



# 星 空 華 文 控 股 有 限 公 司 STAR CM Holdings Limited

(Incorporated in the Cayman Islands with limited liability)  
Stock Code: 6698

## 2025 INTERIM REPORT





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# Corporate Information

## BOARD OF DIRECTORS

### Executive Directors

Mr. Tian Ming (*Chairman and Chief Executive Officer*)

Mr. Jin Lei

Mr. Xu Xiangdong

Mr. Lu Wei

Ms. Wang Yan

Ms. Shen Ning

### Independent Non-executive Directors

Mr. Li Liangrong

Mr. Chen Rehao

Mr. Sheng Wenhao

## AUDIT COMMITTEE

Mr. Chen Rehao (*Chairman*)

Mr. Li Liangrong

Mr. Sheng Wenhao

## REMUNERATION COMMITTEE

Mr. Li Liangrong (*Chairman*)

Mr. Jin Lei

Mr. Chen Rehao

## NOMINATION COMMITTEE

Mr. Tian Ming (*Chairman*)

Mr. Li Liangrong

Ms. Shen Ning

## JOINT COMPANY SECRETARIES

Ms. Wang Yan

Ms. Leung Wing Han Sharon

## AUTHORIZED REPRESENTATIVES

Ms. Wang Yan

Ms. Leung Wing Han Sharon

## AUDITOR

Crowe (HK) CPA Limited

Registered Public Interest Entity Auditor

9/F, Leighton Centre

77 Leighton Road

Causeway Bay

Hong Kong

## REGISTERED OFFICE

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Grand Cayman KY1-1104

Cayman Islands

## HEADQUARTERS AND PRINCIPAL PLACE OF BUSINESS IN THE PRC

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Shanghai, PRC

## PRINCIPAL PLACE OF BUSINESS IN HONG KONG

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Causeway Bay

Hong Kong

### LEGAL ADVISORS

#### As to Hong Kong law

Zhong Lun Law Firm LLP  
4/F., Jardine House  
1 Connaught Place  
Central, Hong Kong

#### As to PRC law

Zhong Lun Law Firm  
6/10/11/16/17F  
Two IFC, 8 Century Avenue  
Pudong New Area, Shanghai  
PRC

#### As to Cayman Islands law

Maples and Calder (Hong Kong) LLP  
26th Floor, Central Plaza  
18 Harbour Road  
Wan Chai, Hong Kong

### PRINCIPAL SHARE REGISTRAR AND TRANSFER OFFICE

Maples Fund Services (Cayman) Limited  
P.O. Box 1093, Boundary Hall  
Cricket Square  
Grand Cayman KY1-1102  
Cayman Islands

### HONG KONG SHARE REGISTRAR

Tricor Investor Services Limited  
17/F, Far East Finance Centre  
16 Harcourt Road  
Hong Kong

### PRINCIPAL BANKS

China CITIC Bank Shanghai Wanping  
Road Sub Branch  
203 Wanping South Road  
Shanghai  
PRC

The Hongkong and Shanghai Banking  
Corporation Limited  
1 Queen's Road Central  
Hong Kong

China Merchants Bank Shanghai Branch  
No. 1092 Hualing Road  
Baoshan District, Shanghai  
PRC

### STOCK CODE

6698

### COMPANY WEBSITE

[www.starcmgroup.com](http://www.starcmgroup.com)

# Management Discussion and Analysis

## BUSINESS OVERVIEW AND PROSPECTS

### Business Analysis by Business Segment

#### (i) Variety Program IP Production, Operation and Licensing

As always, the programs produced by our Group have earned the trust of major broadcasting platforms and popularity among audience for the high quality production contents.

For the six months ended June 30, 2025, our Group participated in the directing and post-production service of several variety programs, namely, "Singing for the Central Axis of Beijing" (最美中軸線) on Beijing Radio & Television Station, "Sing! Asia" (亞洲新聲) on iQIYI platform and "The Top Racer" (風馳賽車手) on Youku platform. Partial episodes of "Sing! Asia" and "The Top Racer" will be broadcast in the second half of 2025, and we expect to launch a small-scale AI music show as well as a mid-sized dance show in the same period.

For the same period, our Group, together with iQIYI and Hainan Happy Hour Films Company Limited\* (海南歡樂時光影業有限公司) formally and jointly launched the "100 Hong Kong Films and Short Dramas Project" (百部港片微短劇計劃). The project is to select 100 classic Hong Kong film IPs and reproduce them in the form of short drama through in-depth cooperation, covering a wide range of genres, such as action, comedy, romance and police and crime, to recreate the unique style and sentiment of the golden age of Hong Kong films. For the details of the "100 Hong Kong Films and Short Dramas Project", please refer to our voluntary announcement dated March 24, 2025.

The revenue, gross profit and gross profit margin of our variety programs are affected by multiple factors, including but not limited to (i) the cooperation model we adopted for programs, (ii) our negotiations with investing media platforms, (iii) overall economic environment, and (iv) shifts in audience preferences. As a result, our financial performance may fluctuate from year to year due to the inherent risk in the business model of our variety program IP production, operation and licensing. For details, see the section headed "Financial Review" in this interim report.

#### (ii) Music IP Operation and Licensing

As of June 30, 2025, our Group had a music library of 9,835 IPs, consisting of 3,765 live music recordings we produced during the creation of our music variety programs, 3,754 songs we produced for our managed artists, and 2,316 lyrics and music compositions.



## Management Discussion and Analysis

### (iii) Film and Drama Series IP Operation and Licensing

At its disposal, our Group has taken the opportunity of our extensive film library, experienced in-house professional teams and long-term cooperative relationships with media platforms, actively making inroads into the fields of film licensing and drama series production and licencing. As of June 30, 2025, our Group owned and operated a large library consisting of 757 Chinese film IPs and one drama series “Reading class (閱讀課)” produced by our Group.

Our Group generally licenses our films to domestic and overseas TV networks and online video platforms for reruns in exchange for a fixed licensing fee during a specified term. The licensing fee is usually determined on factors including the number of films licenced and the length of the licensing period.

### (iv) Other IP-related Business

Our Group's other IP-related business primarily includes (i) artist management; (ii) concert organization and production; (iii) art education and training; (iv) mobile apps; (v) consumer products; and (vi) themed attractions. As of June 30, 2025, we had a total number of 69 managed artists.

## PROSPECTS AND FUTURE DEVELOPMENT

Looking ahead, leveraging our strengths and experience, our Group is dedicated to creating more entertainment IPs to accommodate the fast-changing market demands and audience preferences in the industry. Our development initiatives include:

- Further strengthening our IP creation and operation capabilities: We will continue to operate our music IP library and film IP library. We will further enhance our content production capabilities in the field of variety programs, music, films and drama series, and enrich the genres and themes of our IPs. We will also actively participate in the secondary creation business of short dramas, activate the value of more than 700 old movies we own, develop short drama content that meets the needs of users in the short video era, and revitalize classic IPs;
- Further expanding our audience outreach and brand influence to enhance our monetization capabilities: We will continue to set up distribution channels to reach wider audience. We will increase the number of partner TV networks, online video platforms and music service providers and diversify our distribution channels and offer onsite experience through IP centered experience halls, electronic music centers and street dance centers. Leveraging the growth of the global entertainment industry, we will intensify our efforts to recruit content production professionals in the overseas entertainment market and attract talented artists globally in order to further enhance the influence and value of our entertainment IPs in the global market;

## Management Discussion and Analysis

- Further expanding our business through mergers and acquisitions: We will keep a close watch on and continuously evaluate high-quality merger and acquisition targets that are complementary to our business and in line with our strategies. We aim to effectively integrate premium industry resources along the upstream and downstream of the entertainment market value chain, to further accelerate the expansion of our Group; and
- Continuing to attract talents and build our team: We provide excellent training and highly competitive compensation and incentive plan for our employees. We plan to attract top talents in the fields of IP production, operation and management via continuous improvement in our talent acquisition and retention system.

We are of the view that the development of the cultural and entertainment IP industry and the business environment in which our Group operates will remain promising in the future. Our Group remains confident that, with our vision and our experienced management team in the entertainment industry, we will continue to rise to prominence and deliver contents that are well enjoyed by our audience in the field of variety programs.

## FINANCIAL REVIEW

### Overview

During the six months ended June 30, 2025, we recorded a revenue of RMB59.0 million and a gross profit of RMB22.0 million. Our net loss amounted to RMB11.1 million for the six months ended June 30, 2025, as compared with a net loss of RMB56.0 million for the same period last year. The decrease in net loss was mainly due to (i) our Group recorded gross profit from variety program IPs production, operation and licensing as compared to a gross loss in the same period last year. During the six months ended June 30, 2025, our Group shifted its focus to the directorial team and post-production aspects of variety shows, allowing for a certain level of gross profit; and (ii) our Group's administrative expenses decreased compared with the corresponding period in 2024.

## Management Discussion and Analysis

### Revenue by Business Segment

During the six months ended June 30, 2025 and 2024, we generated our revenue primarily from (i) variety program IP production, operation and licensing, (ii) music IP operation and licensing, (iii) film and drama series IP operation and licensing, and (iv) other IP-related business. The table below sets forth a breakdown of our revenue by business segment for the six months ended June 30, 2025 and 2024:

	For the six months ended June 30,	
	2025	2024
	<i>(RMB in millions)</i>	
Variety program IP production, operation and licensing	13.6	25.5
Music IP operation and licensing	6.4	7.6
Film and drama series IP operation and licensing	25.4	16.4
Other IP-related business	13.6	21.6
<b>Total</b>	<b>59.0</b>	<b>71.1</b>

#### (i) Variety Program IP Production, Operation and Licensing

Our revenue generated from variety program IP production, operation and licensing consists primarily of (i) revenue from advertising sales; (ii) commission received from producing variety programs; (iii) licensing fees received from licensing the broadcasting rights of our variety programs; and (iv) licensing fees received from licensing the right to host offline entertainment events.

Our Group's revenue generated from variety program IP production, operation and licensing decreased by 46.7% from RMB25.5 million for the six months ended June 30, 2024 to RMB13.6 million for the six months ended June 30, 2025, primarily due to a reduction in the scale of variety programs as compared with the corresponding period of last year.

#### (ii) Music IP Operation and Licensing

Our revenue generated from music IP operation and licensing consists primarily of the royalties or licensing fees received from licensing the music IPs we produced to music service providers such as (i) online music platforms; (ii) media companies and (iii) karaoke operators. Revenue generated from music IP operation and licensing decreased by 15.8% from RMB7.6 million for the six months ended June 30, 2024 to RMB6.4 million for the six months ended June 30, 2025, primarily due to a mild decrease in the number of songs delivered for production.



## Management Discussion and Analysis

### (iii) Film and Drama Series IP Operation and Licensing

Our revenue generated from film and drama series IP operation and licensing consists primarily of the licensing fees received from licensing the broadcasting rights of the films in our film IP library. Revenue generated from film and drama series IP operation and licensing increased by 54.9% from approximately RMB16.4 million for the six months ended June 30, 2024 to approximately RMB25.4 million for the six months ended June 30, 2025, primarily due to an increase in revenue generated from film IPs licensing.

### (iv) Other IP-related Business

Our revenue generated from other IP-related business consists primarily of (i) service fees received from customers who engaged our artists for concerts, tours, in-person appearances and endorsement deals, and (ii) ticket sales from the concerts that we organized. Revenue generated from other IP-related business decreased by 37.0% from approximately RMB21.6 million for the six months ended June 30, 2024 to approximately RMB13.6 million for the six months ended June 30, 2025, which is primarily due to a decrease in the revenue generated from commercial performances due to the decrease in number of our managed artists.

## Cost of Sales

The following table sets forth our cost of sales by business segment for the six months ended June 30, 2025 and 2024:

	For the six months ended June 30,	
	2025	2024
	(RMB in millions)	
Variety program IP production, operation and licensing	10.4	35.9
Music IP operation and licensing	3.4	3.7
Film and drama series IP operation and licensing	10.2	6.2
Other IP-related business	13.0	18.7
<b>Total</b>	<b>37.0</b>	<b>64.5</b>

### (i) Variety Program IP Production, Operation and Licensing

Cost of sales associated with variety program IP production, operation and licensing decreased by 71.0% from RMB35.9 million for the six months ended June 30, 2024 to RMB10.4 million for the six months ended June 30, 2025, which is in line with the decrease in revenue driven by a reduction in the scale of variety programs compared to the same period last year.

## Management Discussion and Analysis

### (ii) Music IP Operation and Licensing

Cost of sales associated with music IP operation and licensing decreased by 8.1% from RMB3.7 million for the six months ended June 30, 2024 to RMB3.4 million for the six months ended June 30, 2025, which is in line with the decrease in revenue for the same business segment.

### (iii) Film and Drama Series IP Operation and Licensing

Cost of sales associated with film and drama series IP operation and licensing increased by 64.5% from RMB6.2 million for the six months ended June 30, 2024 to RMB10.2 million for the six months ended June 30, 2025, which is in line with the increase in revenue for the same business segment.

### (iv) Other IP-related Business

Cost of sales associated with other IP-related business decreased by 30.5% from RMB18.7 million for the six months ended June 30, 2024 to RMB13.0 million for the six months ended June 30, 2025, which is in line with the decrease in revenue for the same business segment.

## Gross Profit/(Loss) and Gross Profit/(Loss) Margin

The following table sets forth our gross (loss)/profit and gross (loss)/profit margin by each business segment for the six months ended June 30, 2025 and 2024:

	For the six months ended June 30,			
	2025		2024	
	Gross Profit	Gross Profit Margin	Gross (Loss)/ Profit	Gross (Loss)/ Profit Margin
<i>(RMB in millions except in percentage)</i>				
Variety program IP production, operation and licensing	3.2	23.5%	(10.4)	(40.8%)
Music IP operation and licensing	3.0	46.9%	3.9	51.3%
Film and drama series IP operation and licensing	15.2	59.8%	10.2	62.2%
Other IP-related business	0.6	4.4%	2.9	13.4%
<b>Total</b>	<b>22.0</b>	<b>37.3%</b>	<b>6.6</b>	<b>9.3%</b>

As a result of the foregoing, our gross profit increased by 233.3% from RMB6.6 million for the six months ended June 30, 2024 to RMB22.0 million for the six months ended June 30, 2025.

## Management Discussion and Analysis

### (i) Variety Program IP Production, Operation and Licensing

Our Group recorded a gross profit for variety program IP production, operation and licensing of RMB3.2 million for the six months ended June 30, 2025, as compared to gross loss of RMB10.4 million for the six months ended June 30, 2024. The turnaround from gross loss to gross profit was primarily due to our Group shifted its focus to the directorial team and post-production aspects of variety shows for the six months ended June 30, 2025, which helped sustain a relatively stable gross profit level. Accordingly, our Group recorded a gross profit margin of 23.5% for this segment for the six months ended June 30, 2025, as compared to a gross loss margin of 40.8% for the same period last year.

### (ii) Music IP Operation and Licensing

Our gross profit for music IP operation and licensing decreased by 23.1% from RMB3.9 million for the six months ended June 30, 2024 to RMB3.0 million for the same period this year. Our gross profit margin also decreased from 51.3% for the six months ended June 30, 2024 to 46.9% for the six months ended June 30, 2025.

### (iii) Film and Drama Series IP Operation and Licensing

Our gross profit for film and drama series IP operation and licensing increased by 49.0% from RMB10.2 million for the six months ended June 30, 2024 to RMB15.2 million for the same period this year. Our gross profit margin decreased to 59.8% for the six months ended June 30, 2025 from 62.2% for the six months ended June 30, 2024. The increase in our gross profit for this segment is in line with the increase in revenue for the Reporting Period.

### (iv) Other IP-related Business

Our gross profit for other IP-related business decreased by 79.3% from RMB2.9 million for the six months ended June 30, 2024 to RMB0.6 million for the same period this year. Our gross profit margin decreased from 13.4% for the six months ended June 30, 2024 to 4.4% for the same period this year. The decrease was primarily due to the decrease in the revenue generated from commercial performances.

### Other Income and Gains

Our other income and gains remained relatively stable at RMB8.3 million and RMB8.4 million for the six months ended June 30, 2024 and June 30, 2025, respectively.

### Selling and Distribution Expenses

Our selling and distribution expenses remained relatively stable at RMB7.8 million and RMB8.3 million for the six months ended June 30, 2024 and 2025, respectively.

### Administrative Expenses

Our administrative expenses decreased by 48.9% from RMB42.5 million for the six months ended June 30, 2024 to RMB21.7 million for the same period this year, primarily due to (i) the decrease in professional service fees, (ii) the reduction in depreciation of right-of-use assets and fixed assets, and (iii) the decrease in research and development expenses, as compared to the same period last year.

### Reversal of Impairment Losses on Financial Assets, Net

We recognized a reversal of impairment losses on financial assets, net of RMB1.1 million for the six months ended June 30, 2025, primary due to the receipt of the outstanding balance of trade receivables.

### Increase in Fair Value of Financial Assets at Fair Value Through Profit or Loss

We recorded a gain in changes in fair value of financial assets at fair value through profit or loss of RMB12.9 million for the six months ended June 30, 2025, compared to a loss in changes in fair value of financial assets at fair value through profit or loss of RMB5.6 million for the six months ended June 30, 2024, primarily due to fluctuations in the stock prices of listed companies in which we invested.

### Other Expenses

Our other expense increased by 575.0% from RMB0.4 million for the six months ended June 30, 2024 to RMB2.7 million for the six months ended June 30, 2025, primarily due to (i) the late payment surcharges incurred in the Reporting Period; and (ii) the increase in the exchange losses.

# Management Discussion and Analysis

## Finance Costs

Our finance costs were relatively stable at RMB0.2 million and RMB0.1 million for the six months ended June 30, 2024 and 2025, respectively.

## Share of Profits and Losses of Joint Ventures and Associates

Our share of losses of joint ventures decreased to RMB8.5 million for the six months ended June 30, 2025 from RMB14.9 million for the same period last year, primarily because of the reduction in operating losses of Mengxiang Qi'an, a joint venture of our Group. Our share of losses from associates for the six months ended June 30, 2025 increased to RMB15.3 million from RMB3.0 million for the same period last year, primarily due to the increase in operating losses of Shaanxi Shuolan and Shaanxi Yuanlv, associates of our Group.

## Income Tax Expenses

Our income tax expenses remained relatively stable at RMB0.6 million and RMB0.8 million for the six months ended June 30, 2024 and 2025 respectively.

## Loss for the Period

As a result of the above, we recorded a net loss of RMB11.1 million for the six months ended June 30, 2025 as compared with a net loss of RMB56.0 million for the same period last year.

## FINANCIAL POSITION

### Property, Plant and Equipment

Our property, plant and equipment remained stable at RMB179.0 million as of December 31, 2024 and RMB179.9 million as of June 30, 2025, respectively.

### Goodwill

Our goodwill remained stable at RMB256.6 million as of December 31, 2024 and RMB255.6 million as of June 30, 2025, respectively.

## Management Discussion and Analysis

The carrying amounts of goodwill allocated to each of the cash-generating units are as follows:

	As at	
	June 30, 2025	December 31, 2024
	<i>(RMB in millions)</i>	
Unit of Mengxiang Qiangyin Culture Broadcast (Shanghai) Company Ltd.	24.0	24.0
Unit of Fortune Star Media Limited	231.6	232.6
	255.6	256.6

### Interests in Associates

Our interests in associates decreased slightly by 1.9% from RMB865.5 million as at December 31, 2024 to RMB849.4 million as at June 30, 2025, primarily due to the increase of operating losses from our associates.

The following table sets forth our interests in associates as at June 30, 2025 and December 31, 2024:

	June 30, 2025	December 31, 2024
	<i>(RMB in millions)</i>	
Cost of investment plus share of post-acquisition profits or loss and other comprehensive income, net of dividend received	588.9	605.4
Loans to an associate*	260.5	260.1
<b>Total</b>	<b>849.4</b>	<b>865.5</b>

\* The loans to an associate were advanced to Shanghai Binqiao Enterprise Management Co., Ltd. (上海濱橋企業管理有限公司). The loans are unsecured of which RMB250,811,000 is interest-free and without fixed terms of repayment; and the remaining balances bear interest at the rate of 6% per annum and repayable in three years from the date of drawdown of the respective loans. In the opinion of the Directors, the loans are not expected to be settled within the next twelve months from the end of the Reporting Period.



## Management Discussion and Analysis

### Interests in Joint Ventures

Our interests in joint ventures remained relatively stable at RMB507.8 million as at December 31, 2024 and RMB499.0 million as at June 30, 2025.

The following table sets forth our interests in joint ventures as at June 30, 2025 and December 31, 2024:

	June 30, 2025	December 31, 2024
	<i>(RMB in millions)</i>	
Cost of investment plus share of post-acquisition profits or loss and other comprehensive income, net of dividend received	375.2	383.7
Loans to joint venture*	123.8	124.1
<b>Total</b>	<b>499.0</b>	<b>507.8</b>

\* The loan to a joint venture was advanced to Mengxiang Qi'an. The loan is unsecured, interest-free and without fixed terms of repayment. In the opinion of the Directors, the loan is not expected to be settled within the next twelve months from the end of the Reporting Period.

### Significant Investments

Save as disclosed in this interim report, we did not make or hold any significant investments (including any investment in an investee company with a value of 5.0% or more of our Company's total assets) during the Reporting Period.

### Amounts Due from Related Parties

Amounts due from related parties decreased by RMB85.8 million or 76.3% to RMB26.7 million as of June 30, 2025 from RMB112.5 million as of December 31, 2024, primarily due to Mengxiang Qi'an and CMC Asia Group Holdings Ltd. have repaid portion of their loans, resulting in a decrease in the balance.

### Other Intangible Assets

Our other intangible assets decreased by RMB5.4 million or 4.1% from RMB131.3 million as of December 31, 2024 to RMB125.9 million as of June 30, 2025, primarily due to the normal amortization of films IP licensing.

### Financial Assets at Fair Value Through Profit or Loss

Our financial assets at fair value through profit or loss amounted to RMB65.3 million as of June 30, 2025, representing an increase of RMB12.8 million or 24.4% from RMB52.5 million as of December 31, 2024, primarily due to the fluctuations in the stock prices of listed companies in which we invested.

### Restricted Cash

Our restricted cash amounted to RMB28.5 million as of June 30, 2025, representing a decrease of RMB40.0 million or 58.4% from RMB68.5 million as of December 31, 2024, which was primarily due to the release of previously provisions as certain litigation cases were resolved.

### Program Copyrights

Our program copyright remained relatively stable at RMB0.2 million as of June 30, 2025 and RMB0.2 million as of December 31, 2024, respectively.

### Trade Receivables

Our trade and notes receivables amounted to RMB69.0 million as of June 30, 2025, representing a decrease of RMB30.0 million or 30.3% from RMB99.0 million as of December 31, 2024, which is in line with the decrease in our revenue.

### Prepayments, Other Receivables and Other Assets

Our prepayment, other receivables and other assets remained relatively stable at RMB71.3 million as at June 30, 2025 and RMB74.4 million as at December 31, 2024, respectively.

### Trade Payables

Our trade payables amounted to RMB101.9 million as of June 30, 2025, representing a decrease of RMB15.2 million or 13.0% from RMB117.1 million as of December 31, 2024, which is in line with the decrease in our cost of sales.

## Management Discussion and Analysis

### Other Payables and Accruals

Our other payables and accruals amounted to RMB35.4 million as of June 30, 2025, representing a decrease of RMB11.1 million or 23.9% from RMB46.5 million as of December 31, 2024, primarily due to settlement of certain other payables.

### Contract liabilities

Our contract liabilities amounted to RMB19.4 million as at June 30, 2025, representing an increase of RMB3.4 million or 21.3% from RMB16.0 million as at December 31, 2024 which was primarily due to an increase in contract liabilities pending recognition.

### Provisions

Our provisions amounted to RMB6.6 million as at June 30, 2025, representing a decrease of RMB28.8 million or 81.4% from RMB35.4 million as at December 31, 2024, which was primarily attributable to the payment of the litigation provisions.

### Lease Liabilities

Our lease liabilities remained relatively stable at RMB6.7 million as at June 30, 2025 and RMB6.9 million as at December 31, 2024, respectively.

### Liquidity and Capital Resources

As of June 30, 2025, we funded our cash requirements primarily from cash flows mainly through equity financing and the retained earnings of our Company. We had cash and cash equivalents of RMB532.9 million and RMB425.3 million as of June 30, 2025 and December 31, 2024, respectively.

Our principal uses of cash have been for our business operations and expansion plans which require a significant amount of capital, including costs for variety program production, costs for music IPs production, and other working capital requirements. In the foreseeable future, our Company believes that our liquidity requirements will be satisfied by a combination of cash flow generated from our operating activities, the net proceeds received from our Company's Global Offering, and other funds raised from capital markets from time to time.

### Gearing Ratio

As of June 30, 2025, our gearing ratio was 0.25% (December 31, 2024: 0.26%).

### Material Acquisitions and Disposals

Save as disclosed in this interim report, we did not have any material acquisitions or disposals of subsidiaries, consolidated affiliated entities or associated companies during the six months ended June 30, 2025.

### Pledge of Assets

As of June 30, 2025, pledged time deposit amounting to RMB28.5 million was pledged for the purchase of leasehold land and litigation.

### Contingent Liabilities

As of June 30, 2025, except for the lawsuits set out in note 16 to the interim condensed consolidated financial information, our Group had no other significant contingent liabilities.

### Foreign Exchange Exposure

Our Group's businesses are principally conducted in RMB. We have transactional currency exposures. Such exposures arise from sales or purchases by operating units in currencies other than the units' functional currencies. As of June 30, 2025, major non-RMB assets are cash and cash equivalents which denominated in HK\$ or US\$. Fluctuation of the exchange rate of RMB against HK\$ or US\$ could affect our Group's results of operations. Our Group does not intend to hedge its exposure to foreign exchange fluctuations. We will constantly monitor the economic situation and our Group's foreign exchange risk profile and will consider appropriate hedging measures in the future should the need arise.

## FUTURE PLANS FOR MATERIAL INVESTMENTS

Our Company has no other plans for material investments or capital assets, except the intended use of proceeds as disclosed in our Prospectus.

# Management Discussion and Analysis

## EMPLOYEE AND REMUNERATION POLICY

As of June 30, 2025, our Group had 116 employees. Total staff remuneration expenses including Directors' remuneration in the first half of 2025 amounted to RMB19.8 million. Remuneration is determined in accordance with prevailing industry practice and employees' educational backgrounds, experiences and performance. The remuneration policies of our Group are determined based on prevailing market levels and performance of the respective Group companies and individual employees. These policies are reviewed on a regular basis. Our Group strongly believes that our staff is an invaluable asset to our Group and is significant to our Group's business. Therefore, our Group recognizes the importance of maintaining a good relationship with employees. In addition to salary, our Group also offers to its employees other fringe benefits, including year-end bonus, discretionary bonus, allowances and benefits in kind and pension scheme contributions.

## MATERIAL LITIGATIONS

Our Company was not involved in any material litigation or arbitration during the six months ended June 30, 2025. The Directors are also not aware of any material litigation or claims that are pending or threatened against our Group during the six months ended June 30, 2025.

### DISCLOSURE OF INTERESTS

#### Directors' and Chief Executives' Interests and Short Positions in Shares, Underlying Shares and Debentures of our Company or Any of Its Associated Corporations

As of June 30, 2025, the interests and short positions of the Directors and chief executives of our Company's Shares, underlying shares and debentures of our Company or any associated corporations (within the meaning of Part XV of the SFO) which were required (a) to be notified to our Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which they were taken or deemed to have under such provisions of the SFO); or (b) to be recorded in the register required to be kept pursuant to Section 352 of the SFO; or (c) as otherwise notified to our Company and the Stock Exchange pursuant to the Model Code were as follows:

#### Interest in our Company

Name of Director	Capacity/Nature of interest	Number of ordinary Shares	Approximate percentage of holding <sup>(3)</sup>	Long position/ Short position
Mr. Tian Ming	Interest in controlled corporations; interest held jointly with other persons <sup>(1)(2)</sup>	279,924,977	70.24%	Long position
Mr. Jin Lei	Interest in controlled corporations; interest held jointly with other persons <sup>(1)(2)</sup>	279,924,977	70.24%	Long position
Mr. Xu Xiangdong	Interest in controlled corporations; interest held jointly with other persons <sup>(1)(2)</sup>	279,924,977	70.24%	Long position



## Other Information

### Notes:

- (1) As of June 30, 2025, the ultimate controlling shareholders of our Company were Chinese Culture, Mr. Tian Ming, Mr. Jin Lei and Mr. Xu Xiangdong (together the "**Ultimate Controlling Shareholders**").
- (2) As of June 30, 2025, Unionstars was owned as to 7.53%, 17.64%, 34.18% and 40.65% by East Brothers, Goldenbroad, Beamingstars and Harvest Sky, respectively. East Brothers was owned as to 81.76%, 6.22% and 12.02% by Mr. Tian Ming, Mr. Jin Lei and Mr. Xu Xiangdong, respectively. Goldenbroad was wholly-owned by Mr. Jin Lei. Beamingstars was owned as to 51.99% and 48.01% by SH Zhihua and Harvest Sky, respectively. Harvest Sky was wholly-owned by Mr. Tian Ming. SH Zhihua was wholly-owned by CMC (Shanghai). CMC (Tianjin) was the general partner of CMC (Shanghai). Pursuant to a joint control agreement dated August 3, 2021 entered into by and among our Ultimate Controlling Shareholders and each of Unionstars, East Brothers, Goldenbroad, Beamingstars, Harvest Sky, Mr. Tian Ming, Mr. Jin Lei, Mr. Xu Xiangdong, SH Zhihua, CMC (Shanghai) and CMC (Tianjin) (together, the "**Controlling Group Entities**"), each of the Controlling Group Entities agreed to vote unanimously at board meetings and general meetings (as applicable) at all levels along the control chain to jointly exercise control over our Company. Therefore, each of the Controlling Group Entities was deemed to be interested in the 220,415,296 Shares held by Unionstars and the 59,509,681 Shares held by Harvest Sky under the SFO. For further details, see "History, Reorganization and Corporate Structure – Reorganization – Offshore Restructuring – Step 5. Signing of the Joint Control Agreement" of the Prospectus.
- (3) The calculation is based on the total number of 398,538,168 Shares in issue as of June 30, 2025.

### Interest in our associated corporations

Name of Director	Capacity/Nature of interest	Associated Corporations	Approximate Percentage of Shareholding <sup>(1)</sup>	Long position/ Short position
Mr. Tian Ming	Interest in a controlled corporation	Shaanxi Star Shuolan Real Estate Co., Ltd	100.0% <sup>(2)</sup>	Long position
	Interest in a controlled corporation	Shaanxi Star Yuanlv Real Estate Co., Ltd.	100.0% <sup>(3)</sup>	Long position
	Beneficial interest	Canxing Culture	1.77%	Long position
	Interest in a controlled corporation		23.09% <sup>(4)</sup>	Long position
	Interest in a controlled corporation; interest held jointly with other persons		73.71% <sup>(5)</sup>	Long position
Mr. Jin Lei	Interest in a controlled corporation; interest held jointly with other persons	Canxing Culture	73.71% <sup>(5)</sup>	Long position
Mr. Xu Xiangdong	Interest in a controlled corporation; interest held jointly with other persons	Canxing Culture	73.71% <sup>(5)</sup>	Long position

### Notes:

- (1) To the best knowledge of our Company, as of the Latest Practicable Date and based on publicly available information.
- (2) As of June 30, 2025, Shaanxi Star Shuolan Real Estate Co., Ltd. was owned as to 60% by SH Zhouxing Investment Co., Ltd., a company wholly-owned by Mr. Tian Ming and 40% by Qinhan New City Star Chinese Culture Media Co., Ltd., a wholly-owned subsidiary of our Company in which Mr. Tian Ming controlled more than one-third of voting power, respectively. Therefore Mr. Tian Ming is deemed to be interested in the Shares in Shaanxi Star Shuolan Real Estate Co., Ltd. held by SH Zhouxing Investment Co., Ltd. and the Shares in Qinhan New City Star Chinese Culture Media Co., Ltd. held by our Company under the SFO.
- (3) As of June 30, 2025, Shaanxi Star Yuanlv Real Estate Co., Ltd. was owned as to 60% by SH Zhouxing Investment Co., Ltd., a company wholly-owned by Mr. Tian Ming and 40% by Qinhan New City Star Chinese Culture Media Co., Ltd., a wholly-owned subsidiary of our Company in which Mr. Tian Ming controlled more than one-third of voting power, respectively. Therefore Mr. Tian Ming is deemed to be interested in the shares in Shaanxi Star Yuanlv Real Estate Co., Ltd. held by SH Zhouxing Investment Co., Ltd. and the shares in Qinhan New City Star Chinese Culture Media Co., Ltd. held by our Company under the SFO.
- (4) As of June 30, 2025, SH Zhouxing Investment Co., Ltd. was wholly-owned by Mr. Tian Ming. Therefore Mr. Tian Ming is deemed to be interested in the shares in Canxing Culture held by SH Zhouxing Investment Co., Ltd. under the SFO.
- (5) Each of Mr. Tian Ming, Mr. Jin Lei, and Mr. Xu Xiangdong is a party to the Canxing JCA. See "History, Reorganization and Corporate Structure – Reorganization" of the Prospectus. In light of the Canxing JCA, each of Mr. Tian Ming, Mr. Jin Lei and Mr. Xu Xiangdong is deemed to be interested in the shares in Canxing Culture held by SH Xingtou under the SFO. For further details, see "History, Reorganization and Corporate Structure – Our History and Corporate Development – Entering into the Canxing JCA and Joint-stock Reform" of the Prospectus.

Save as disclosed above, as of June 30, 2025, none of our Directors or chief executives of our Company had or was deemed to have any interests or short positions in our Shares, underlying shares or debentures of our Company or any of its associated corporations.

### Substantial Shareholders' Interests and Short Positions in Shares and Underlying Shares

As of June 30, 2025, so far as our Directors are aware, the following parties (other than our Directors or chief executives of our Company) had interests or short positions in our Shares or underlying Shares of our Company as recorded in the register required to be kept by our Company pursuant to Section 336 of the SFO:

Name of Shareholder	Capacity/Nature of interest	Number of ordinary Shares	Approximate percentage of holding <sup>(5)</sup>	Long position/ Short position
Unionstars <sup>(1)(2)</sup>	Beneficial interest	220,415,296	55.31%	Long position
	Interest held jointly with other persons	59,509,681	14.93%	Long position
Harvest Sky <sup>(1)(2)</sup>	Beneficial interest	59,509,681	14.93%	Long position
	Interest in a controlled corporation; interest held jointly with other persons	220,415,296	55.31%	Long position
Mr. Tian Ming <sup>(1)(2)(3)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position

## Other Information

Name of Shareholder	Capacity/Nature of interest	Number of ordinary Shares	Approximate percentage of holding <sup>(5)</sup>	Long position/ Short position
East Brothers <sup>(1)(2)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position
Goldenbroad <sup>(1)(2)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position
Beamingstars <sup>(1)(2)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position
Mr. Jin Lei <sup>(1)(2)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position
Mr. Xu Xiangdong <sup>(1)(2)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position
SH Zhihua <sup>(1)(2)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position
CMC (Shanghai) <sup>(1)(2)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position
CMC (Tianjin) <sup>(1)(2)</sup>	Interest in a controlled corporation; interest held jointly with other persons	279,924,977	70.24%	Long position
Tibet Yuanhe Enterprise Management Co., Ltd. <sup>(3)(4)</sup>	Beneficial interest	21,839,563	5.48%	Long position
Zhefu Group <sup>(3)(4)</sup>	Interest in a controlled corporation	21,839,563	5.48%	Long position

### Notes:

- (1) As of June 30, 2025, the Ultimate Controlling Shareholders of our Company were Chinese Culture, Mr. Tian Ming, Mr. Jin Lei and Mr. Xu Xiangdong.
- (2) As of June 30, 2025, Unionstars was owned as to 7.53%, 17.64%, 34.18% and 40.65% by East Brothers, Goldenbroad, Beamingstars and Harvest Sky, respectively. East Brothers was owned as to 81.76%, 6.22% and 12.02% by Mr. Tian Ming, Mr. Jin Lei and Mr. Xu Xiangdong, respectively. Goldenbroad was wholly-owned by Mr. Jin Lei. Beamingstars was owned as to 51.99% and 48.01% by SH Zhihua and Harvest Sky, respectively. Harvest Sky was wholly-owned by Mr. Tian Ming. SH Zhihua was wholly-owned by CMC (Shanghai). CMC (Tianjin) was the general partner of CMC (Shanghai). Pursuant to a joint control agreement dated August 3, 2021 entered into by and among our Company's Controlling Group Entities, each of the Controlling Group Entities agreed to vote unanimously at board meetings and general meetings (as applicable) at all levels along the control chain to jointly exercise control over our Company. Therefore, each of the Controlling Group Entities was deemed to be interested in the 220,415,296 Shares held by Unionstars and the 59,509,681 Shares held by Harvest Sky under the SFO. For further details, see "History, Reorganization and Corporate Structure – Reorganization – Offshore Restructuring – Step 5. Signing of the Joint Control Agreement" of the Prospectus.
- (3) Tibet Yuanhe Enterprise Management Co., Ltd. (西藏源合企業管理有限公司) ("**Tibet Yuanhe**"), a company established in the PRC on August 31, 2015 and one of our pre-IPO investors. For further details, see "History, Reorganization and Corporate Structure – Reorganization – Pre-IPO Investments – Information about the Pre-IPO Investors" of the Prospectus.
- (4) As of June 30, 2025, Tibet Yuanhe was wholly-owned by Zhefu Holding Group Co., Ltd. (浙富控股集團股份有限公司) ("**Zhefu Group**"). Therefore, Zhefu Group is deemed to be interested in the Shares held by Tibet Yuanhe under the SFO.
- (5) The calculation is based on the total number of 398,538,168 Shares in issue as of June 30, 2025.

Save as disclosed above, as of June 30, 2025 and based on publicly available information, no other person (other than our Directors or chief executives of our Company) had an interest or short position in the Shares or underlying Shares of our Company which were required to be disclosed to our Company under the provisions of Divisions 2 and 3 of Part XV of the SFO, or which were required to be entered in the register required to be kept under section 336 of the SFO.

## SHARE AWARD SCHEME

On July 29, 2024 (the "**Adoption Date**"), the Share Award Scheme was approved and adopted by our Company. Further details of the Share Award Scheme are set out in our Company's announcement dated July 29, 2024. No award has been granted or agreed to be granted under the Share Award Scheme since its adoption.

A summary of the principal terms of the Share Award Scheme is set out below:

### 1. Purposes of the Share Award Scheme

The purposes of the Share Award Scheme are to provide the Selected Participants (as defined below) with an opportunity to acquire a proprietary interest in our Company, to encourage and retain such individuals to work with our Group, to provide additional incentives for them to achieve performance goals, to attract suitable personnel for further development of our Group, and to motivate the Selected Participants to maximize the value of our Company for the benefits of both the Selected Participants and our Company.

## Other Information

### 2. Participants in the Share Award Scheme

Participants of the Share Award Scheme (the "**Participant(s)**") include the following:

- (1) directors and employees of our Company or any of its subsidiaries (including persons who are granted Awards under the Share Award Scheme as an inducement to enter into employment contracts with these companies);
- (2) directors and employees of the holding companies, fellow subsidiaries, or associated companies of our Company; and
- (3) persons who provide services to our Group on a continuing or recurring basis in its ordinary and usual course of business which are in the interests of the long-term growth of our Group (excluding placing agents, financial advisers, professional service providers such as auditors and valuers).

### 3. Total number of Shares under the Share Award Scheme

At no time shall the maximum number of Shares which may be awarded, or the total number of Shares held by the trustee exceed 10% of the issued Share of our Company as at the Adoption Date, being 39,853,816 Shares representing 10% of the issued Shares as of the date of this report.

### 4. Maximum entitlement of each Selected Participant

The maximum number of Award Shares which may be granted to a Selected Participant at any one time or in aggregate may not exceed 1% of the issued Share of our Company as at the Adoption Date (i.e. 3,985,381 Shares).

### 5. Grant and acceptance of Awards

The Board or an administration committee of the Board may, at any time during the scheme period in its sole and absolute discretion, select any Participant to be a selected participant (the "**Selected Participant(s)**") and make an Award to such Selected Participant on and subject to any terms and conditions that the Board or an administration committee of the Board may impose.

After the Board or an administration committee of the Board has determined a Selected Participant, the number of the Award Shares to be granted, the purchase price and other terms and conditions of the Award, it shall notify the trustee and the Selected Participant on the grant date in writing (which may also be made through the designated online portal facilities) (the "**Grant Letter**"), setting out, among other things, the terms, conditions and amount, if any, payable on acceptance of such Award.

Upon receipt of the Grant Letter, the Selected Participant is required to confirm his/her acceptance of the Award within five Business Days after the grant date (the "**Acceptance Period**") by returning the notice of acceptance and completing any other required steps to confirm his/her acceptance of the Award within the Acceptance Period to our Company. For any failure to confirm his/her acceptance within the Acceptance Period, the Award shall automatically lapse forthwith and the Shares pursuant to the Award shall become unaccepted Shares.

### 6. Vesting of Award Shares

Any Award Shares granted to a grantee pursuant to the Share Award Scheme shall vest in such grantee in accordance with the vesting conditions as set out in the Grant Letter. If the Board or an administration committee of the Board is satisfied that a grantee has satisfied the vesting conditions (save for the receipt of the purchase price, if any), the Board or an administration committee of the Board shall send to the grantee (or his/her representative or lawful successor as the case may be) a vesting notice (which may also be made through the designated online portal facilities) (the “**Vesting Notice**”) at least 10 Business Days before the vesting date notifying the grantee of the intended vesting of the Award Shares. The Board or an administration committee shall have the sole and absolute discretion in determining whether the Award Shares shall be satisfied by Shares or cash of the equivalent value of such Award Shares at the vesting date.

Upon receipt of the vesting notice, the grantee is required to return to our Company a reply slip duly executed by him/her substantially at least five Business Days before the vesting date. If the Board or an administration committee of the Board specifies in the Vesting Notice that actual Award Shares will be transferred to a nominee account upon vesting, the grantee shall complete the payment of the purchase price (if any) within the specified period set out in the Vesting Notice.

As soon as practicable after the Award Shares have vested in a grantee in accordance with the Share Award Scheme, the Board or an administration committee of the Board shall issue to the trustee a confirmation letter that the vesting conditions have been fulfilled to effect the transfer of the relevant vested Award Shares to a nominee account or, if so determined and instructed by the Board or an administration committee of the Board, direct and procure the trustee to pay to the grantee in cash the amount of equivalent value of such Award Shares after deducting the purchase price (if any) thereof and/or the amount to be withheld or deducted in accordance with the Share Award Scheme.

### 7. Basis of determining the purchase price of the Award Shares

The purchase price of the Award Shares under the Share Award Scheme shall be determined at the sole discretion of the Board or an administration committee of the Board, and stipulated in the Grant Letter.

### 8. Remaining life

Unless terminated earlier by our Company in accordance with the rules of the Share Award Scheme, the Share Award Scheme is valid and effective for a term of 10 years commencing from the Adoption Date. The Share Award Scheme may be terminated by ordinary resolution of the general meeting or by resolution of the Board. Upon termination, (i) no further grant of Award Shares may be made under the Share Award Scheme; and (ii) the Awards granted prior to such termination shall continue to be valid.

As of the date of this report, the remaining life of the Share Award Scheme was approximately eight years and 10 months.



## Other Information

### CORPORATE GOVERNANCE PRACTICES

Our Board is committed to achieving corporate governance standards.

Our Board believes that high corporate governance standards are essential in providing a framework for our Group to safeguard the interests of Shareholders, enhance corporate value, formulate its business strategies and policies, and enhance its transparency and accountability.

Our Company has adopted the principles and code provisions of the CG Code as contained in Appendix C1 of the Listing Rules as the basis of our Company's corporate governance practices. Our Company has also applied the principles of the CG Code on our corporate governance structure and operation in the manner as stated in this interim report, and will always and has complied with all applicable code provisions of the CG Code for the Reporting Period. Our Company will continue to review and oversee the corporate governance practices to ensure its compliance with the CG Code.

Code provision C.2.1 of the CG Code recommends that the roles of chairman and chief executive officer to be separate and not be performed by the same individual. Our Company deviates from this provision as Mr. Tian Ming performs both the roles of chairman of our Board and the chief executive officer of our Company. As Mr. Tian Ming has been managing our Group's business and overall strategic planning for several years, our Directors consider that vesting the roles of chairman and chief executive officer in Mr. Tian Ming is beneficial to the business prospects and management of our Group by ensuring consistent leadership within our Group. Taking into account all the corporate governance measures that our Group implemented, our Board considers that the balance of power and authority for the present arrangement will not be impaired and this structure will enable our Company to make and implement decisions promptly and effectively. Accordingly, our Company had not segregated the roles of its chairman and chief executive officer. Our Board will continue to review and consider splitting the roles of chairman of our Board and the chief executive officer of our Company at an appropriate time if necessary, taking into account the circumstances of our Group as a whole.

Saved as disclosed above, to the best of the knowledge, information and belief of our Directors, having made all reasonable enquiries, our Directors are not aware of any deviation from code provisions in the CG Code as set out in Appendix C1 to the Listing Rules.

### CHANGE IN INFORMATION OF DIRECTORS

There is no change in information of the Directors during the period up to the date of this interim report.

## MODEL CODE FOR SECURITIES DEALINGS BY DIRECTORS

Our Company has adopted the Model Code as its own code of conduct regarding Directors' securities transactions.

Specific enquiry has been made of all of our Directors and our Directors have confirmed that they have complied with the Model Code during the Reporting Period.

Our Company has also established written guidelines (the "**Employees Written Guidelines**") no less exacting than the Model Code for securities transactions by employees who, because of such office or employment, are likely to possess inside information in relation to our Company or our securities. The Employees Written Guidelines stipulate that insiders should not deal with the securities of our Company or should report his/her securities transactions in advance. No incident of non-compliance of the Employees Written Guidelines by the employees was noted by our Company.

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

During the Reporting Period, neither our Company nor any of our subsidiaries has purchased, sold or redeemed any of our Company's securities listed on the Stock Exchange (including sale of treasury shares). As at June 30, 2025, our Company did not hold any treasury shares.

## USE OF NET PROCEEDS FROM GLOBAL OFFERING

Our Company's Shares were listed on the Stock Exchange on December 29, 2022. Net proceeds from the Listing (including the partial exercise of the over-allotment option) of HK\$328.3 million (equivalent to RMB293.0 million), after deducting the underwriting commissions, fees and expenses payable by us in connection with the Listing, will be applied in the manner as set out in the section headed "Future Plans and Use of Proceeds" in the Prospectus.

After careful consideration and a detailed evaluation of our Group's operations and the business strategies, our Board has resolved to extend the timeline for utilizing of the remaining net proceeds from the Global Offering, which amounted to approximately HK\$74.8 million as at June 30, 2025, with full utilization now expected by December 2027. For further information, please refer to our announcement dated August 22, 2025.

## Other Information

Set out below is the status of use of proceeds from the Global Offering by our Group:

Purpose	% of use of proceeds	Net proceeds as of December 31, 2023 (including net proceeds from the partial exercise of the over allotment option dated January 19, 2024)	Utilized for the year ended December 31, 2024	Unutilized proceeds as of December 31, 2024	Utilized for the six months ended June 30, 2025	Unutilized proceeds as of June 30, 2025	Expected timeline of the intended use of the unutilized proceeds as of December 31, 2024	Updated expected timeline of the intended use of the unutilized proceeds
		(HK\$ million)	(HK\$ million)	(HK\$ million)	(HK\$ million)	(HK\$ million)		
(1) To fund our Company's IP production and operations	80.0	262.6	0.8	15.8	-	15.8	December 2025	December 2027
(i) To fund our Company's variety program IP creation and operation;	70.0	229.8	-	-	-	-	-	-
(ii) To fund our Company's music IP production and operation;	4.0	13.1	0.8	-	-	-	-	-
(iii) To fund our Company's film and drama series IP production and operation;	4.0	13.1	-	13.1	-	13.1	December 2025	December 2027
(iv) To fund the purchase and upgrade of equipment, hardware and software for our Company's technical team, production team and short-video team.	2.0	6.6	-	2.7	-	2.7	December 2025	December 2027
(2) To expand our Company's audience reach to provide better customer service and build our Company's established entertainment IP Industry value chain.	20.0	65.7	-	59.0	-	59.0	December 2025	December 2027
<b>Total</b>	<b>100.0</b>	<b>328.3</b>	<b>0.8</b>	<b>74.8</b>	<b>-</b>	<b>74.8</b>		

From the Listing Date up to the Latest Practicable Date, there was no change in the intended use of net proceeds as disclosed in the Prospectus. The expected timeline of full utilization set out above is based on our Directors' best estimation barring unforeseen circumstances, and is subject to change in light of future development of market conditions. Should there be any change in the use of proceeds, further announcement(s) will be made by our Company as soon as practicable.

### INTERIM DIVIDEND

Our Board does not recommend the payment of an interim dividend for the six months ended June 30, 2025.

### EVENTS AFTER THE REPORTING PERIOD

Save as already disclosed as of the date of this interim report, there were no significant events that might affect our Group since the end of the Reporting Period.

### AUDIT COMMITTEE

We have established an audit committee with written terms of reference in compliance with Rule 3.21 of the Listing Rules and the Corporate Governance Code. The audit committee comprises three members, namely Mr. Chen Rehao, Mr. Li Liangrong and Mr. Sheng Wenhao, with Mr. Chen Rehao (being our independent non-executive Director with the appropriate professional qualifications) as chairman of the audit committee.

### REVIEW OF INTERIM RESULTS BY THE AUDIT COMMITTEE

The Audit Committee has reviewed with our Company's management, the accounting principles and practices adopted by our Group, has discussed internal control and financial reporting matters and has reviewed the unaudited condensed consolidated financial information of our Group for the Reporting Period.

The Audit Committee is satisfied that the unaudited condensed consolidated financial information of our Group for the Reporting Period were prepared in accordance with the applicable accounting standards and fairly present our Group's financial position and results for the Reporting Period.

# Unaudited Interim Condensed Consolidated Statement of Profit or Loss

For the six months ended June 30, 2025

	Notes	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
Revenue	5	59,035	71,113
Cost of sales		(37,065)	(64,521)
Gross profit		21,970	6,592
Other income and gains		8,373	8,270
Selling and distribution expenses		(8,338)	(7,817)
Administrative expenses		(21,705)	(42,504)
Reversal of impairment losses on trade receivables, net		1,403	3,572
(Impairment losses)/reversal of impairment losses on other receivables		(259)	634
Reversal of impairment loss on loans to a joint venture		1,838	–
Other expenses		(2,651)	(387)
Changes in fair value of financial assets at fair value through profit or loss		12,878	(5,594)
Finance costs		(113)	(221)
Share of losses of:			
Joint ventures		(8,478)	(14,873)
Associates		(15,316)	(3,012)
LOSS BEFORE TAX	6	(10,398)	(55,340)
Income tax expense	7	(751)	(635)
LOSS FOR THE PERIOD		(11,149)	(55,975)
Attributable to:			
Owners of the Company		(11,002)	(56,796)
Non-controlling interests		(147)	821
		(11,149)	(55,975)
LOSS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT		RMB	RMB
Basic and diluted	9	(0.03)	(0.14)

## Unaudited Interim Condensed Consolidated Statement of Comprehensive Income

For the six months ended June 30, 2025

	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
LOSS FOR THE PERIOD	(11,149)	(55,975)
OTHER COMPREHENSIVE (LOSS)/INCOME Item that may be subsequently reclassified to profit or loss:		
Exchange differences on translation of foreign operations	(1,381)	2,576
OTHER COMPREHENSIVE (LOSS)/INCOME FOR THE PERIOD, NET OF TAX	(1,381)	2,576
TOTAL COMPREHENSIVE LOSS FOR THE PERIOD	(12,530)	(53,399)
Attributable to:		
Owners of the Company	(12,383)	(54,220)
Non-controlling interests	(147)	821
	(12,530)	(53,399)



# Unaudited Interim Condensed Consolidated Statement of Financial Position

June 30, 2025

	Notes	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment		179,874	179,023
Other intangible assets		125,881	131,260
Right-of-use assets		92,899	92,627
Goodwill		255,621	256,585
Interests in a joint venture	10	499,015	507,766
Interests in associates	11	849,370	865,458
Financial assets at fair value through profit or loss	12	65,342	52,464
Restricted deposits		28,531	68,549
Deferred tax assets		35,909	33,801
<b>Total non-current assets</b>		<b>2,132,442</b>	<b>2,187,533</b>
<b>CURRENT ASSETS</b>			
Inventories		21	21
Program copyrights		180	202
Trade receivables	13	68,994	98,957
Prepayments, other receivables and other assets		71,349	74,394
Due from related parties	18	26,736	112,498
Cash and cash equivalents		532,884	425,251
<b>Total current assets</b>		<b>700,164</b>	<b>711,323</b>
<b>CURRENT LIABILITIES</b>			
Trade payables	14	101,935	117,117
Other payables and accruals		28,582	39,460
Contract liabilities		5,616	3,693
Provisions	16	6,623	35,423
Tax payable		23,545	25,525
Lease liabilities		5,752	4,582
<b>Total current liabilities</b>		<b>172,053</b>	<b>225,800</b>
<b>NET CURRENT ASSETS</b>		<b>528,111</b>	<b>485,523</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>2,660,553</b>	<b>2,673,056</b>

continued/...

# Unaudited Interim Condensed Consolidated Statement of Financial Position

June 30, 2025

	Notes	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
<b>NON-CURRENT LIABILITIES</b>			
Lease liabilities		911	2,309
Deferred tax liabilities		3,694	3,731
Other payables and accruals		6,867	7,021
Contract liabilities		13,782	12,347
<b>Total non-current liabilities</b>		<b>25,254</b>	25,408
<b>Net assets</b>		<b>2,635,299</b>	2,647,648
<b>EQUITY</b>			
Share capital	15	3	3
Reserves		2,643,863	2,656,246
<b>Equity attributable to owners of the Company</b>		<b>2,643,866</b>	2,656,249
<b>Non-controlling interests</b>		<b>(8,567)</b>	(8,601)
<b>Total equity</b>		<b>2,635,299</b>	2,647,648

# Unaudited Interim Condensed Consolidated Statement of Changes In Equity

For the six months ended June 30, 2025

	Attributable to owners of the parent							
	Share capital	Capital reserve*	Statutory surplus reserve*	Exchange fluctuation reserve*	Share Award Scheme reserve*	Accumulated losses*	Total	Non-controlling interests
	RMB'000 (note 15)	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
At December 31, 2024 (audited)	3	3,016,046	139,282	42,769	136,130	(677,981)	2,656,249	(8,601)
Loss for the period	-	-	-	-	-	(11,002)	(11,002)	(147)
Other comprehensive income for the period:								
Exchange differences on translation of foreign operations	-	-	-	(1,381)	-	-	(1,381)	-
Total comprehensive loss for the period	-	-	-	(1,381)	-	(11,002)	(12,383)	(147)
Deregistration of a subsidiary	-	-	-	-	-	-	-	181
At June 30, 2025 (unaudited)	3	3,016,046	139,282	41,388	136,130	(688,983)	2,643,866	(8,567)

continued/...

# Unaudited Interim Condensed Consolidated Statement of Changes In Equity

For the six months ended June 30, 2025

	Attributable to owners of the parent						Total	Non-controlling interests	Total equity
	Share capital	Capital reserve	Statutory surplus reserve	Exchange fluctuation reserve	Share Award Scheme reserve	Accumulated losses			
	RMB'000 (note 15)	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
At December 31, 2023 (audited)	3	3,016,046	139,282	34,174	136,130	(445,440)	2,880,195	(10,012)	2,870,183
(Loss)/profit for the period	-	-	-	-	-	(56,796)	(56,796)	821	(55,975)
Other comprehensive income for the period:									
Exchange differences on translation of foreign operations	-	-	-	2,576	-	-	2,576	-	2,576
Total comprehensive loss for the period	-	-	-	2,576	-	(56,796)	(54,220)	821	(53,399)
At June 30, 2024 (unaudited)	3	3,016,046	139,282	36,750	136,130	(502,236)	2,825,975	(9,191)	2,816,784

\* These reserve accounts comprise the consolidated reserves of RMB2,643,863,000 in the unaudited interim condensed consolidated statement of financial position as at June 30, 2025.

# Unaudited Interim Condensed Consolidated Statement of Cash Flows

For the six months ended June 30, 2025

	Notes	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Loss before tax		(10,398)	(55,340)
Adjustments for:			
Bank interest income		(6,139)	(6,570)
Finance costs		113	221
Depreciation of property, plant and equipment		972	6,099
Depreciation of right-of-use assets		607	2,575
Amortisation of other intangible assets		8,206	6,809
Share of losses of joint ventures		8,478	14,873
Share of losses of associates		16,193	3,012
Loss on lease termination		–	47
Loss on deregistration of a subsidiary		181	–
Reversal of impairment losses on trade receivables	6	(1,403)	(3,572)
Impairment losses/(Reversal of impairment losses) on other receivables	6	259	(634)
Reversal of impairment loss on loans to a joint venture	6	(1,838)	–
Trade receivables written off		(3,849)	–
Changes in fair value of financial assets at fair value through profit or loss		(12,878)	5,594
Interest income from loans to related parties		(775)	(403)
Foreign exchange differences, net		–	(543)
		(2,271)	(27,832)
Decrease in trade and notes receivables		35,211	48,708
Decrease/(increase) in prepayments, other receivables and other assets		3,733	(9,148)
Decrease/(increase) in program copyrights		22	(3,058)
Decrease in trade payables		(15,182)	(30,078)
Decrease in other payables and accruals		(9,948)	(6,287)
Increase in contract liabilities		3,358	–
Decrease in provisions		(28,800)	–
Decrease/(increase) in restricted cash		40,018	(1,586)
Cash generated from/(used in) operations		26,141	(29,281)
Interest received		6,139	6,570
Income tax paid		(4,876)	(5,608)
Net cash generated from/(used in) operating activities		27,404	(28,319)

continued/...

## Unaudited Interim Condensed Consolidated Statement of Cash Flows

For the six months ended June 30, 2025

	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchases of items of property, plant and equipment	(828)	(19,128)
Addition to other intangible assets	(3,322)	(3,469)
Loan to a joint venture	–	(23,630)
Repayment of loans from/(loan to) a related party	12,739	(25,486)
Repayment from disposal of note instruments	–	176,940
Repayment of loans from a joint venture	74,861	4,300
Interests received	–	9,861
<b>Net cash flows from investing activities</b>	<b>83,450</b>	<b>119,388</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Repayment of the principal portion of lease liabilities	(2,103)	(2,856)
Dividend paid to non-controlling shareholders	(1,084)	–
Interest paid	(113)	(221)
<b>Net cash flows used in financing activities</b>	<b>(3,300)</b>	<b>(3,077)</b>
<b>NET INCREASE IN CASH AND CASH EQUIVALENTS</b>	<b>107,554</b>	<b>87,992</b>
Cash and cash equivalents at beginning of period	425,251	353,878
Effect of foreign exchange rate changes, net	79	4,662
<b>CASH AND CASH EQUIVALENTS AT END OF PERIOD</b>	<b>532,884</b>	<b>446,532</b>
<b>ANALYSIS OF BALANCES OF CASH AND CASH EQUIVALENTS</b>		
Cash and cash equivalents as stated in the statement of financial position and the statement of cash flows	532,884	446,532



# Notes to Interim Condensed Consolidated Financial Information

## 1. CORPORATE AND GROUP INFORMATION

The Company is a limited liability company incorporated in the Cayman Islands on March 29, 2021. The registered office address of the Company is PO Box 309, Ugland House, Grand Cayman, KY1-1104, Cayman Islands.

The shares of the Company were listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on December 29, 2022.

The Company is an investment holding company. The Company's subsidiaries were principally involved in variety program intellectual property ("IP") production, operation and licensing, music IP operation and licensing, drama series and film IP operation and licensing and other IP-related business.

In the opinion of the directors, the immediate and ultimate holding company is Unionstars Investment Holdings Limited and the ultimate controlling shareholders of the Company are Chinese Culture (Shanghai) Equity Investment Center (L.P.), Chinese Culture (Tianjin) Investment Management Co., Ltd., Mr. Tian Ming, Mr. Jin Lei and Mr. Xu Xiangdong ("Controlling Shareholders").

## 2. BASIS OF PREPARATION

The unaudited condensed consolidated interim financial statements for the six months ended June 30, 2025 have been prepared in accordance with the applicable disclosure requirements of Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the "Listing Rules"), IFRS Accounting Standards and International Accounting Standard ("IAS") 34 "Interim Financial Reporting" issued by the International Accounting Standards Board ("IASB").

The unaudited condensed consolidated interim financial statements do not include all of the information required for a complete set of financial statements in accordance with IFRS Accounting Standards and should be read in conjunction with the Group's annual financial statements for the year ended December 31, 2024.

## 3. CHANGES IN ACCOUNTING POLICIES

The accounting policies and basis of preparation adopted in the preparation of the unaudited condensed consolidated interim financial statements are consistent with those used in the Group's annual financial statements for the year ended December 31, 2024, except as described below.

In the current interim period, the Group has applied the following amendments to IFRS Accounting Standards issued by the IASB, for the first time, which are mandatorily effective for the Group's annual period beginning on January 1, 2025 for the preparation of the Group's condensed consolidated financial statements:

Amendments to IAS 21	<i>Lack of Exchangeability</i>
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The application of the amendments to IFRS Accounting Standards in the current interim period has had no material impact on the Group's financial positions and performance for the current and prior periods and/or on the disclosures set out in the unaudited condensed consolidated interim financial statements. The Group has not applied any new standard or interpretation that is not yet effective for this current accounting period.

## Notes to Interim Condensed Consolidated Financial Information

### 4. OPERATING SEGMENT INFORMATION

For management purposes, the Group is not organised into business units based on their products and services 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

##### (a) Revenue from external customers

	For the six months ended June 30,	
	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
Chinese Mainland	36,788	54,674
Other regions	22,247	16,439
Total	59,035	71,113

The revenue information above is based on the locations of the customers.

##### (b) Non-current assets

	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
Chinese Mainland	1,635,118	1,610,638
Other regions	367,542	422,081
Total	2,002,660	2,032,719

The non-current asset information above is based on the locations of the assets and excludes financial assets at fair value through profit or loss, restricted deposits and deferred tax assets.

## Notes to Interim Condensed Consolidated Financial Information

### 5. REVENUE

An analysis of revenue is as follows:

	For the six months ended June 30,	
	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
Revenue from contracts with customers	59,035	71,113

#### Revenue from contracts with customers

##### (i) Disaggregated revenue information

	For the six months ended June 30,	
	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
<b>Types of goods or services</b>		
Variety program IP production, operation and licensing	13,557	25,453
Music IP operation and licensing	6,444	7,566
Drama series and film IP operation and licensing	25,434	16,393
Other IP-related business	13,600	21,701
Total revenue from contracts with customers	59,035	71,113
<b>Geographical markets</b>		
Chinese Mainland	36,788	54,674
Other regions	22,247	16,439
Total revenue from contracts with customers	59,035	71,113
<b>Timing of revenue recognition</b>		
At a point in time	28,751	41,805
Over time	30,284	29,308
Total revenue from contracts with customers	59,035	71,113

## Notes to Interim Condensed Consolidated Financial Information

### 6. LOSS BEFORE TAX

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

	For the six months ended June 30,	
	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
Cost of variety program IP production, operation and licensing	10,422	35,934
Cost of music IP operation and licensing	3,404	3,707
Cost of drama series and film IP operation and licensing	10,162	6,211
Cost of other IP-related business	13,077	18,669
Reversal of impairment losses on trade receivables, net	(1,403)	(3,572)
Impairment losses/(reversal of impairment losses) on other receivables	259	(634)
Reversal of impairment loss on loans to a joint venture and an associate	(1,838)	–

### 7. 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 operate.

Pursuant to the rules and regulations of the Cayman Islands, the Company is not subject to any income tax in the Cayman Islands.

Pursuant to the relevant tax law of the Hong Kong Special Administrative Region, Hong Kong profits tax has been provided at the rate of 16.5% (2024: 16.5%) on the estimated assessable profits arising in Hong Kong during the period.

Pursuant to the relevant tax law of the Macau Special Administrative Region, Macau profits tax has been provided at the rate of 12% (2024: 12%) on the estimated assessable profits arising in Macau during the period.

The provision for current income tax in Chinese Mainland is based on a statutory tax rate of 25% (2024: 25%) of the assessable profits of the PRC subsidiaries of the Group as determined in accordance with the PRC Corporate Income Tax Law.

Shanghai Canxing Culture is qualified as High and New Technology Enterprises and was entitled to a preferential income tax rate of 15% (2024: 15%) during the period, which will expire on December 12, 2026.

## Notes to Interim Condensed Consolidated Financial Information

### 7. INCOME TAX (CONTINUED)

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

	For the six months ended June 30,	
	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
Current – Charge for the period	72	611
Overprovision in prior year	2,809	–
Deferred tax	(2,130)	24
Income tax expense	751	635

### 8. DIVIDENDS

The Board did not declare any interim dividend for the six months ended June 30, 2025 (six months ended June 30, 2024: Nil).

### 9. LOSS PER SHARE

The calculation of the basic loss per share amounts is based on the loss for the period ended June 30, 2025 attributable to ordinary equity shareholders of the Company and the weighted average number of ordinary shares of 398,538,168 (six months ended on June 30, 2024: 398,538,168) in issue for the period ended June 30, 2025. The Company does not have any no potentially dilutive ordinary shares in issue during the period ended June 30, 2025 and 2024.

The calculations of basic and diluted loss per share are based on:

	For the six months ended June 30,	
	2025 (Unaudited) RMB'000	2024 (Unaudited) RMB'000
Loss		
Loss attributable to ordinary equity shareholders of the Company, used in the basic loss per share calculation	(11,002)	(56,796)

## Notes to Interim Condensed Consolidated Financial Information

### 9. LOSS PER SHARE (CONTINUED)

	Number of Shares For the six months ended June 30,	
	2025	2024
Shares		
Weighted average number of ordinary shares in issue during the period	398,538,168	398,538,168

### 10. INVESTMENTS IN JOINT VENTURES

	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
Share of net assets	375,248	383,726

The Group's loan receivable balances due from a joint venture are disclosed in note 18 to the financial statements.

Particulars of the Group's material joint venture are as follows:

Name	Particular of issued shares held	Place of registration and business	Percentage of ownership interest/ profit sharing	Voting power	Principal activities
Mengxiang Qi'an Culture Development (Shanghai) Co., Ltd. ("Mengxiang Qi'an") 夢響啟岸文化發展(上海)有限公司	Ordinary shares	PRC/Mainland China	70%	50%	Real estate development

The Group holds 70% equity interests in Mengxiang Qi'an, however, unanimous consent from all investors required for the relevant activities of Mengxiang Qi'an. As a result, Mengxiang Qi'an is accounted for as a joint venture of the Group. The Group's equity interests in this joint venture is held through a wholly-owned subsidiary of the Company.



## Notes to Interim Condensed Consolidated Financial Information

### 10. INVESTMENTS IN JOINT VENTURES (CONTINUED)

The following table illustrates the summarised financial information in respect of Mengxiang Qi'an adjusted for any differences in accounting policies and reconciled to the carrying amount in the interim condensed consolidated financial information:

	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
Cash and cash equivalents	23,608	3,845
Current assets	127,924	373,221
Non-current assets	1,404,648	1,176,292
Current liabilities	(345,299)	(441,502)
Non-current liabilities	(674,812)	(563,676)
Net assets	536,069	548,180
Reconciliation to the Group's interest in the joint venture:		
Proportion of the Group's ownership	70%	70%
Group's share of net assets of the joint venture	375,248	383,726
Revenue	28,592	43,419
Loss for the period/year	(12,111)	(41,464)
Total comprehensive loss for the period/year	(12,111)	(41,464)

## Notes to Interim Condensed Consolidated Financial Information

### 11. INVESTMENTS IN ASSOCIATES

	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
Share of net assets	588,879	605,372

The Group's prepayments and loans to associates are disclosed in note 18 to the financial statements.

Particulars of the Group's material associates as at June 30, 2025 are as follows:

Name	Particulars of issued shares held	Place of registration and business	Percentage of ownership interest/ profit sharing	Voting power	Principal activities
Shaanxi Star Shuolan Real Estate Co., Ltd. ("Shuolan") 陝西星空碩藍置業有限公司	Ordinary shares	PRC/Mainland China	40.00%	40.00%	Real estate development and operation
Shaanxi Star Yuanlv Real Estate Co., Ltd. ("Yuanlv") 陝西星空原綠置業有限公司	Ordinary shares	PRC/Mainland China	40.00%	40.00%	Real estate development and operation
Shanghai Binqiao Enterprise management Co., Ltd.* ("Shanghai Binqiao") 上海濱橋 企業管理有限公司	Ordinary shares	PRC/Mainland China	17.59%*	17.59%	Real estate development and operation

\* The Group has significant influence even though it holds less than 20 percent of the equity interest of Shanghai Binqiao as it serves as a member of the key management personnel of Shanghai Binqiao by serving one-fifth of the Board's composition, hence the Company has significant influence over its management, including participation in the financial, operating policy and strategic investment decisions.

The Group's equity interests in the above associates are held through a wholly-owned subsidiary of the Company.

## Notes to Interim Condensed Consolidated Financial Information

### 11. INVESTMENTS IN ASSOCIATES (CONTINUED)

The following table illustrates the summarised financial information in respect of Shuolan adjusted for any differences in accounting policies and reconciled to the carrying amount in the interim condensed consolidated financial information:

	<b>At June 30, 2025 (Unaudited) RMB'000</b>	<b>At December 31, 2024 (Audited) RMB'000</b>
Current assets	<b>102</b>	153
Non-current assets	<b>120,598</b>	123,277
Current liabilities	<b>(16,110)</b>	(14,995)
<b>Net assets</b>	<b>104,590</b>	108,435
Reconciliation to the Group's interest in the associate:		
Proportion of the Group's ownership	<b>40%</b>	40%
Group's share of net assets of the associate	<b>41,836</b>	43,374
Revenue	–	–
Loss for the period/year	<b>(3,845)</b>	(3,706)
Total comprehensive loss for the period/year	<b>(3,845)</b>	(3,706)

## Notes to Interim Condensed Consolidated Financial Information

### 11. INVESTMENTS IN ASSOCIATES (CONTINUED)

The following table illustrates the summarised financial information in respect of Yuanlv adjusted for any differences in accounting policies and reconciled to the carrying amount in the interim condensed consolidated financial information:

	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
Current assets	919,211	931,860
Current liabilities	(13,691)	(8,365)
Non-current liabilities	(16,982)	–
Net assets	888,538	923,495
Reconciliation to the Group's interest in the associate:		
Proportion of the Group's ownership	40%	40%
Group's share of net assets of the associate	355,415	369,398
Revenue	–	–
Loss for the period/year	(34,956)	(3,559)
Total comprehensive loss for the period/year	(34,956)	(3,559)

## Notes to Interim Condensed Consolidated Financial Information

### 11. INVESTMENTS IN ASSOCIATES (CONTINUED)

The following table illustrates the summarised financial information in respect of Shanghai Binqiao adjusted for any differences in accounting policies and reconciled to the carrying amount in the interim condensed consolidated financial information:

	<b>At June 30, 2025 (Unaudited) RMB'000</b>	<b>At December 31, 2024 (Audited) RMB'000</b>
Current assets	<b>3,490,841</b>	3,292,673
Non-current assets	<b>24</b>	28
Current liabilities	<b>(1,508,202)</b>	(1,538,151)
Non-current liabilities	<b>(900,009)</b>	(671,046)
<b>Net assets</b>	<b>1,082,654</b>	1,083,504
Reconciliation to the Group's interest in the associate:		
Proportion of the Group's ownership	<b>17.59%</b>	17.59%
Group's share of net assets of the associate	<b>190,439</b>	190,588
Revenue	<b>66</b>	–
Loss for the period/year	<b>(850)</b>	(13,521)
Total comprehensive loss for the period/year	<b>(850)</b>	(13,521)

The following table illustrates the aggregate financial information of the Group's associates that are not individually material:

	<b>At June 30, 2025 (Unaudited) RMB'000</b>	<b>At December 31, 2024 (Audited) RMB'000</b>
Share of the associates' profits and losses for the period/year	<b>(839)</b>	(2,243)
Share of the associates' total comprehensive loss for the period/year	<b>(839)</b>	(2,243)
Aggregate carrying amount of the Group's investment in the associates	<b>1,189</b>	2,013

## Notes to Interim Condensed Consolidated Financial Information

### 12. FINANCIAL ASSETS AT FAIR VALUE THROUGH PROFIT OR LOSS

	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
A listed equity investment, at fair value		
Tencent Music Entertainment Group	53,923	31,533
Other stock investments	11,419	20,931
Total	65,342	52,464

### 13. TRADE RECEIVABLES

	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
Trade receivables	399,124	434,344
Less: Impairment loss	(330,130)	(335,387)
Total	68,994	98,957

The Group's trading terms with its customers are mainly on credit. The credit period is generally 30 days depending on the specific payment terms in each contract. Each customer has a maximum credit limit. 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.



## Notes to Interim Condensed Consolidated Financial Information

### 13. TRADE RECEIVABLES (CONTINUED)

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

	<b>At June 30, 2025 (Unaudited) RMB'000</b>	<b>At December 31, 2024 (Audited) RMB'000</b>
Within 3 months	<b>18,474</b>	38,570
3 to 6 months	<b>3,047</b>	3,157
6 to 12 months	<b>12,282</b>	23
1 to 2 years	<b>27</b>	54,278
2 to 3 years	<b>32,934</b>	84
Over 3 years	<b>2,230</b>	2,845
<b>Total</b>	<b>68,994</b>	98,957

Included in the Group's trade receivables were amounts due from the Group's related parties of RMB4,000 (December 31, 2024: RMB4,000), which were repayable on credit terms similar to those offered to the major customers of the Group.

### 14. TRADE PAYABLES

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

	<b>At June 30, 2025 (Unaudited) RMB'000</b>	<b>At December 31, 2024 (Audited) RMB'000</b>
Within 1 year	<b>18,158</b>	47,663
1 to 2 years	<b>17,624</b>	45,191
2 to 3 years	<b>43,354</b>	14,180
Over 3 years	<b>22,799</b>	10,083
<b>Total</b>	<b>101,935</b>	117,117

## Notes to Interim Condensed Consolidated Financial Information

### 14. TRADE PAYABLES (CONTINUED)

The trade payables are non-interest-bearing and are normally settled on 90 to 180 days' terms.

Included in the trade payables are trade payables of RMBNil as at June 30, 2025 (December 31, 2024: RMB2,783,000) due to the Group's related parties which are repayable within 30 days, which represented credit terms similar to those offered by the related parties to their major customers.

### 15. SHARE CAPITAL

	As at June 30, 2025 USD	As at December 31, 2024 USD
Authorised:		
50,000,000,000 (2024: 50,000,000,000) ordinary shares of USD0.000001 (2024: USD0.000001) each	50,000	50,000
Issued and fully paid:		
398,538,168 (2024: 398,538,368) ordinary shares of USD0.000001 (2024: USD0.000001) each	399	399

A summary of movements in the Company's share capital is as follows:

	Number of shares in issue	Share capital RMB'000
At December 31, 2024, January 1, 2025 and June 30, 2025	398,538,168	3

## Notes to Interim Condensed Consolidated Financial Information

### 16. PROVISIONS

During the period, some subsidiaries of the Group were defendants in lawsuits. The Group has accrued the probable liabilities for these lawsuits. The movements of the provisions are as follows:

For the six months ended June 30, 2025 (unaudited)

	At January 1, 2025 RMB'000	Additional provisions made RMB'000	Provisions utilised RMB'000	At June 30, 2025 RMB'000
MBC-Guess the Singer! 2016	24,371	–	(24,371)	–
Entity A	1,435	–	–	1,435
Entity B	4,257	–	(4,257)	–
Entity C	4,165	–	–	4,165
Others	1,195	–	(172)	1,023
<b>Total</b>	<b>35,423</b>	<b>–</b>	<b>(28,800)</b>	<b>6,623</b>

For the year ended December 31, 2024 (audited)

	At January 1, 2024 RMB'000	Additional provisions made RMB'000	Provisions utilised RMB'000	At December 31, 2024 RMB'000
MBC-Guess the Singer! 2016	11,900	12,471	–	24,371
Entity A	1,435	–	–	1,435
Entity B	1,663	2,594	–	4,257
Entity C	–	4,165	–	4,165
Entity D	–	8,000	(8,000)	–
Others	1,169	1,463	(1,437)	1,195
<b>Total</b>	<b>16,167</b>	<b>28,693</b>	<b>(9,437)</b>	<b>35,423</b>

### 17. COMMITMENTS

The Group had the following capital commitments at the end of the reporting period:

	At June 30, 2025 (Unaudited) RMB'000	At December 31, 2024 (Audited) RMB'000
Leasehold land and construction in progress	800,431	799,903

## Notes to Interim Condensed Consolidated Financial Information

### 18. RELATED PARTY TRANSACTIONS

Details of the Company's related parties are as follows:

Name	Relationship with the Company
CMC Asia Group Holdings Ltd. ("CMC Asia")	An entity controlled by the Controlling Shareholders
Shanghai Xingkongshui'an Enterprise Development Co., Ltd. ("SH Xingkongshui'an")	A subsidiary of an associate
Mengxiang Qi'an Culture Development (Shanghai) Co., Ltd. ("Mengxiang Qi'an")	A joint venture
Star China Media Ltd. ("SCML")	A subsidiary of CMC Asia

**(a) The Group had the following transactions with related parties during the period:**

	Notes	For the six months ended June 30,	
		2025 (Unaudited) RMB'000	2024 (Audited) RMB'000
Loans to:			
Mengxiang Qi'an	(i)	–	23,630
CMC Asia	(ii)	–	25,525
		–	49,155

Notes:

- (i) The loans to Mengxiang Qi'an were unsecured and repayable on demand with interest rates at 5.39% per annum.
- (ii) The loans to CMC Asia were unsecured and repayable on demand with interest rate at 5% per annum.

## Notes to Interim Condensed Consolidated Financial Information

### 18. RELATED PARTY TRANSACTIONS (CONTINUED)

#### (b) Outstanding balances with related parties:

	Notes	June 30, 2025 (Unaudited) RMB'000	December 31, 2024 (Audited) RMB'000
Due from related parties (non-trade):			
Mengxiang Qi'an	(i)	6,385	79,408
Xingkong Shui'an	(iii)	500	500
CMC Asia	(iv)	19,851	32,590
Total		26,736	112,498
Trade receivables:			
SCML		4	4
Other receivables:			
Mengxiang Qi'an		1,386	1,386
Trade payables:			
Mengxiang Qi'an	(ii)	–	2,783
Total		–	2,783

#### Notes:

- (i) The amounts due from Mengxiang Qi'an were unsecured and repayable on demand with interest rates at 5.39% per annum.
- (ii) Trade payables were unsecured and interest-free.
- (iii) The amounts were unsecured, interest-free and repayable on demand.
- (iv) The amounts due from CMC Asia of RMB19,851,000 were unsecured and repayment on demand with interest rates at 5% per annum.

## Notes to Interim Condensed Consolidated Financial Information

### 19. FAIR VALUE AND FAIR VALUE HIERARCHY OF FINANCIAL INSTRUMENTS

#### Fair value hierarchy

The following tables illustrate the fair value measurement hierarchy of the Group's financial instruments:

Financial assets measured at fair value:

As at June 30, 2025 (unaudited)

	Fair value measurement using			Total RMB'000
	Quoted prices in active markets (Level 1) RMB'000	Significant observable (Level 2) RMB'000	Significant unobservable (Level 3) RMB'000	
Financial assets at fair value through profit or loss	65,342	–	–	65,342

As at December 31, 2024 (audited)

	Fair value measurement using			Total RMB'000
	Quoted prices in active markets (Level 1) RMB'000	Significant observable (Level 2) RMB'000	Significant unobservable (Level 3) RMB'000	
Financial assets at fair value through profit or loss	52,464	–	–	52,464

The Group did not have any financial liabilities measured at fair value as at June 30, 2025 and June 30, 2024.

During the six months ended June 30, 2024 and six months ended June 30, 2025, there were no transfers of fair value measurements between Level 1 and Level 2 and no transfers into or out of Level 3 for financial assets.

Management has assessed that the fair values of cash and cash equivalents, trade receivables, trade payables, financial assets included in prepayments, other receivables and other assets, financial liabilities included in other payables and accruals and amounts due from related parties approximate to their carrying amounts largely due to the short-term maturities of these instruments.

## Notes to Interim Condensed Consolidated Financial Information

### 19. FAIR VALUE AND FAIR VALUE HIERARCHY OF FINANCIAL INSTRUMENTS (CONTINUED)

#### **Fair value hierarchy (Continued)**

The fair values of the financial assets and liabilities are included at the amount at which the instrument could be exchanged in a current transaction between willing parties, other than in a forced or liquidation sale. The following methods and assumptions were used to estimate the fair values:

The fair value of the restricted cash has been calculated by discounting the expected future cash flows using rates currently available for instruments with similar terms, credit risk and remaining maturities. The carrying amount of the restricted cash is the same as its fair value.

The fair values of listed equity investments are based on quoted market prices.



## Definitions

"Articles of Association"	the articles of association of our Company adopted on December 9, 2022 with effect from the Listing Date (as amended from time to time);
"Audit Committee"	the audit committee of our Board;
"Award"	an award granted by the Board or an administration committee of the Board to a grantee of a conditional right for such grantee to receive such number of Award Shares, subject to the satisfaction of vesting conditions and such other terms and conditions, as the Board or an administration committee of the Board may in its absolute discretion determine;
"Award Share(s)"	in respect of a grantee, such number of Share(s) underlying the Award(s) as determined by the Board or the administration committee of the Board, and as may be acquired through on-market or off-market purchases of Shares, in accordance with the terms of the Share Award Scheme;
"Beamingstars"	Beamingstars Investment Holdings Limited, a business company incorporated under the laws of the BVI on March 16, 2021 and owned as to 51.99% by SH Zhihua and 48.01% by Harvest Sky, being one of our controlling shareholders under the Listing Rules;
"Board"	the board of Directors of our Company;
"Business Day(s)"	a day on which banks in Hong Kong are open for normal banking business (excluding Saturdays, Sundays and public holidays);
"BVI"	the British Virgin Islands;
"Canxing Culture"	Shanghai CanXing Culture & Media Co., Ltd. (上海燦星文化傳媒股份有限公司), a limited liability company established in the PRC on March 24, 2006 and is one of the Consolidated Affiliated Entities;
"Canxing JCA"	has the meaning ascribed to it in the Prospectus;
"China" or the "PRC"	the People's Republic of China, but for the purpose of this interim report and for geographical reference only, excluding Hong Kong, the Macau Special Administrative Region of the PRC and Taiwan, China;
"Chinese Culture"	CMC (Shanghai) and CMC (Tianjin);

## Definitions

"CMC (Shanghai)"	Chinese Culture (Shanghai) Equity Investment Center (L.P.) (華人文化產業股權投資(上海)中心(有限合夥)), a limited partnership incorporated in the PRC on December 31, 2009 and one of our controlling shareholders under the Listing Rules;
"CMC (Tianjin)"	Chinese Culture (Tianjin) Investment Management Co., Ltd. (華人文化(天津)投資管理有限公司), a company incorporated in the PRC on November 11, 2008, the general partner of CMC (Shanghai) and one of our controlling shareholders under the Listing Rules;
"Company"	STAR CM Holdings Limited, an exempted company with limited liability incorporated in the Cayman Islands on March 29, 2021;
"CG Code"	the Corporate Governance Code as set out in Appendix C1 to the Listing Rules;
"Director(s)"	the director(s) of our Company;
"East Brothers"	East Brothers Investment Holdings Limited, a business company incorporated under the laws of the BVI on March 10, 2021 and owned as to 81.76% by Mr. Tian Ming, 6.22% by Mr. Jin Lei and 12.02% by Mr. Xu Xiangdong, being one of our controlling shareholders under the Listing Rules;
"Global Offering"	has the meaning ascribed to it in the Prospectus;
"Group", "Our Group", "the Group", "we", "us", or "our"	our Company and our subsidiaries and Consolidated Affiliated Entities at the relevant time or, where the context so requires, in respect of the period before our Company became the holding company of our present subsidiaries or the Consolidated Affiliated Entities, the business operated by such subsidiaries or the Consolidated Affiliated Entities or their predecessors (as the case may be);
"Goldenbroad"	Goldenbroad Investment Holdings Limited, a business company incorporated under the laws of the BVI on March 10, 2021 and wholly owned by Mr. Jin Lei, being one of our controlling shareholders under the Listing Rules;
"Harvest Sky"	Harvest Sky Investment Holdings Limited, a business company incorporated under the laws of the BVI on March 10, 2021 and wholly owned by Mr. Tian Ming, being one of our controlling shareholders under the Listing Rules;
"Hong Kong"	the Hong Kong Special Administrative Region of the PRC;

"HK\$"	Hong Kong dollars, the lawful currency of Hong Kong;
"IFRS"	International Financial Reporting Standards, as issued from time to time by the International Accounting Standards Board;
"IP(s)"	intellectual properties such as exiting variety programs, music works, films, drama series or other literary or artistic works, concepts, stories and expressions that can be used or considered, entirely or partially, to create and/or produce new variety programs, music works, drama series or films;
"Latest Practicable Date"	September 19, 2025, being the latest practicable date for ascertaining certain information in this interim report before its publication;
"Listing"	the listing of our Shares on the Main Board of the Stock Exchange;
"Listing Date"	December 29, 2022, the date on which our Shares were listed and on which dealings in our Shares were first permitted to take place on the Stock Exchange;
"Listing Rules"	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, as amended, supplemented or otherwise modified from time to time;
"Mengxiang Qi'an"	Mengxiang Qi'an Culture Development (Shanghai) Co., Ltd. (夢響啟岸文化發展(上海)有限公司);
"Model Code"	the Model Code for Securities Transactions by Directors of Listed Issuers set out in Appendix C3 to the Listing Rules;
"Prospectus"	our Company's prospectus dated December 15, 2022, a copy of which is available on the Stock Exchange's website at <a href="http://www.hkexnews.hk">www.hkexnews.hk</a> ;
"Reporting Period"	the six months ended June 30, 2025;
"RMB"	Renminbi yuan, the lawful currency of the PRC;
"SFO"	Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time;
"Shares"	ordinary share(s) in the share capital of our Company with a par value of US\$0.000001 each;

## Definitions

"Share Award Scheme"	the Share Award Scheme adopted by the Company on July 29, 2024;
"SH Zhihua"	Shanghai Zhihua Enterprise Management Partnership (Limited Partnership) (上海至驊企業管理合夥企業(有限合夥)), a limited partnership incorporated in the PRC on March 23, 2021 and wholly-owned by CMC (Shanghai);
"Shareholder(s)"	holder(s) of our Company's Share(s);
"Stock Exchange"	The Stock Exchange of Hong Kong Limited;
"Tencent"	Tencent (騰訊), a leading online video platform based in Shenzhen;
"Unionstars"	Unionstars Investment Holdings Limited, a business company incorporated under the laws of the BVI on March 26, 2021 and owned as to 7.53%, 17.64%, 34.18% and 40.65% by East Brothers, Goldenbroad, Beamingstars and Harvest Sky, respectively;
"US\$"	United States dollars, the lawful currency for the time being of the United States; and
"Youku"	Youku (優酷), a leading online video platform based in Beijing