategies

### Pursue growth with acquisitions and/or strategic alliance

Explore opportunities for mergers and acquisitions and/or strategic alliances with other media or e-commerce players

### Expand product lines and client base and explore opportunities in specific industry verticals

Further expand product lines to cater for diversified needs of different advertisers, such as online finance and banking areas

### Enhance data collection and analytical capabilities through the development of e-commerce solution platform

Enhance capabilities in collecting, storing and analyzing data and to increase the varieties and dimensions of the data we can collect

### Unleash potential by enhancing productivity

Upgrade content monitoring system by developing and implementing a media content management system

### Continual investment in technological infrastructure and recruitment of talent

Strengthen technological infrastructure through applying AI and machine learning models in the back-end operations of the platforms



## Clientele



## Investor Relations Contact

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