



英皇文化產業集團有限公司
Emperor Culture Group Limited
於百慕達註冊成立之有限公司 Incorporated in Bermuda with limited liability

Company at a Glance



Competitive Strengths

- 👑 Positioned as top tier cinema chain in the Greater China
- 👑 Comprehensive cinema network with strong presence at prime locations
- 👑 Cinemas are well-equipped with advanced technologies including IMAX theatre system, CINITY theatre system, ScreenX, 4DX or MX4D motion systems, D-Box seats and Dolby Atmos audio systems
- 👑 Possess a membership base of over 500,000 in Hong Kong and Macau, translating into huge value
- 👑 Enjoy synergies effect with sister companies – Emperor Motion Pictures and Emperor Entertainment Group
- 👑 Proficient management team



ScreenX theatre



IMAX laser theatre





Cinema Network in Chinese Mainland

	Location	No. of Houses	No. of Seats
Chinese Mainland (Sub-total: 14)			
1.	The MixC, Hefei	13	1,980
2.	Wenjiang Shin Kong Place, Chengdu	10	1,836
3.	Shanshan Outlet Plaza, Ganzhou	9	1,500
4.	Shin Kong Place, Chongqing	10	1,319
5.	UpperHills, Shenzhen	6	1,272
6.	IFS Mall, Changsha	6	1,267
7.	U Fun, Chengdu	8	1,225
8.	Emperor Group Centre, Beijing	10	1,154
9.	IFS Mall, Chongqing	6	1,104
10.	IFS Mall, Chengdu	8	1,064
11.	NOVA, Foshan	7	1,053
12.	Sanlitun, Beijing *	7	1,001
13.	PAFC Mall, Shenzhen	7	984
14.	East Pacific Shopping Mall, Shenzhen	9	449

* Opened in FY2024/25



Grand lobby in Ganzhou



VIP lounge in Hefei

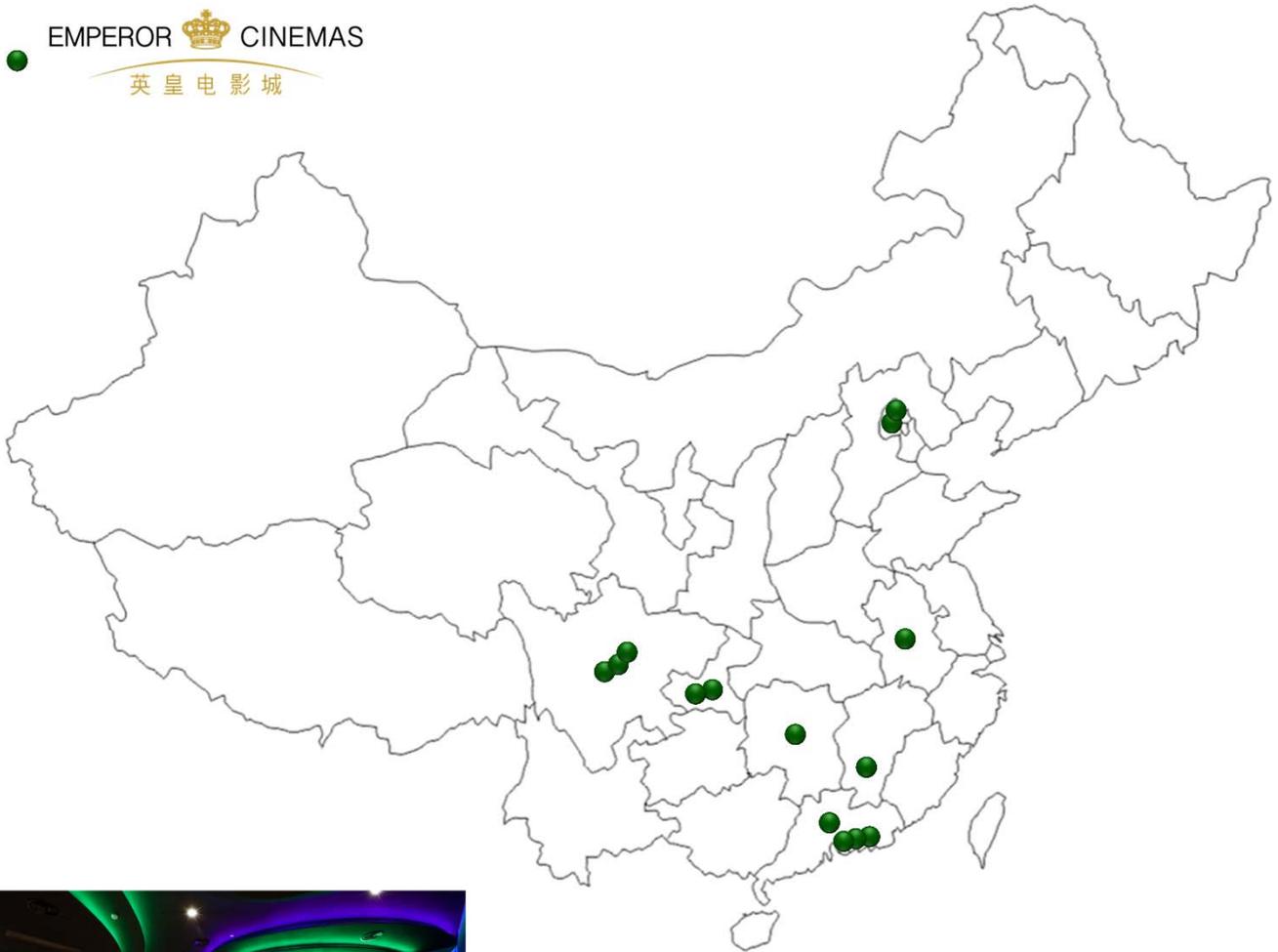


Grand lobby with ticketing machines in Beijing

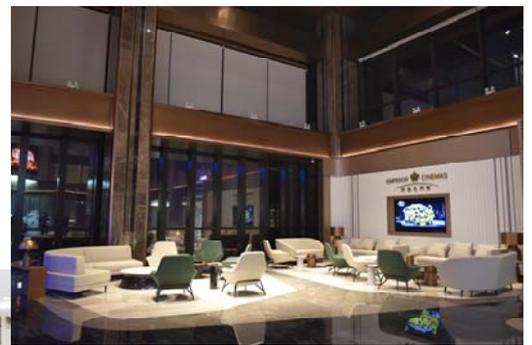


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Cinema Network in Chinese Mainland



Dreamland theatre in Chongqing



Lounge in Chengdu



Concierge in Shenzhen





Cinema Network in Hong Kong and Macau

Location	No. of Houses	No. of Seats
Hong Kong (Sub-total: 8)		
15. i SQUARE, Tsim Sha Tsui	5	979
16. Times Square, Causeway Bay	5	917
17. The Wai, Tai Wai 	6	912
18. The LOHAS, Tseung Kwan O	6	883
19. Citywalk, Tsuen Wan	5	687
20. New Town Commercial Arcade, Tuen Mun	4	385
21. THE SOUTHSIDE, Wong Chuk Hang 	4	384
22. Entertainment Building, Central	5	219
Macau (Sub-total: 1)		
23. Lisboeta Macau	9	1,241



Kiosk in i SQUARE, Hong Kong



Lobby in The Wai, Hong Kong



the CORONET VIP House in Lisboeta Macau



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Financial Summary

HK\$'000	FY2024/25	1H2024/25	1H2025/26	Changes
Total Revenue	480,644	243,147	266,377	+ 9.6%
<i>Box Office Takings</i>	389,244	196,529	215,541	+ 9.7%
<i>Others</i>	91,400	46,618	50,836	+ 9.0%
Gross Profit	290,720	147,226	156,178	+ 6.1%
Impairment Allowances	29,804	-	-	N/A
Net (Loss)	(141,646)	(56,823)	(47,615)	Reduced by 16.2%

Revenue Breakdown

By Geographical Segment	FY2024/25		1H2024/25		1H2025/26		Changes
	HK\$'000	Mix (%)	HK\$'000	Mix (%)	HK\$'000	Mix (%)	
Hong Kong	255,155	53.1%	141,031	58.0%	140,053	52.6%	- 0.7%
Chinese Mainland	204,705	42.6%	90,055	37.0%	112,704	42.3%	+ 25.2%
Macau	20,784	4.3%	12,061	5.0%	13,620	5.1%	+ 12.9%
Total Revenue	480,644	100.0%	243,147	100.0%	266,377	100.0%	+ 9.6%

Key Performance Indicators

HK\$ million	@30 Jun 2025	@31 Dec 2025
Bank Balances and Cash	49.8	65.7
Bank Loans	Nil	Nil





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Future Expansion Plan

Cinema	Opening Date	Location
Chinese Mainland		
1  英皇电影城	2027	Taikoo Place Beijing

Future Development Strategies

- Look for cinema network expansion by identifying good locations
- Strengthen advertising efforts during the release of blockbusters
- Enhance customer relationship management
- Boost brand awareness by utilising social media
- Elevate cinema experience for its audience by offering unique and detail-oriented services
- Joint promotions with payment platforms and credit card issuers

Special Programme



Membership Programme



Joint Promotion



AIA

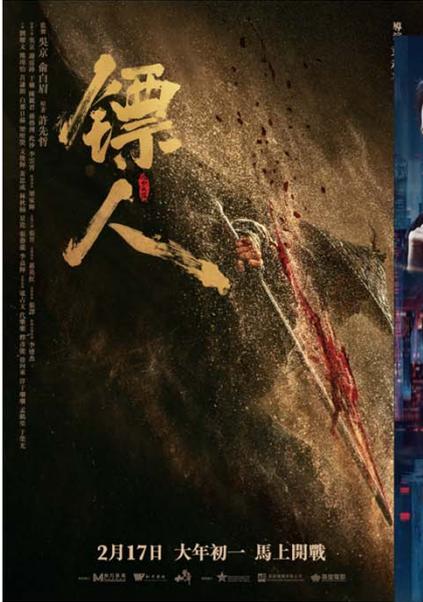


Credit cards



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Movies Showing in 2026



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