

A Renowned Digital Media Flagship Group in Hong Kong

Company Profile

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

4 Long-established Brands



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 



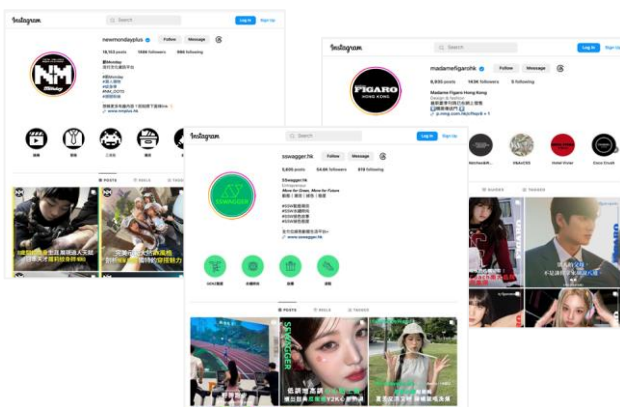
Websites



Mobile Apps



Facebook Pages



Instagram Profiles

A Renowned Digital Media Flagship Group in Hong Kong

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



1999 first published "Weekend Weekly"

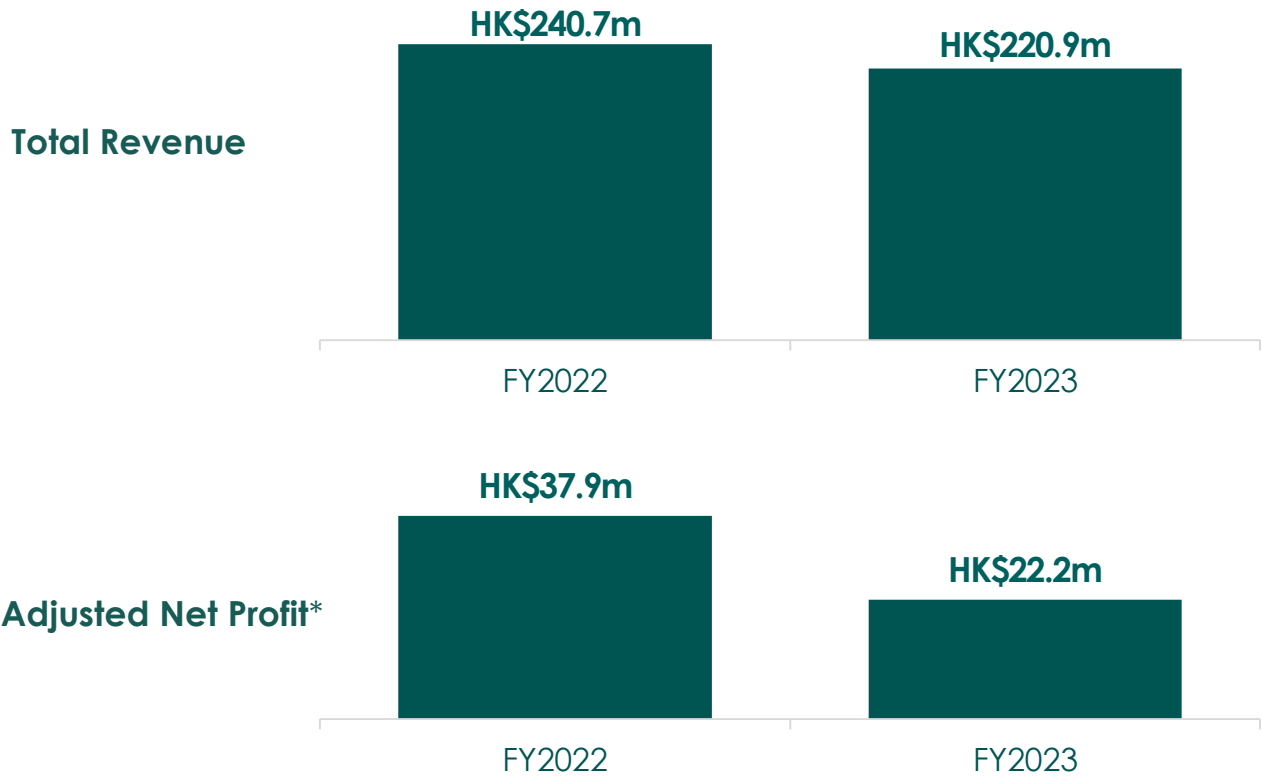


2000 first published "New Monday"



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

Financial Summary



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

New Media Lab recommended the payment of a final dividend of HK1.2 cents per share for FY2023.

Revenue Breakdown

	FY2022		FY2023	
	HK\$'000	Mix (%)	HK\$'000	Mix (%)
Digital Advertising	229,169	95.2	211,534	95.8
Print Advertising & Circulation	11,509	4.8	9,351	4.2
Total Revenue	240,678	100.0	220,885	100.0

A Renowned Digital Media Flagship Group in Hong Kong

Cost Analysis

% of Total Revenue	FY2022	FY2023
Employee Benefit Expense	39.3%	45.7%
Production Cost	24.7%	24.9%
Printing Cost	1.2%	1.3%

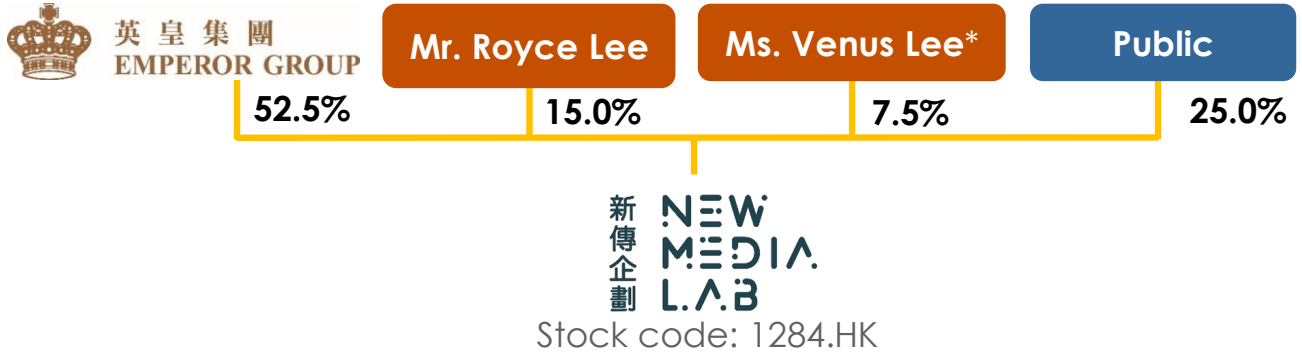
Major Financial Ratios

HK\$'000	As at 31 Dec	
	2022	2023
Return on Equity	55.1%	7.2%
Return on Total Assets	20.7%	5.0%
Current / Quick Ratio	1.7x	5.9x
Gearing Ratio	31.1%	0.4%

Key Balance Sheet Positions

HK\$'000	As at 31 Dec	
	2022	2023
Cash and Cash Equivalents	19,930	142,738
Pledged Bank Deposits	800	800
Trade Receivables	71,470	62,663
Right-of-use Assets	62,789	52,086
Bank Borrowings	21,000	Nil

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

Anna Luk
Group IR Director
T: (852) 2835 6783
E: annaluk@emperorgroup.com

Janice Au
Group IR Manager
T: (852) 2835 6799
E: janiceau@emperorgroup.com