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**柠萌影视**

**Linmon Media Limited**

**檸萌影視傳媒有限公司**

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

**(Stock Code: 9857)**

**ANNUAL RESULTS ANNOUNCEMENT  
FOR THE YEAR ENDED 31 DECEMBER 2024**

The board (the “**Board**”) of directors (the “**Director(s)**”) of Linmon Media Limited (the “**Company**”, together with its subsidiaries (including consolidated affiliated entities of the Company), the “**Group**”) hereby announces the audited consolidated annual results of the Group for the year ended 31 December 2024 (the “**Reporting Period**”), together with the comparative figures for the corresponding period of 2023, as follows:

**FINANCIAL PERFORMANCE HIGHLIGHTS**

	<b>For the year ended 31 December</b>	
	<b>2024</b>	<b>2023</b>
	<b>RMB'000</b>	<b>RMB'000</b>
REVENUE	<b>657,008</b>	1,221,752
Cost of sales	<b>(548,485)</b>	(740,154)
Gross profit	<b>108,523</b>	481,598
Gross profit margin	<b>16.5%</b>	39.4%
Other income and gains	<b>68,492</b>	121,661
Selling and distribution expenses	<b>(158,694)</b>	(92,960)
Administrative expenses	<b>(214,793)</b>	(206,243)
Other expenses	<b>(15,854)</b>	(16,316)
Finance costs	<b>(2,877)</b>	(2,443)
Share of profits and losses of associates	<b>1,786</b>	201

**FINANCIAL PERFORMANCE HIGHLIGHTS (CONTINUED)****For the year ended 31 December**

	<b>2024</b>	<b>2023</b>
	<b><i>RMB'000</i></b>	<b><i>RMB'000</i></b>
(LOSS)/PROFIT BEFORE TAX	<b>(213,417)</b>	285,498
Income tax credit/(expenses)	<b><u>23,364</u></b>	<u>(71,870)</u>
 (LOSS)/PROFIT AND TOTAL COMPREHENSIVE (EXPENSE)/INCOME FOR THE YEAR	 <b><u><u>(190,053)</u></u></b>	 <u>213,628</u>
 Add:		
Share-based payments	<b><u>5,940</u></b>	<u>13,793</u>
 Adjusted net (loss)/profit	 <b><u><u>(184,113)</u></u></b>	 <u>227,421</u>

## MANAGEMENT DISCUSSION AND ANALYSIS

### BUSINESS REVIEW

In 2024, the drama series market witnessed decreases in the overall number of drama series broadcasted, the average number of episodes per drama series and the average selling prices across the industry as compared to previous years. In this context, the Group broadcasted a relatively smaller number of drama series episodes in 2024 as affected by drama production progress and broadcast scheduling, and these episodes were only released through online platforms. Meanwhile, certain new businesses were still in the early stage of investment. The combined effect of these factors led to a temporary year-on-year decrease in the Group's revenue and net profit for the year of 2024.

In 2024, the Group continued to adhere to the long-termism and the strategy of premium contents, effectively implemented the production development of original drama series, and successfully produced blockbuster sequels. We released our first cinema film, which achieved good box office results for a non-holiday release. We rapidly increased the scale of production capacity for short drama series business and created a number of blockbusters, but the profit model was still in the exploratory stage. A number of our drama series went viral on overseas platforms along with the rapid development of our self-operated overseas platforms. We explored the derivative development chain for mature IPs, continuously deepened cost reduction and efficiency enhancement, and explored the application of AI in production processes, with an aim to effectively build an empowering organization.

#### **Successfully creating blockbuster sequels of original drama series and releasing the first cinema film**

In 2024, the Group remained committed to developing premium original drama series, effectively implemented the serial production development, enriched Linmon IP strategies, and upgraded and implemented the product category strategy. We kept increasing our reserve of excellent copyrights, promoted the application of AI in production processes including video production, script development, sound and image processing, and successfully produced and released 3 original drama series and 1 cinema film:

- The original drama series "Under the Skin II" (《獵罪圖鑑2》): broke the "curse" of sequels and recreated a phenomenal blockbuster masterpiece. It was jointly broadcasted on iQIYI platform and Tencent Video platform, with the average viewership per episode ranking TOP1 across all platforms in Q4 of 2024. The robust after-sale brought the season I of the drama series to the hit list, ranking TOP6 across all platforms in the Enlightent Data Online Hit List (雲合霸屏). It also ranked TOP1 in both of the Weibo and Douyin drama series lists for multiple weeks during its peak popularity period.

- The original drama series “In Between” (《半熟男女》): an avant-garde urban romantic fable which was released on Youku platform, ranking TOP2 of urban romance drama in 2024 Endata Viewership Index (藝恩播映指數). It topped Weibo Drama Influence List and Weibo Hot Search List (HSL) for the same period, with over 900 million exposures on the Xiaohongshu platform, which was far ahead of the pack.
- The original drama series “My Boss” (《你也有今天》): broadcasted on Youku platform, its popularity rate exceeded 9,500 after broadcasting on Youku for 13 days, ranking TOP5 on the viewership list of drama series exclusively launched on Youku during the first half of 2024 and ranking TOP3 on the list of average viewership per episode of modern idol drama series in 2024 issued by Enlightent. It also had a remarkable performance on Douyin platform with the total viewership of the clips of main topics reaching 5.85 billion times, occupying TOP1 of the Douyin drama series list for several weeks during its peak popularity period.
- The first cinema film “The Unseen Sister” (《喬研的心事》): premiered in mainland China on 26 October 2024, effectively reached audience as a non-holiday release, and grossed a box office revenue of over RMB150 million in domestic market, ranking TOP3 in box office performance among domestic suspense-themed films in 2024.



Original drama series  
“My Boss”  
(《你也有今天》)



Original drama series  
“In Between”  
(《半熟男女》)



Original drama series  
“Under the Skin II”  
(《獵罪圖鑑2》)



Film “The Unseen Sister”  
(《乔妍的心事》)



Original drama series  
“Moonlit Reunion”  
(《子夜归》)



Original drama series  
“A Dream within a Dream”  
(《书卷一梦》)



Original drama series  
“In the Moonlight”  
(《月明千里》)



Original drama series  
“Juggling Roles/Ga Xi”  
(《轧戏》)

From the beginning of 2024 to the date of this announcement, the Group started shooting of the original drama series “Moonlit Reunion” (《子夜歸》), “Under the Skin II” (《獵罪圖鑑2》), “A Dream within a Dream” (《書卷一夢》), “In the Moonlight” (《月明千里》) and “Juggling Roles/Ga Xi” (《軋戲》). As of the date of this announcement, “Under the Skin II” (《獵罪圖鑑2》) has been broadcasted in December 2024, “Moonlit Reunion” (《子夜歸》) and “A Dream within a Dream” (《書卷一夢》) are under post-production while “In the Moonlight” (《月明千里》) and “Juggling Roles/Ga Xi” (《軋戲》) are currently under shooting.

### **Rapidly expanding the scale of short drama series and exploring multidimensional commercialization**

In 2024, the Group made great efforts in short drama series segment, rapidly expanded the scale of production capacity by leveraging multiple domestic + overseas platforms for short drama series, continued to iterate and upgrade its capability of high-quality content production, produced a number of blockbusters, with an aim to explore multidimensional commercialization channels.

In 2024, the accumulated duration of short drama series produced by the Group was approximately 6,000 minutes, representing a year-on-year increase of approximately 5 times. A number of short drama series have recorded viewership over 100 million after launching, respectively, and the recharge amount at the consumer end per drama series exceeded RMB10 million, reaching the top level of the industry, in which short drama series “My Wife Helps Me Achieve My Ambitions” (《賢妻扶我凌雲志》) garnered over 300 million topic mentions across the network, and the recharge amount at the consumer end exceeded RMB10 million; the short drama series “Joy of Life: The Imperial Cause” (《慶餘年之帝王業》) garnered over 300 million topic mentions within 72 hours of its debut, securing a place in the Hot Search List of Douyin platform, and was included in the CCTV Premium Mini and Short Drama New Release Chart.

In 2024, the Group effectively consolidated the commercial short drama series business, produced and released 11 commercial short drama series, with the segment revenue doubled year-on-year. The short drama series such as “The Woman Selling Luxury House” (《賣豪宅的女人》) and “A Voluntary Act” (《願者上鉤》) have recorded considerable results regarding evaluation indicators including total viewership and commercial transformation, realizing mutual benefits with the brand owners. Meanwhile, the Group actively seized market opportunities by exploring multidimensional commercialization channels such as traffic-based paid promotion, minimum guarantee, and traffic-based revenue sharing.

## **Multiple overseas released drama series popularly broadcasting, and self-operated channels achieving rapid growth**

In 2024, the Group comprehensively advanced the diversified development of its overseas businesses with our drama series popularly broadcasting on a number of overseas first-tier platforms, some of them broke the broadcasting record for Chinese drama series in the local market. We launched the overseas distribution of our first cinema film, advanced the localized production of overseas content, and expedited the building of self-operated overseas channels, achieving more than double year-on-year increases in the number of viewings, number of subscriber and viewing time:

- Drama series popularly broadcasting in overseas market: in 2024, the original drama series “My Boss” (《你也有今天》) was broadcasted simultaneously on several first-tier overseas platforms such as Viu, TRUEID, Line TV, AsiaN, Singtel, Viki and YouTube, reaching over 200 countries and regions, breaking the viewership record for Chinese drama series on TRUEID, the top streaming platform in Thailand. Original drama series “Under the Skin II” (《獵罪圖鑑 2》) ranked in the iQIYI International High Popularity Lists as the TOP1 of Hong Kong, China, TOP1 of Taiwan, China, TOP1 of Korea, TOP3 of Malaysia and TOP1 of Singapore.
- The overseas distribution of the first cinema film: the film “The Unseen Sister” (《喬研的心事》) was released in many regions including Australia, the United States, Canada and New Zealand, and was shortlisted for the Main Competition Session of the Tokyo International Film Festival (TIFF) and the Future Plan Special Screening at the Singapore International Film Festival (SGIFF).
- Steadily advancing overseas content production: in 2024, the shooting of “Nothing But Thirty – Bangkok” (《三十而已•曼谷篇》) was completed successfully and is under post-production currently. The production of multiple Linmon IP overseas production projects including “Nothing But Thirty – Hong Kong” (《三十而已•香港篇》) and the Thai version of “Under the Skin” (《獵罪圖鑑》) were advancing simultaneously.
- Overseas self-operated channels achieving rapid growth: in 2024, the self-operated official Youtube channel of the Group recorded viewership exceeding 100 million, representing a year-on-year increase of 120%, with a year-on-year increase of 180% in subscribers and a year-on-year increase of 205% in the total viewing time.

## **Promoting development of IP derivatives to form a well-developed business chain**

In 2024, the Group accelerated the development of IP derivatives, and realized the commercialization of drama series IP in the fields of peripheral derivative products, brand licenses, content derivatives, etc., so as to form a well-developed business chain.

During the year, over 200 peripheral derivative products of the original drama series “Under the Skin II” (《獵罪圖鑑2》) such as stuffed toys, acrylic products and origami paper have been released on iQIYI and Tencent Video Grassland simultaneously with the broadcasting of the drama series, and the cotton-stuffed dolls were sold out immediately right after they were launched, marking a new record by the vendor to hit sales volume of one million in the shortest time. The sales volume of peripheral derivative products of this drama series ranked among the top tier of such products of drama series in 2024, and ranked the first place with a significant leading position among such products of modern drama series. The content derivatives and derivative products of this drama series such as phonograph records, online novels, fanbooks and character cards were successively launched after the release of the drama series, while commercial cooperation such as animated series and offline exhibitions were also under active development.

The peripheral derivative products of the original drama series “My Boss” (《你也有今天》) have also been released simultaneously with the broadcasting of the drama series. The sales volume of the peripheral products of this drama series ranked TOP1 among such products of the drama series launched by Alifish in the first half of 2024.

## **OUTLOOK**

Looking forward to 2025, the Group will redefine the strategic vision of “connecting with new audience through superior content”, and construct Linmon content portfolio consisting of long-form drama series, short drama series and movies, creating synergies among contents of these sectors to promote mutual development. For long-form drama series, the Group will continue to produce premium contents and serial collections, and adopt a two-pronged strategy of focusing on origin content and adaptation development, with an aim to effectively increase the scale of production capacity, build up its edge in abundant IP reserve and strive to initiate the production of over 200 episodes of long-form drama series in 2025. For short drama series, the Group will continue to maintain scale development and produce premium contents, striving to become a top-notch producer of premium products and achieving the transition from online novels to drama series and movies. The Group will promote the multi-dimensional application of new AI-based technology in the production of drama series and movies. For overseas business, the Group will achieve effective output of Linmon IP, and steadily advance overseas localized content production, striving to get the first tranche of overseas localized projects on screen. For content marketing business, being positioned as “content expert for brand customers”, the Group will expedite the expansion of strategic brand resources with a focus on content, explore opportunities in new business models such as short drama series marketing and IP licensing, and explore the development of artiste brokerage business.

## **EMPLOYEES**

As of 31 December 2024, the Group had 203 employees, who were primarily based in Shanghai and Beijing.

The Group maintains high recruitment standards and recruits our employees based on a number of factors, including their level of knowledge, years of industry experience, education background and their conformity with our values. The Company is committed to establishing a competitive and fair remuneration and benefits system. In order to effectively motivate our business development through remuneration incentives and ensure that our employees receive competitive remuneration packages, we continuously refine our remuneration and incentive policies through market research and peers benchmarking. We conduct performance evaluation for our employees regularly to provide feedback on their performance. Meanwhile, the Company offers our employees with internal and external training opportunities to enhance their expertise and skills, thereby fulfilling the Company's development needs.

The Group maintains diversified composition of employees, and achieves workforce diversity (including the management team) in terms of gender, age, ethnicity, cultural and educational background, professional experience, skills and knowledge, etc. As of 31 December 2024, the number of female employees of the Group accounted for approximately 70.9% of the total number of employees, continuously maintaining gender diversity of employees.

## FINANCIAL REVIEW

### Revenue

#### *Geographical information*

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
Mainland China	618,044	1,182,938
Other countries/regions	<u>38,964</u>	<u>38,814</u>
Total revenue	<u><u>657,008</u></u>	<u><u>1,221,752</u></u>

The Group's sales revenue for the year ended 31 December 2024 amounted to RMB657.0 million, representing a decrease of 46.2% from RMB1,221.8 million for the year ended 31 December 2023, which was mainly attributable to (i) the impact from the industry; (ii) the decrease in the number of episodes of drama series broadcasted in 2024 as compared to the same period of 2023; and (iii) the fact that the drama series newly launched in 2024 in Mainland China were only broadcasted via online platforms while the drama series launched in the same period of 2023 were broadcasted via both online platforms and TV stations.

### Cost of Sales

The Group's cost of sales decreased by 25.9% from RMB740.2 million for the year ended 31 December 2023 to RMB548.5 million for the year ended 31 December 2024, which was mainly due to the aforesaid broadcast situation of drama series of the Group during the Reporting Period.

## **Gross Profit and Gross Profit Margin**

### ***Gross Profit***

The Group's gross profit decreased from RMB481.6 million for the year ended 31 December 2023 to RMB108.5 million for the year ended 31 December 2024, which was mainly due to the aforesaid broadcast situation of drama series of the Group during the Reporting Period.

### ***Gross Profit Margin***

The Group's gross profit margin decrease from 39.4% for the year ended 31 December 2023 to 16.5% for the year ended 31 December 2024, which was mainly due to the aforesaid broadcast situation of drama series of the Group during the Reporting Period.

## **Other Income and Gains**

The Group's other income and gains decreased by 43.7% from RMB121.7 million for the year ended 31 December 2023 to RMB68.5 million for the year ended 31 December 2024, primarily due to (i) a decrease in government grants received by the Group during the Reporting Period as compared to the same period of 2023; and (ii) a decrease in the capital gains received by the Group during the Reporting Period as compared to the same period of 2023.

## **Selling and Distribution Expenses**

The Group's selling and distribution expenses increased by 70.7% from RMB93.0 million for the year ended 31 December 2023 to RMB158.7 million for the year ended 31 December 2024, which was primarily related to the expenses incurred by the Group in its efforts to expand the short drama series business during the Reporting Period.

## **Administrative Expenses**

The Group's administrative expenses for the year ended 31 December 2024 was RMB214.8 million, which was basically the same with that of RMB206.2 million for the year ended 31 December 2023.

## **Finance Costs**

The Group's finance costs primarily consist of accrued interest expenses on lease liabilities and interest expenses on discounted notes receivable. The Group's finance costs for the year ended 31 December 2024 was RMB2.9 million, which was basically the same with that of RMB2.4 million for the year ended 31 December 2023.

## Share of Profits and Losses of Associates

The Group recognized share of profits of associates of RMB1.8 million for the year ended 31 December 2024, as compared to share of profits of associates of RMB0.2 million for the year ended 31 December 2023, which were primarily related to the Group's investments in Beijing Ark Reading Technology Co., Ltd. (北京方舟閱讀科技有限公司) and Shanghai Senmeijie Culture Media Co., Ltd. (上海森美介文化傳媒有限公司).

## Income Tax Expenses

The Group's income tax credit for the year ended 31 December 2024 was RMB23.4 million, as compared to income tax expenses of RMB71.9 million for the year ended 31 December 2023, primarily due to the impact from the recognition of deferred income tax expense during the Reporting Period, resulting in a negative figure in the income tax expenses.

## Adjusted Net Profit

*Unit: RMB million*

	For the year ended 31 December	
	2024	2023
(Loss)/profit for the year	(190.1)	213.6
Add:		
Share-based payments	<u>5.9</u>	<u>13.8</u>
Adjusted net (loss)/profit	<u>(184.2)</u>	<u>227.4</u>
Adjusted earnings per share – basic (RMB yuan)*	<u>(0.51)</u>	<u>0.63</u>

\* Adjusted earnings per share is calculated by adjusted net (loss)/profit divided by weighted average number of ordinary shares during the year.

The Group's adjusted net loss for the year ended 31 December 2024 was RMB184.1 million, as compared to adjusted net profit of RMB227.4 million for the year ended 31 December 2023, which was primarily because (i) the number of episodes of drama series broadcasted in 2024 decreased as compared to the same period of last year; (ii) the drama series newly launched in 2024 in Mainland China were only broadcasted via online platforms while the drama series launched in the same period of 2023 were broadcasted via both online platforms and TV stations; and (iii) the Group continued to expand its short drama series business in 2024, but the overall performance of the short drama series segment remained at a loss-making position and has not yet achieved profitability despite the fact that the Company has proactively explored such sector and the business has achieved certain market influence.

The “adjusted net (loss)/profit” is not defined under the Hong Kong Financial Reporting Standards (HKFRSs). It is defined by the Group as the net (loss)/profit adjusted by adding back share-based payments expenses (the “**Adjusted Item**”). The Group believes that such non-HKFRSs measure can eliminate the potential impact of certain Adjusted Item and facilitate the comparison of operating performance from period to period and from company to company.

### **Trade and Notes Receivables**

The Group’s trade and notes receivables decreased by 52.7% from RMB597.3 million for the year ended 31 December 2023 to RMB282.4 million for the year ended 31 December 2024. Such year-on-year decrease was related to the successive collection of the accounts receivable from the drama series broadcasted in 2023 and the previous years.

### **Trade Payables**

The Group’s trade payables increased by 4.1% from RMB57.3 million for the year ended 31 December 2023 to RMB59.7 million for the year ended 31 December 2024.

### **Liquidity, Financial and Capital Resources**

We have historically funded our cash needs principally from cash generated from operations, and to a lesser extent, equity financing. We adopt a prudent financial management policy to ensure that the Group maintained a stable and healthy financial position. Taking into account the financial resources available to the Group, including the Group’s cash and cash equivalents on hand, cash generated from operations and available financing, and the net proceeds from the issuance of ordinary shares in connection with the initial public offering, and after prudent and careful consultation and enquiry, the Directors are of the view that the Group has sufficient working capital to meet the Group’s present operating needs.

As at 31 December 2024, the Group had net current assets of RMB2,341.9 million, as compared to net current assets of RMB2,732.8 million as at 31 December 2023. The Group’s current ratio decreased from 6.1 as at 31 December 2023 to 5.5 as at 31 December 2024. The decrease in net current assets was mainly due to the increase in capital requirements by the Group for newly launched projects and investment in project copyright reserve in 2024.

As at 31 December 2024, the Group's total equity attributable to owners of the Company amounted to RMB2,312.8 million, as compared to RMB2,574.5 million as at 31 December 2023. The decrease was mainly attributable to the operating losses recorded by the Group in 2024.

*Unit: RMB million*

	<b>For the year ended 31 December</b>		
	<b>2024</b>	2023	Change%
Net cash (used in)/generated from operating activities	<b>(251.0)</b>	359.6	(169.8%)
Net cash generated from/(used in) investing activities	<b>659.7</b>	(296.9)	(322.2%)
Net cash used in financing activities	<b>(38.6)</b>	(89.3)	(56.8%)
	<hr/>	<hr/>	<hr/>
Net increase/(decrease) in cash and cash equivalents	<b>370.1</b>	(26.6)	(1,491.4%)
Cash and cash equivalents at beginning of year	<b>716.2</b>	742.8	(3.6%)
	<hr/>	<hr/>	<hr/>
Cash and cash equivalents at end of year	<b><u>1,086.3</u></b>	<u>716.2</u>	<u>51.7%</u>

### **Operating Activities**

For the year ended 31 December 2024, the Group's net cash outflow from operating activities was RMB251.0 million, as compared to a net cash inflow of RMB359.6 million for the year ended 31 December 2023. Such change was mainly due to the increase in reserve requirements for the production and development of drama series by the Group as well as the increase in capital requirements in relation to the exploration of new businesses.

### **Investing Activities**

For the year ended 31 December 2024, net cash inflow from investing activities was RMB659.7 million, as compared to a net cash outflow from investing activities of RMB296.9 million for the year ended 31 December 2023, which was primarily because the wealth management products, time deposits and other products purchased by the Group in the past have matured.

### **Financing Activities**

For the year ended 31 December 2024, net cash outflow from financing activities was RMB38.6 million, representing a decrease of 56.8% as compared to a net cash outflow of RMB89.3 million for the year ended 31 December 2023. The decrease was mainly because the Group withdrew bank loans as capital reserve for production of drama series and other purposes in 2024.

### **Gearing Ratio**

The gearing ratio (calculated by dividing total debts by total assets) was 28.1% as at 31 December 2024, which has no material difference as compared to 27.8% as at 31 December 2023.

## **Foreign Exchange and Exchange Rate Risk**

Currently, the Group's operations are mainly carried out in China, so the Group's foreign exchange risk exposure arises from changes in bank foreign exchange balances and exchange rates of other currencies involved in relevant businesses. For the year ended 31 December 2024, the Group did not incur any material foreign currency exchange losses in its operations. The management of the Group will continue to monitor the Group's foreign exchange exposure and consider taking prudent measures as and when appropriate to mitigate the adverse impact of exchange fluctuation.

## **Significant Investments Held**

There were no significant investments held by the Group as at 31 December 2024. In order to enhance the return on capital, the Group utilized its idle funds to subscribe for wealth management products. During the Reporting Period and up to the date of this announcement, there was no subscription of wealth management products from a single financial institution by the Group that is required to be disclosed under Chapter 14, Chapter 14A or paragraph 32(4A) of Appendix D2 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") .

## **Contingent Liabilities**

As at 31 December 2024, the Group did not have any significant contingent liabilities.

## **Future Plans for Significant Investments or Capital Assets**

There were no future plans of the Group for significant investments or capital assets as at 31 December 2024.

## **Hedging Activities**

There were no hedging activities of the Group as at 31 December 2024.

## **Subsequent Events After the Reporting Period**

There were no significant events that would have a material impact on the Group's business operation subsequent to the Reporting Period and up to the date of this announcement.

## USE OF PROCEEDS FROM LISTING

The Company was listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) on 10 August 2022 (the “**Listing Date**”) with the issuance of 15,139,300 new shares. After deducting the underwriting commission in connection with the global offering and other expenses payable by the Company in connection with the global offering, the net proceeds from listing amounted to approximately HK\$311.8 million. These proceeds will be utilised in accordance with the allocation plans as disclosed in the section headed “Net Proceeds from the Global Offering” of the announcement of offer price and allotment results of the Company dated 9 August 2022. Meanwhile, as disclosed in the announcement of the Company dated 21 June 2023 (the “**Announcement**”), the Board has resolved to re-allocate part of the unutilised net proceeds for original drama series production. The balance of unutilised net proceeds as at 31 December 2024 was approximately HK\$40.3 million.

The proceeds from listing have been and will continue to be applied in accordance with the relevant plans disclosed above, namely:

Item	Percentage (%)	Proceeds from listing for related purpose	Net proceeds (HK\$ million)			Expected timeline for net proceeds unutilised
			Proceeds unutilised as at 1 January 2024	Net proceeds utilised during the Reporting Period	Net proceeds unutilised as at the end of the Reporting Period	
IP pool expansion	10	31.2	-	-	-	
– IP purchase	5	15.6	-	-	-	
– Writer recruitment	2	6.2	-	-	-	
– Recruitment of or collaboration with scriptwriters	3	9.4	-	-	-	
Drama series production and promotion	50	155.9	-	-	-	
– Original drama series production	45	140.3	-	-	-	
– Original drama series distribution and promotion	5	15.6	-	-	-	
Initiatives into emerging business opportunities	15	46.8	-	-	-	
Potential strategic investment and acquisition opportunities	15	46.8	46.8	6.5	40.3	By the end of 2025
Working capital and general corporate purposes	10	31.1	-	-	-	
<b>Total</b>	<b>100</b>	<b>311.8</b>	<b>46.8</b>	<b>6.5</b>	<b>40.3</b>	

The Company has deposited the net proceeds which are not immediately applied to the above purposes into interest-bearing accounts with licensed commercial banks or financial institutions in the PRC or Hong Kong. The Company will comply with the PRC laws in respect of foreign exchange registration and proceeds remittance.

## **FINAL DIVIDEND**

The Board did not recommend any payment of final dividend for the year ended 31 December 2024.

## **AGM**

The annual general meeting of the Company (the “**AGM**”) will be held on Wednesday, 28 May 2025. A notice convening the AGM will be published in the manner required by the Listing Rules in due course.

## **CLOSURE OF REGISTER OF MEMBERS**

The register of members of the Company will be closed from 23 May 2025 to 28 May 2025, both days inclusive, in order to determine the identity of the Shareholders who are entitled to attend the AGM, during which period no share transfers will be registered. To be eligible to attend the AGM, all properly completed transfer documents accompanied by the relevant share certificates must be lodged for registration with the Company’s share registrar in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong not later than 4:30 p.m. on 22 May 2025.

## **CORPORATE GOVERNANCE PRACTICE**

The Group is committed to maintaining high standards of corporate governance to safeguard the interests of its Shareholders and to enhance corporate value and accountability. The Company has adopted the requirements and code provisions of the Corporate Governance Code (the “**CG Code**”) as set out in Appendix C1 to the Listing Rules. During the Reporting Period, the Company has complied with all applicable code provisions as set out in the CG Code, except for the deviation from code provision C.2.1 of the CG Code.

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

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

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

## **MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS**

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the “**Model Code**”) as set out in Appendix C3 to the Listing Rules as its code of conduct for securities transactions by the Directors. Having made specific enquiries of all Directors, each of the Directors has confirmed that he/she has complied with the required standards as set out in the Model Code during the Reporting Period.

## **PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES**

Neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company’s listed securities (including sale of treasury shares (as defined in the Listing Rules), if any) during the Reporting Period. As of 31 December 2024, the Company did not hold any treasury shares.

## **AUDIT COMMITTEE**

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

The Audit Committee, together with the Board, has reviewed the accounting principles and practices adopted by the Group and the audited consolidated financial statements of the Group for the year ended 31 December 2024.

### **SCOPE OF WORK OF AUDITOR ON THE ANNUAL RESULTS ANNOUNCEMENT**

The figures in respect of the Group's consolidated statement of profit or loss and other comprehensive income, consolidated statement of financial position and the related notes thereto for the year ended 31 December 2024 as set out above in this announcement have been agreed by the Group's auditor, Moore CPA Limited, to the amounts set out in the Group's audited consolidated financial statements for the year. The work performed by Moore CPA Limited in this respect did not constitute an assurance engagement and consequently no opinion or assurance conclusion has been expressed by Moore CPA Limited on this announcement.

### **PUBLICATION OF ANNUAL RESULTS AND 2024 ANNUAL REPORT**

This annual results announcement is published on the websites of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company at [www.linmon.cn](http://www.linmon.cn), and the annual report of the Company for the year ended 31 December 2024 will be published on the above websites in due course.

## CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

Year ended 31 December 2024

	Notes	2024 RMB'000	2023 RMB'000
REVENUE	4	<u>657,008</u>	<u>1,221,752</u>
Cost of sales		(548,485)	(740,154)
Gross profit		108,523	481,598
Other income and gains	4	68,492	121,661
Selling and distribution expenses		(158,694)	(92,960)
Administrative expenses		(214,793)	(206,243)
Other expenses		(15,854)	(16,316)
Finance costs		(2,877)	(2,443)
Share of profits and losses of associates		<u>1,786</u>	<u>201</u>
(LOSS)/PROFIT BEFORE TAX	5	(213,417)	285,498
Income tax credit/(expense)	6	<u>23,364</u>	<u>(71,870)</u>
(LOSS)/PROFIT AND TOTAL COMPREHENSIVE (EXPENSE)/INCOME FOR THE YEAR		<u>(190,053)</u>	<u>213,628</u>
Attributable to:			
Owners of the Company		(189,144)	213,628
Non-controlling interests		<u>(909)</u>	<u>—</u>
		<u>(190,053)</u>	<u>213,268</u>
(LOSS)/EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE COMPANY			
Basic (RMB yuan)	8	<u>(0.52)</u>	<u>0.59</u>
Diluted (RMB yuan)	8	<u>(0.52)</u>	<u>0.59</u>

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

31 December 2024

		31 December 2024	31 December 2023
	<i>Notes</i>	<b>RMB'000</b>	<b>RMB'000</b>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment		18,948	16,613
Right-of-use assets		48,418	68,349
Other intangible assets		1,403	3,113
Investments in associates		21,463	23,845
Deferred tax assets		92,124	67,508
Financial assets at fair value through profit or loss		51,559	54,183
Prepayments, other receivables and other assets		67,241	68,586
Time deposits		56,000	–
		<u>357,156</u>	<u>302,197</u>
Total non-current assets			
<b>CURRENT ASSETS</b>			
Film and drama series rights	9	690,925	471,032
Trade and notes receivables	10	282,422	597,258
Prepayments, other receivables and other assets		242,564	217,018
Financial assets at fair value through profit or loss		550,519	674,787
Time deposits		–	583,376
Restricted cash		7,987	5,667
Cash and cash equivalents		1,086,280	716,171
		<u>2,860,697</u>	<u>3,265,309</u>
Total current assets			
<b>CURRENT LIABILITIES</b>			
Trade payables	11	59,691	57,315
Other payables and accruals		106,010	112,758
Bank borrowing		60,000	–
Lease liabilities		17,708	18,298
Contract liabilities		268,344	287,670
Tax payable		7,083	56,435
		<u>518,836</u>	<u>532,476</u>
Total current liabilities			
<b>NET CURRENT ASSETS</b>		<u>2,341,861</u>	<u>2,732,833</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>2,699,017</u>	<u>3,035,030</u>

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION (CONTINUED)***31 December 2024*

	<b>31 December 2024 RMB'000</b>	31 December 2023 RMB'000
<b>NON-CURRENT LIABILITIES</b>		
Other payables and accruals	4,457	1,493
Contract liabilities	346,604	404,963
Deferred tax liabilities	–	2,329
Lease liabilities	<u>34,106</u>	<u>51,702</u>
Total non-current liabilities	<u>385,167</u>	<u>460,487</u>
Net assets	<u>2,313,850</u>	<u>2,574,543</u>
<b>EQUITY</b>		
<b>Equity attributable to owners of the Company</b>		
Share capital	59	59
Share premium	4,358,691	4,437,226
Reserves	<u>(2,045,991)</u>	<u>(1,862,742)</u>
	2,312,759	2,574,543
Non-controlling interests	<u>1,091</u>	<u>–</u>
Total equity	<u>2,313,850</u>	<u>2,574,543</u>

## NOTES TO FINANCIAL STATEMENTS

31 December 2024

### 1. CORPORATE AND GROUP INFORMATION

The Company is a limited liability company incorporated in the Cayman Islands on 10 June 2021. The registered office of the Company is located at Suite #4-210, Governors Square, 23 Lime Tree Bay Avenue, PO Box 32311, Grand Cayman KY1-1209, Cayman Islands.

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

The shares of the Company were listed on the Stock Exchange on 10 August 2022.

### 2. BASIS OF PREPARATION OF CONSOLIDATED FINANCIAL STATEMENTS

These financial statements have been prepared in accordance with Hong Kong Financial Reporting Standards ("**HKFRSs**") issued by the Hong Kong Institute of Certified Public Accountants ("**HKICPA**"). For the purpose of preparation of the consolidated financial statements, information is considered material if such information is reasonably expected to influence decisions made by primary users. In addition, the consolidated financial statements include applicable disclosures required by the Listing Rules and by the Hong Kong Companies Ordinance.

The consolidated financial statements have been prepared on the historical cost basis, except for certain financial instruments that are measured at fair values at the end of each reporting period.

Historical cost is generally based on the fair value of the consideration given in exchange for goods and services.

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date, regardless of whether that price is directly observable or estimated using another valuation technique.

#### **Basis of consolidation**

The consolidated financial statements incorporate the financial statements of the Company and entities controlled by the Company and its subsidiaries. Control is achieved when the Company:

- has power over the investee;
- is exposed, or has rights, to variable returns from its involvement with the investee; and
- has the ability to use its power to affect its returns.

The Group reassesses whether or not it controls an investee if facts and circumstances indicate that there are changes to one or more of the three elements of control listed above.

All intragroup assets and liabilities, equity, income, expenses and cash flows relating to transactions between members of the Group are eliminated in full on consolidation.

Non-controlling interests in subsidiaries are presented separately from the Group's equity therein, which represent present ownership interests entitling their holders to a proportionate share of net assets of the relevant subsidiaries upon liquidation.

### 3. OPERATING SEGMENT INFORMATION

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

#### Geographical information

(a) Revenue from external customers

	<b>2024</b>	2023
	<b><i>RMB'000</i></b>	<i>RMB'000</i>
Mainland China	<b>618,044</b>	1,182,938
Other countries/regions	<b>38,964</b>	38,814
Total revenue	<b><u>657,008</u></b>	<u>1,221,752</u>

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

(b) All of the non-current assets of the Group were located in Mainland China.

## Information about major customers

For the year ended 31 December 2024, there were three customers contributing 10% or more of the Group's revenue. These customers collectively contributed approximately RMB510,380,000 in revenue, accounting for 49%, 15%, and 13% of the Group's total revenue for the year ended 31 December 2024, respectively (for the year ended 31 December 2023, there were two customers contributing 10% or more of the Group's revenue, collectively contributing approximately RMB1,041,247 thousand, accounting for 58% and 27% of the Group's total revenue for the year ended 31 December 2023, respectively).

## 4. REVENUE, OTHER INCOME AND GAINS

An analysis of revenue is as follows:

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
<i>Revenue from contracts with customers</i>	<b>657,008</b>	1,221,722
<i>Revenue from other sources</i>		
Net licensing fee received from investments in drama series under co-financing arrangements	—	30
Total	<b><u>657,008</u></b>	<b><u>1,221,752</u></b>

## Revenue from contracts with customers

### (i) Disaggregated revenue information

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
<b>Types of goods or services</b>		
Licensing of broadcasting rights of original drama series <i>(note (a))</i>	591,458	1,137,951
Content marketing	29,864	62,356
Others <i>(note (b))</i>	<u>35,686</u>	<u>21,415</u>
Total	<u><u>657,008</u></u>	<u><u>1,221,722</u></u>

*Note:*

- (a) Licensing revenue in 2024 and 2023 comprised mainly revenue derived from long drama series. The amount recognised as revenue in 2024 includes variable consideration amounted RMB4,422,000 (2023: RMB261,000) that relates to performance obligations satisfied in previous periods.
- (b) Others mainly consist of sales of goods through online platform, artiste management services and licensing of drama elements and made-to-order drama series.

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
<b>Timing of revenue recognition</b>		
Goods transferred at a point in time	648,631	1,209,696
Services transferred over time	6,137	6,809
Services transferred at a point in time	<u>2,240</u>	<u>5,217</u>
Total	<u><u>657,008</u></u>	<u><u>1,221,722</u></u>

The following table shows the amounts of revenue recognised in the current reporting period that was included in the contract liabilities at the beginning of the reporting period:

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
Licensing of the broadcasting rights of original drama series	275,237	305,596
Content marketing	8,788	21,876
Others	<u>10,113</u>	<u>–</u>
Total	<u><u>294,138</u></u>	<u><u>327,472</u></u>

**(ii) Performance obligations**

Information about the Group's performance obligations is summarised below:

*Licensing of broadcasting rights of original drama series*

The performance obligation is satisfied at the point in time when the broadcasting rights are authorised and the customer can begin exhibiting or selling the drama series. Generally, upfront payment is received from customers for purchasing the broadcasting rights of relevant drama series when the contract is signed, and the remaining contract amount is generally due within three months to twelve months.

Under the Group's standard contract terms, customers do not have a right to return.

*Content marketing*

The performance obligation is satisfied at the point in time when the content marketing services are complete and accepted by the customers in accordance with the terms of the contract or over time in which the services are rendered to or consumed by the customer simultaneously. The payment is generally due within three months to twelve months.

*Others*

The performance obligation of sales of goods through online platform is satisfied upon delivery of the goods and payments are mainly on cash and credit card settlements.

The performance obligation of licensing of drama elements is satisfied at the point in time when the right to use the relevant intangible property in the drama series is transferred to the licensee and the contract amount is determinable. The payment is generally due within three months to nine months.

The performance obligation of revenue received from the artiste management service income is satisfied over the time of the service period and payment is generally due within three months to nine months.

The amounts of transaction prices allocated to the remaining performance obligations (unsatisfied or partially unsatisfied) as at 31 December are as follows:

	<b>2024</b>	2023
	<b><i>RMB'000</i></b>	<i>RMB'000</i>
Amounts expected to be recognised as revenue:		
Within one year	<b>568,529</b>	555,658
After one year	<b><u>1,906,698</u></b>	<u>1,351,944</u>
	<b><u><u>2,475,227</u></u></b>	<u><u>1,907,602</u></u>

The amounts of transaction prices allocated to the remaining performance obligations which are expected to be recognised as revenue after one year relate to licensing of the broadcasting rights of original drama series and content marketing, of which the performance obligations are to be satisfied within three years. The amounts disclosed above do not include variable consideration which is constrained.

An analysis of other income and gains is as follows:

	<b>2024</b>	2023
	<b><i>RMB'000</i></b>	<i>RMB'000</i>
Government grants	<b>14,086</b>	46,324
Additional deduction for input value-added tax	–	3,615
Interest income on		
– cash and bank balances	<b>18,668</b>	18,071
– time deposits	<b>3,213</b>	29,196
Investment income from financial assets at fair value through profit or loss		
– Gain on redemption of other unlisted investments	<b>3,497</b>	409
– Gain on disposal of financial assets at fair value through profit or loss	<b>9,159</b>	–
– Interest income on other unlisted investments	<b>173</b>	–
Fair value gains:		
Financial assets at fair value through profit or loss	<b>3,118</b>	9,895
Foreign exchange differences, net	<b>16,242</b>	13,553
Others	<b>336</b>	598
	<hr/>	<hr/>
Total other income and gains	<b><u>68,492</u></b>	<u>121,661</u>

*Note:*

The government grants mainly represent incentives awarded by the local governments to support the Group's operation. There were no unfulfilled conditions or contingencies attached to these government grants.

## 5. (LOSS)/PROFIT BEFORE TAX

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

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
Cost of film rights sold ( <i>note (a)</i> )	522,458	665,272
Depreciation of property, plant and equipment	7,171	5,752
Depreciation of right-of-use assets		
– Selling and distribution expenses	188	94
– Administrative expenses	20,589	13,589
– Cost of sales	–	5,752
	<u>20,777</u>	<u>19,435</u>
Amortisation of other intangible assets (included in administrative expenses)	2,228	2,694
Lease payments not included in the measurement of lease liabilities	2,083	2,501
Auditor's remuneration	3,950	4,104
Employee benefit expense (excluding directors' and chief executive's remuneration):		
Wages and salaries	76,256	89,473
Pension scheme contributions ( <i>note (b)</i> )	7,927	6,698
Staff welfare expenses	10,106	13,316
Equity-settled share-based payment	5,946	11,990
Termination benefits	3,750	1,236
	<u>103,985</u>	<u>122,713</u>
Total	103,985	122,713
Employee benefit expenses included in selling and distribution expenses	<u>(28,220)</u>	<u>(16,406)</u>
Employee benefit expenses included in administrative expenses	<u>75,765</u>	<u>106,307</u>
Loss on disposal of items of property, plant and equipment	527	26
Foreign exchange differences, net	(16,242)	(13,533)
Impairment/(reversal of impairment) of trade receivables, net	6,648	(3,223)
Write-down of film rights to net realisable value (included in cost of sales)	26,027	74,882
Impairment of investment in an associate (included in other expenses)	4,168	14,304
Advertising expenses	110,782	50,572
Legal and professional fee	15,354	7,866
Fair value (gains)/losses, net:		
Financial assets at fair value through profit or loss	(3,118)	(9,895)
Financial liabilities under co-investment arrangements	<u>1,966</u>	<u>1,428</u>

*Notes:*

- (a) The cost of film rights sold includes RMB3,652,000 relating to equity-settled share-based payment during the year of 2023.
- (b) There are no forfeited contributions that may be used by the Group as the employer to reduce the existing level of contributions.

## 6. INCOME TAX

The major components of the income tax (credit)/expense of the Group during the year are analysed as follows:

	<b>2024</b> <b>RMB'000</b>	2023 <i>RMB'000</i>
Current tax:		
Charge for the year	<b>3,581</b>	88,854
Deferred tax	<u><b>(26,945)</b></u>	<u>(16,984)</u>
Total tax (credit)/charge for the year	<u><b>(23,364)</b></u>	<u>71,870</u>

## 7. DIVIDENDS

	<b>2024</b> <b>RMB'000</b>	2023 <i>RMB'000</i>
Dividends recognised as distributions		
Final dividend of RMB21.8 cent per ordinary share in respect of the year ended 31 December 2023	<u><b>78,580</b></u>	<u>–</u>

No dividend in respect of the year ended 31 December 2024 have been proposed by Directors (2023: RMB21.8 cent per ordinary share).

## 8. (LOSS)/EARNINGS PER SHARE

The calculation of the basic (loss)/earnings per share amount is based on the (loss)/profit for the year attributable to ordinary equity holders of the parent, and the weighted average number of ordinary shares of 360,483,747 (2023: 360,458,829) in issue during the year.

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

	<b>2024</b> <b>RMB'000</b>	2023 <i>RMB'000</i>
(Loss)/earnings		
(Loss)/profit/attributable to ordinary equity holders of the Company, used in the basic (loss)/earnings per share calculation	<u><b>(189,144)</b></u>	<u>213,628</u>

	2024	2023
Shares		
Weighted average number of ordinary shares in issue used in the basic (loss)/earnings per share calculation	<b>360,483,747</b>	360,458,829
Effect of dilution – weighted average number of ordinary shares:		
Share options	–	2,808,226
Share award	–	N/A
Total	<u><b>360,483,747</b></u>	<u>363,267,055</u>

The weighted average number of ordinary shares used in the calculation of basic (loss)/earnings per share is the number of ordinary shares in issue during the year, and the weighted average number of ordinary shares assumed to have been issued at no consideration on the deemed exercise or conversion of all dilutive potential ordinary shares into ordinary shares.

#### 9. FILM AND DRAMA SERIES RIGHTS

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
License and scripts	<b>209,099</b>	218,985
Films and drama series under production	<b>429,679</b>	116,356
Completed film and drama series rights	<u><b>52,147</b></u>	<u>135,691</u>
Total	<u><b>690,925</b></u>	<u>471,032</u>

#### 10. TRADE AND NOTES RECEIVABLES

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
Trade receivables	<b>300,634</b>	600,876
Notes receivables	<u><b>10,656</b></u>	<u>39,315</u>
	<b>311,290</b>	640,191
Impairment	<u><b>(28,868)</b></u>	<u>(42,933)</u>
Net carrying amount	<u><b>282,422</b></u>	<u>597,258</u>

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. The Group seeks to maintain strict control over its outstanding receivables. 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.

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

	<b>2024</b>	2023
	<b><i>RMB'000</i></b>	<i>RMB'000</i>
Within 3 months	<b>223,360</b>	517,612
3 to 6 months	<b>4,108</b>	15
6 to 12 months	<b>500</b>	11,235
1 to 2 years	<b>39,841</b>	19,440
2 to 3 years	<b>3,957</b>	3,627
Over 3 years	<b>–</b>	6,014
	<hr/>	<hr/>
Total	<b><u>271,766</u></b>	<b><u>557,943</u></b>

As at 31 December 2024, included in the Group's trade receivables balance are debtors with aggregate carrying amount of RMB133,454,000 (2023: RMB424,186,000) which are past due as at the reporting date. Out of the past due balances, RMB51,291,000 (2023: RMB20,480,000) has been past due over 1 year and is not considered as in default since continuous settlement has been noted from these debtors.

The movements in the loss allowance for impairment of trade receivables are as follows:

	<b>2024</b>	2023
	<b><i>RMB'000</i></b>	<i>RMB'000</i>
At beginning of year	<b>42,933</b>	46,156
Impairment losses/(reversal of impairment losses), net	<b>6,648</b>	(3,223)
Write off	<b>(20,713)</b>	–
	<hr/>	<hr/>
At end of year	<b><u>28,868</u></b>	<b><u>42,933</u></b>

The Group performs impairment assessment under ECL model on trade receivables with significant balances and credit-impaired individually. The remaining trade receivables are using a provision matrix to measure ECL. The provision rates are based on aging and the days past due for groupings of various customer segments with similar loss patterns. The calculation reflects the probability-weighted outcome, the time value of money and reasonable and supportable information that is available at the end of each reporting period about past events, current conditions and forecasts of future economic conditions.

The Group's notes receivables were all aged within one year and were neither past due nor impaired.

## 11. TRADE PAYABLES

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
Trade payables	<u>59,691</u>	<u>57,315</u>

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

	2024 <i>RMB'000</i>	2023 <i>RMB'000</i>
Within 3 months	58,341	52,181
3 to 6 months	334	473
6 to 12 months	141	220
1 to 2 years	691	3,829
2 to 3 years	<u>184</u>	<u>612</u>
	<u>59,691</u>	<u>57,315</u>

Included in the trade payables were trade payables of RMB64,000 as at 31 December 2024 (2023: RMB3,502,000) due to the Group's related parties which were repayable within one year, which represented credit terms similar to those offered by the related parties to their major customers.

The trade payables are non-interest-bearing and are normally settled on terms of 90 to 365 days.

By order of the Board  
**Linmon Media Limited**  
**Su Xiao**  
*Chairman*

Beijing, PRC  
25 March 2025

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