



# 公司介绍材料

2019年8月



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A vibrant night scene featuring a large crowd of people celebrating. In the foreground, several individuals are seen from behind, their arms raised in the air, reaching towards the sky. The background is filled with a spectacular display of fireworks, with numerous bright, golden-yellow and purple streaks radiating from the top of the frame. The overall atmosphere is festive and celebratory. A semi-transparent dark grey rectangular box is overlaid in the center of the image, containing the text.

## 2019年中期业绩亮点

## 2019年上半年猫眼娱乐业绩亮点

### 财务亮点

收益

人民币**19.846亿元**

同比增长**4.7%**

经调整溢利净额

人民币**3.804亿元**

首次实现**盈利**



### 业务亮点

线上电影票务市场份额

按电影票务总交易额统计 **超过60%**

**国内最大的线上电影票务平台**

现场娱乐票务总交易额

同比增长 **40.5%**

**国内领先的现场娱乐票务服务提供商**

主控发行

电影票房 **人民币41亿**

**引领国内市场**

广告服务及其他

收入同比增长 **78.1%**

**增长强劲**

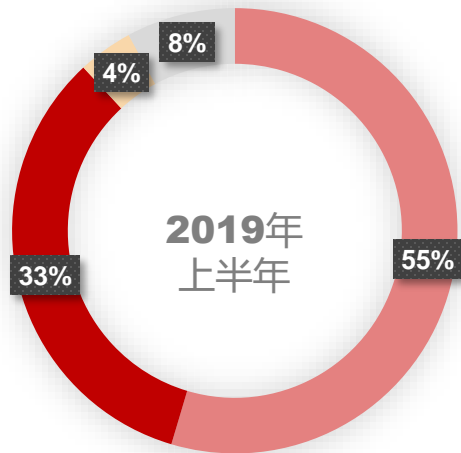
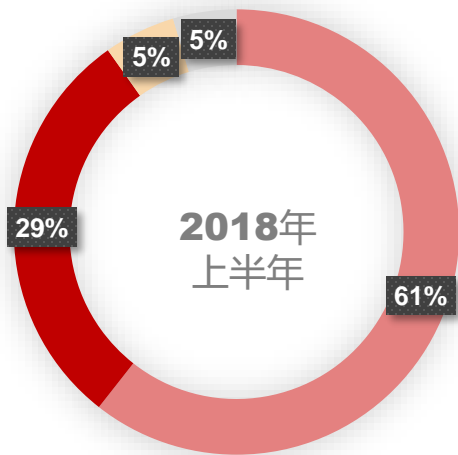


A vibrant night scene featuring a large crowd of people in silhouette, many with their arms raised in celebration. The sky is filled with a spectacular display of fireworks, including large golden bursts and streaks of light in purple, blue, and yellow. The overall atmosphere is festive and celebratory.

## 2019年上半年财务概览

## 收入结构持续优化

- 线上娱乐票务服务
- 娱乐内容服务
- 娱乐电商服务
- 广告服务及其他



**线上娱乐票务服务** 收入占比



从 **61%** 至 **55%**

**娱乐内容服务** 收入占比



从 **29%** 至 **33%**

**广告服务及其他** 收入占比



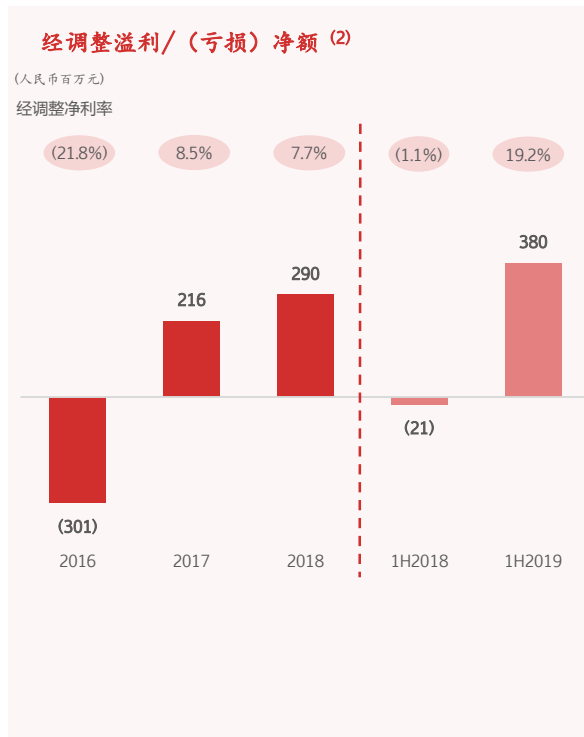
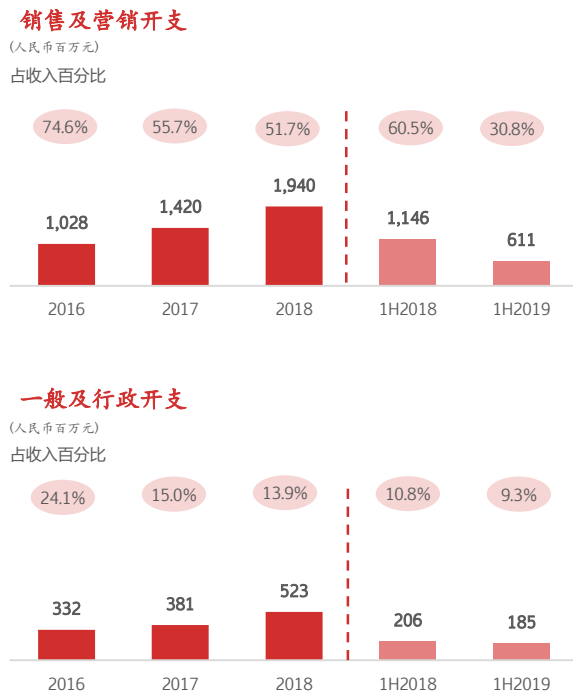
从 **5%** 至 **8%**

# 利润率提升，推动盈利趋势持续向好

## 1 收入结构优化

## 2 销售及营销开支大幅降低

## 3 规模效应



附注:

1. 包含于一股及行政开支之内

2. 业绩公告中披露的非国际财务报告准则溢利(亏损)净额, 经加回以下各调整项得到: (1) 以股份为基础的报酬, (2) 可转换债券的(溢利)/亏损净额, 及 (3) 上市费用。参照惯例, 经调整溢利(亏损)净额还加回了 (1) 与2017年9月完成的微影收购事项有关的无形资产摊销, 及 (2) 因出售捷通无限股权产生的减值损失, 其中银行发行的理财产品所产生的按公允价值计入损益的金融资产公允价值收益部分抵消了该减值损失

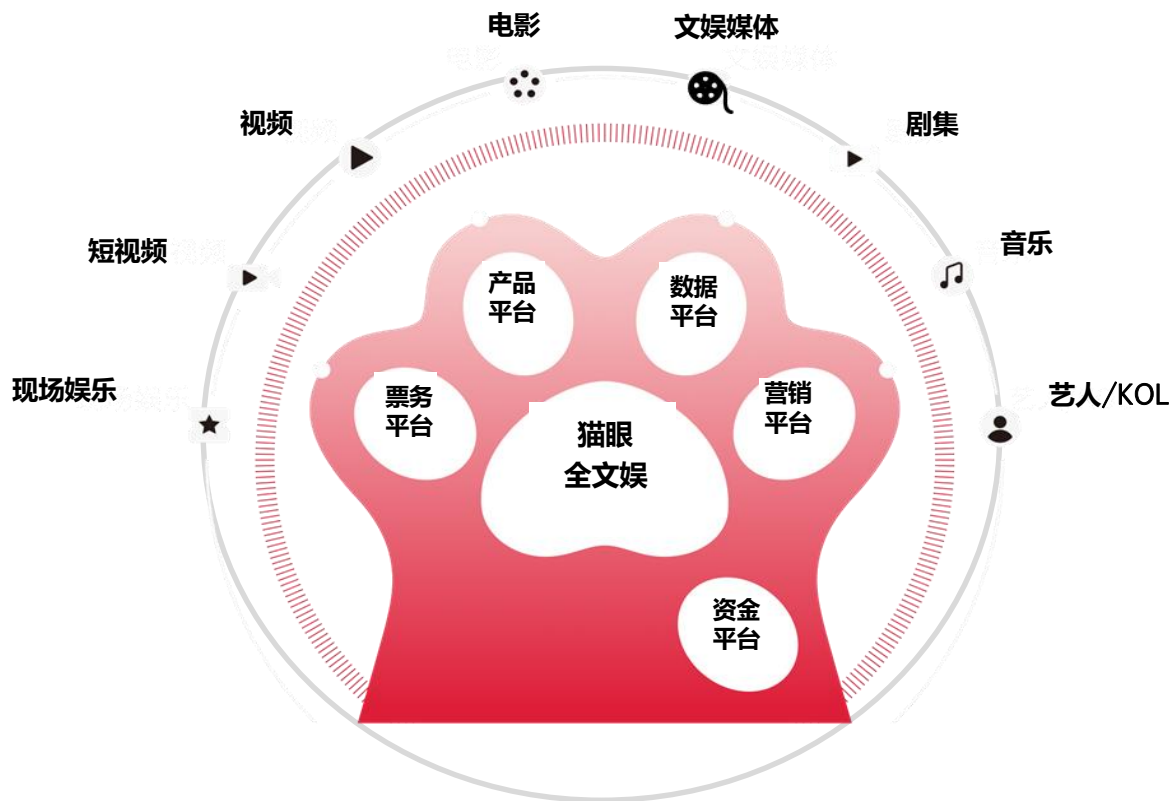


A vibrant night scene featuring a large crowd of people silhouetted against a bright sky filled with exploding fireworks. Many individuals have their arms raised, capturing the celebratory atmosphere. The fireworks are primarily yellow and orange, with some purple and blue streaks. The overall lighting is a mix of the cool blues and purples of the night and the warm, intense colors of the pyrotechnics.

## 2019年上半年业务概览



## 全文娱战略—猫爪战略模型

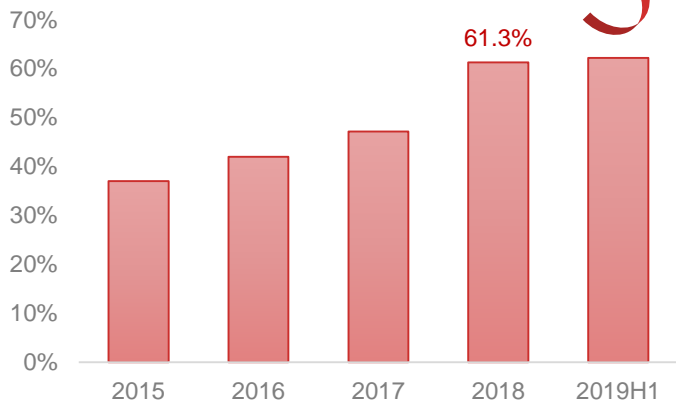


2019年上半年猫眼实现首度盈利证明全文娱战略初见成效

# 力争成为全文娱票务平台

## 线上电影票务市场份额

按票务总交易额统计



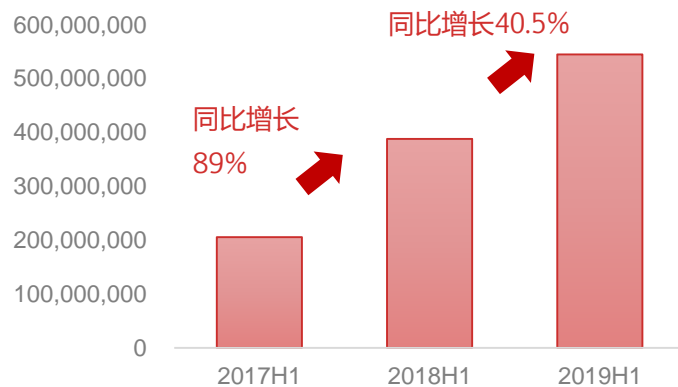
**数据分析能力：** 利用我们的大数据能力挖掘市场增长潜力，尤其是下沉城市

**产品开发能力：** 优化个性化推荐功能，提升用户体验

**运营能力：** 制定创新营销策略，获取用户

## 现场娱乐票务市场份额

按票务总交易额统计



**上游：服务于内容与艺人**

建设线上线下整合的营销平台，提供强有力的营销支持



**下游：服务于场馆**

为场馆运营提供SaaS方案

# 通过高价值服务，为全文娱产业链赋能

## 智能管理工具，服务商务合作伙伴

### 猫眼通

全文娱智能工具化平台

2019年上半年已为120多部电影、电视剧提供专业服务

概念

制作

宣发

上映

- |         |        |           |          |
|---------|--------|-----------|----------|
| ✓ IP 评估 | ✓ 猫眼试片 | ✓ 媒体监测    | ✓ 市场监测   |
| ✓ 剧本评估  |        | ✓ 试片安排及监测 | ✓ 宣发效果调查 |
| ✓ 选角匹配  |        | ✓ 场点测试    | ✓ 观众调查   |

### 场馆通

#### SaaS 解决方案

- ✓ 智能票务
- ✓ 数据分析
- ✓ 会员管理

#### 智能场馆

- ✓ 智能设备
- ✓ 面容识别

## 市场数据服务



### 数据分析平台

#### 猫眼研究院

- ✓ 文娱产业领先的数据分析平台
- ✓ 与IMAX、索尼、腾讯影业等影视公司建立了战略合作关系
- ✓ 为百余部电影作品提供数据分析服务



### 市场数据平台

#### 猫眼专业版

#### 猫眼智多星

- ✓ 2019年上半年月活跃用户数 (MAU) 同比增长约27%
- ✓ 凭借强大的数据分析能力，提供全面的市场分析方案



### 娱乐产业数据库

内容

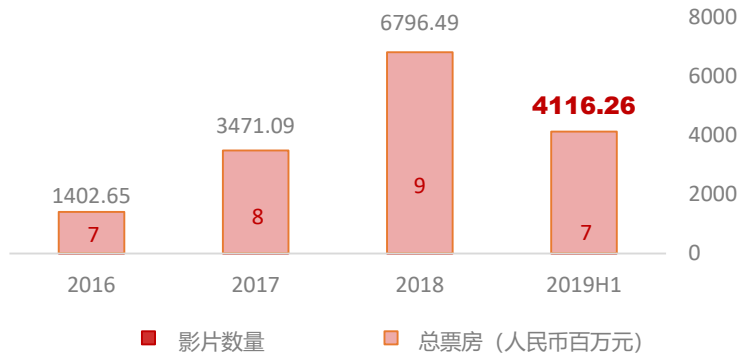
从业者

演员

消费者

# 文娱产业领军者

## 2016年至2019年上半年猫眼主控发行的电影总票房



长安十二时辰



老中医



逆流而上的你

## 2019年上半年猫眼参与的剧集

## 2019年上半年猫眼参与的影片



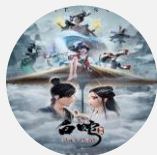
人民币 **6.40** 亿元  
来电狂响



人民币 **17.16** 亿元  
飞驰人生



人民币 **7.95** 亿元  
反贪风暴 4



人民币 **4.51** 亿元  
白蛇·缘起



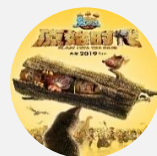
人民币 **3.53** 亿元  
老师·好



人民币 **4.11** 亿元  
最好的我们



人民币 **46.54** 亿元  
流浪地球



人民币 **7.14** 亿元  
熊出没·原始时代



# 线上线下载强整合营销平台

## 丰富的线上营销资源

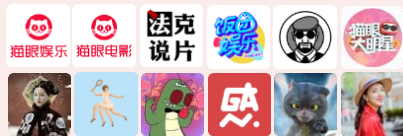
### 用户平台

覆盖6大流量入口，超10亿用户



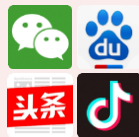
### 线上文娱媒体

约2亿粉丝



### 小程序

2亿多粉丝



### 线上文娱社区

超1.6亿条影评

逾22亿次预告片播放量



## 广泛的线下渠道

100万+  
曝光点位

460所  
高校

130个  
核心商圈

42个  
城市

9,500家  
影院

广告服务及其他业务收入**同比增长78.1%**  
主要得益于我们对营销平台的持续建设

# 为全文娱产业上下游企业提供资金解决方案

我们以助力更多的优质内容生产为己任  
打造资金平台支持全文娱行业伙伴发展



## 影院

- 新影院开业融资
- 影院装修融资
- 设施升级改造融资



## 电影

- 发行费融资
- 提前结算



## 剧集

- 发行费融资
- 提前结算



## 现场娱乐

- 项目投资
- 演出费融资
- 场地费融资

