



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

## Announces 2024/25 Interim Results EBITDA Increases Significantly to HK\$50.5 million

### Results Summary

	For the six months ended 31 December	
	2024 HK'000	2023 HK'000
Total revenue	243,147	267,186
<i>Box office takings</i>	196,529	219,964
<i>Others</i>	46,618	47,222
Gross profit	147,226	160,951
EBITDA	50,481	5,476
Net loss	56,823	143,218

(Hong Kong, 21 February 2025) **Emperor Culture Group Limited** (“Emperor Culture Group” or “Group”; Stock Code: 491.HK), which mainly engages in the operation of cinemas under **Emperor Cinemas Group**, today announced its interim results for the six months ended 31 December 2024 (“Period”).

During the Period, global headwinds continued impacting the macro economy. As a result of weak consumption sentiment and the lack of blockbusters, the Group’s total revenue decreased to HK\$243.1 million (2023: HK\$267.2 million) during the Period, which mainly included revenue from box office takings amounting to HK\$196.5 million (2023: HK\$220.0 million), accounting for 80.8% (2023: 82.3%) of the total revenue. In terms of revenue by geographical segment, revenue from the Hong Kong market increased by 2.7% to HK\$141.0 million (2023: HK\$137.3 million) and accounted for 58.0% (2023: 51.4%) of the total revenue, while revenue from the Mainland China market was HK\$90.1 million (2023: HK\$117.3 million) and accounted for 37.0% (2023: 43.9%) of the total revenue. During the Period, due to the gain relating to leases and effective cost control measures, the Group’s earnings before interest, tax, depreciation and amortisation (“EBITDA”) increased significantly to HK\$50.5 million (2023: HK\$5.5 million). Taking into account the depreciation and finance costs, the Group’s net loss was HK\$56.8 million (2023: HK\$143.2 million). Basic loss per share was HK\$0.018 (2023: HK\$0.045).

During the Period, one **Emperor Cinemas** was newly opened in Sanlitun, Beijing, China. Sanlitun is a signature landmark within the capital city, and is a popular destination for shopping, dining, and entertainment. As at 31 December 2024, the Group had a total of 24 cinemas in Mainland China, Hong Kong and Macau under the **Emperor Cinemas** and **Emperor Cinemas Plus+** brands, offering a total of 180 houses with over 25,000 seats.

Subsequent to the Period, ongoing financial and political concerns continue to cloud the economic outlook, leading to a subdued consumption sentiment. Nevertheless, 2025 Chinese Spring Festival box office revenue in Mainland China hit record high of over RMB10 billion. In addition, it is expected that in 2025 the Central Government will continue implementing stimulus policies to spur economic growth, which will boost domestic consumption and serve as a boost for the film exhibition market. The Group will continue strengthening its core competencies in order to seize the opportunities arising from the increasing disposable income and living standards in Mainland China as well as the consolidation of the film exhibition industry in Hong Kong, with an aim of becoming the local market leader and bringing sustainable returns to its shareholders.

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### **About Emperor Culture Group Limited**

Emperor Culture Group principally engages in entertainment, media and cultural development businesses, which mainly include the operation of cinemas under **Emperor Cinemas Group**. Over the years, the Group has built a strategic cinema network with strong presence on prime locations across the Asia Pacific region. As at 31 December 2024, the Group had a total of 24 cinemas in Mainland China, Hong Kong and Macau under the **Emperor Cinemas** and **Emperor Cinemas Plus+** brands, offering a total of 180 houses with over 25,000 seats, and are well-equipped by advanced technologies including IMAX® and CINITY theatre system, ScreenX, 4DX or MX4D motion systems, D-Box seats and Dolby Atmos audio systems. With its long established **Emperor** brand label, the Group is committed to the comprehensive development of the cinema industry, and endeavors to become a leading high-end premium cinema operator in the industry. For more information, please visit its website: <https://www.EmpCulture.com>.

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