



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

Emperor Group
(~73.8%)

Public
(~26.2%)

Emperor Culture Group Limited (491.HK)

Currently covers 23 cinemas in
Chinese Mainland, Hong Kong and Macau with
165 houses and approximately 24,000 seats

EMPEROR  CINEMAS
英皇电影城

EMPEROR  CINEMAS
英皇戲院

EMPEROR  CINEMAS
英皇戲院
Plus+

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 Laser IMAX projection system, CINITY projection system, Ultra 4DX or MX4D motion system, ScreenX, and Dolby Vision and Atmos screening system
- 👑 Possess a membership base of over 800,000 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





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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	987
13.	PAFC Mall, Shenzhen	7	984
14.	East Pacific Shopping Mall, Shenzhen	9	449



VIP lounge in Sanlitun, Beijing



VIP house in IFS Mall, Chengdu

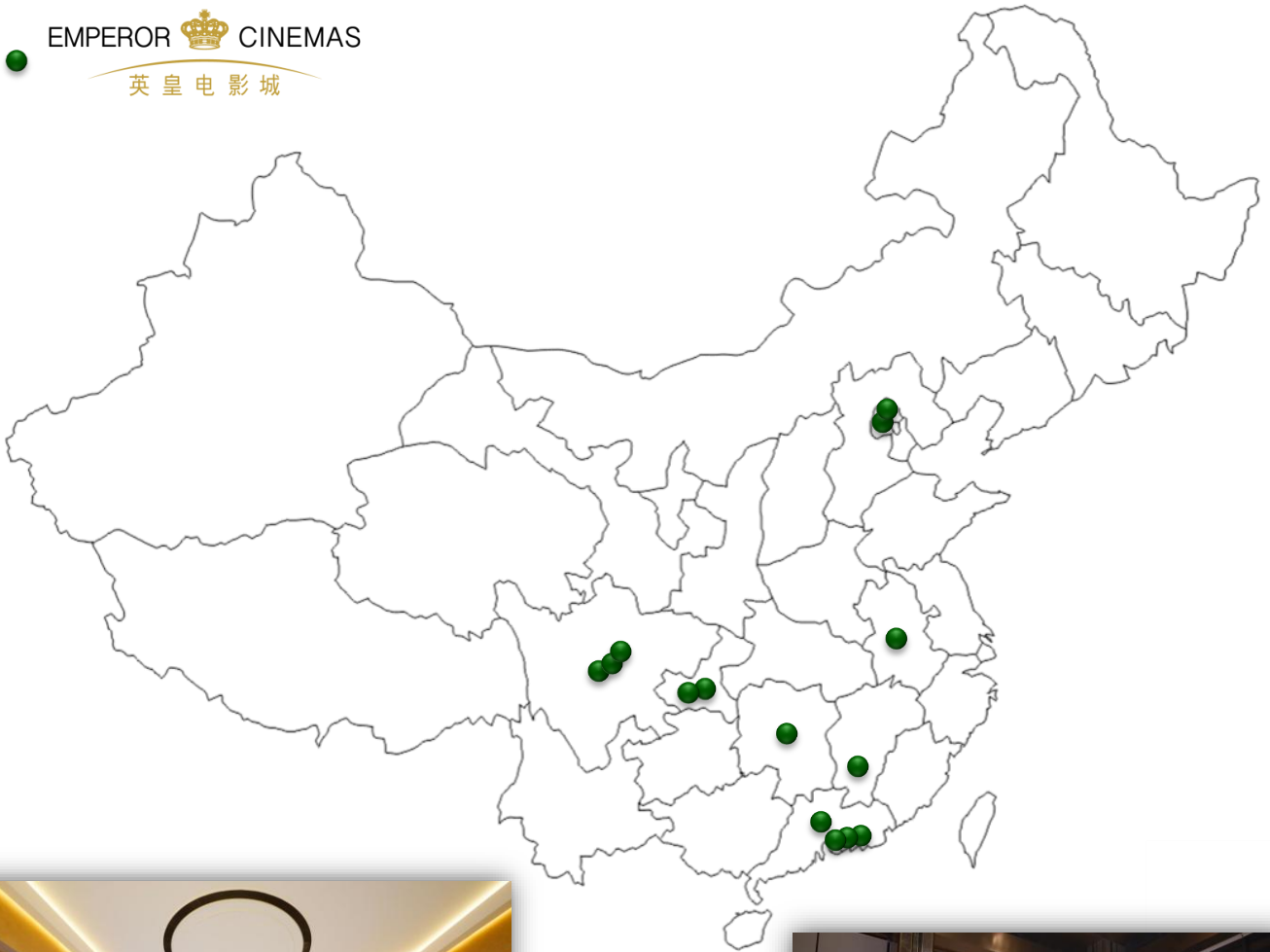


Lobby in Shanshan Outlet Plaza, Ganzhou



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Cinema Network in Chinese Mainland



Lobby in Sanlitun, Beijing



Lounge in Wenjiang
Shin Kong Place, Chengdu



Concession counter in UpperHills, Shenzhen





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Cinema Network in Hong Kong and Macau

	Location	No. of Houses	No. of Seats
Hong Kong (Sub-total: 8)			
15.	iSQUARE, 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	380
22.	Entertainment Building, Central	5	219
Macau (Sub-total: 1)			
23.	Lisboeta Macau	9	1,241



Kiosk in iSQUARE, 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	FY2025/26	Changes
Total Revenue	480,644	511,411	+ 6.4%
Box Office Takings	389,244	407,176	+ 4.6%
Others	91,400	104,235	+ 14.0%
Gross Profit	290,720	304,521	+ 4.7%
Provision/(Reversal) of Impairment Allowances	29,678	(47,340)	N/A
Net (Loss)/Profit	(141,646)	1,257	Turnaround

Revenue Breakdown

By Geographical Segment	FY2024/25		FY2025/26		Changes
	HK\$'000	Mix (%)	HK\$'000	Mix (%)	
Hong Kong	255,155	53.1%	279,401	54.6%	+ 9.5%
Chinese Mainland	204,705	42.6%	206,312	40.3%	+ 0.8%
Macau	20,784	4.3%	25,698	5.1%	+ 23.6%
Total Revenue	480,644	100.0%	511,411	100.0%	+ 6.4%

Key Performance Indicators

HK\$ million	@30 Jun 2025	@30 Jun 2026
Bank Balances and Cash	49.8	35.9
Bank Loans	Nil	Nil





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Future Expansion Plan

Cinema	Opening Date	Location
Chinese Mainland		
1 	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



AIA

Joint Promotion



Credit cards





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Movies Showing in 2026 and 2027



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