



Huanxi Media and Maoyan Sign Cooperation Agreement Joint Forces to Grow Online and Offline Businesses

* * * * *

(Hong Kong, 5 July 2018) – **Huanxi Media Group Limited** (“Huanxi Media” or the “Group;” stock code: 1003) and Tianjin Maoyan Weiyang Media Company Limited (“Maoyan”) announced that they signed a cooperation agreement on 2 July, 2018, pursuant to which Huanxi Media will issue and allot shares to Maoyan, and the two parties will start cooperation in depth on their online and offline businesses.

The three main areas of cooperation are:

1. Maoyan will subscribe shares of Huanxi Media equivalent to approximately 15% of the issued share capital of Huanxi Media as enlarged by the subscription shares, at a subscription amount of approximately HK\$950,000,000. After the subscription agreement is completed, Maoyan is entitled to nominate two non-executive directors and recommend a candidate for the financial controller position to Huanxi Media.
2. Maoyan is granted the right to invest in and exclusively promote and distribute the films, drama series and Internet drama projects that Huanxi Media produced.
3. Maoyan will provide on its website and APP a service entrance to Huanxi Media’s new media content and services (huanxi.com), and use its online traffic resource to promote Huanxi Media’s online media business. It will also provide Internet technology support and assist the development of Huanxi Media’s new media business, enhancing the content influence and increase users of the business.

Mr. Zheng Zhihao, CEO of Maoyan, said, “Huanxi Media has the largest ensemble of the best directors in the PRC and produces a steady stream of quality TV and film content. We are very pleased that, with Huanxi Media as our partner, we will be able to work closely with top content creators, such as Ning Hao and Xu Zheng, and grow our business together.”

Mr. Xiang Shaokun, Steven, CEO of Huanxi Media, said, “Maoyan is a leading Internet and entertainment platform in the PRC, capable of providing all-round platform service support from data service to distribution and promotion to our quality content creators. We hope to work closely with Maoyan in different offline and online arenas, and Maoyan’s large online user base, in particular, has great significance to us in taking our online media business forward.”

Maoyan is a company incorporated in the PRC with limited liability, which major shareholders included, among others, Beijing Enlight Media (光線傳媒), Tencent (騰訊), Meituan Dianping (美團點評) and Weiyang Shidai (微影時代). Maoyan is a leading Internet and entertainment platform in the

PRC. Its business covers online ticketing for movies, performances and sports events, and production, promotion and distribution of video entertainment content. Maoyan.com (貓眼電影) is the online ticketing platform of Maoyan, which prides the largest market share among online film ticketing platforms in the PRC. It provides entertainment information, online seat selection and interactive communication services to a wide range of users of ticketing service and entertainment consumers in the PRC.

In addition, Maoyan has established a physical sales network that covers more than 100 cities across the PRC. Armed with an online and offline integrated business system and affording professional services driven by data, Maoyan also provides such as data service, marketing, distribution and trading services to partners in the cultural entertainment industry.

Huanxi Media engages in investment and production of innovative TV and film content and operates a new media broadcast platform in the PRC. Listed on Hong Kong Stock Exchange, it has been founded by Dong Ping, Ning Hao, Xu Zheng and Steven Xiang since 2015. Huanxi Media has a unique and innovative shareholding structure, which ties together closely the long-term interest of its shareholder directors and the Company, enabling it to create exclusive and original content, thus lead the content trends in the PRC film and Internet drama markets.



Chan Ho Sun Peter / Ning Hao/ Dong Ping / Wong Kar Wai / Zhang Yibai / Gu Changwei/ Xiang Shaokun, Steven / Xu Zheng

Huanxi Media has secured exclusive rights to productions of some of the top Chinese directors for a number of years in the future, including those of Ning Hao, Xu Zheng, Wong Kar Wai, Chan Ho Sun Peter, Zhang Yibai, Gu Changwei and Jia Zhangke. It has access to the source of the best original content of films and drama series in the PRC, enabling it to continuously provide premium content to the fast-growing domestic film and TV industry.

Huanxi Media is the sole operator of the new media broadcast platform “huanxi.com”, a subscription-based curated video platform. Living up to the “simple to access, affordable luxury, advertisement-free” promise, it chooses quality films from in and outside the country for Internet users. Huanxi.com is accessible on three major terminals: PC, mobile devices and TV, delivering quality content and smooth like-in-cinema viewing experience.

Huanxi Media Group Limited (stock code: 1003)
Huanxi Media and Maoyan Marry Strengths
Start In-depth Cooperation to Serve Audiences
Hong Kong, 5 July 2018



Huanxi Media Website: www.huanximedia.com

The strategic cooperation between Huanxi Media and Maoyan will allow the two parties to fully apply their resource advantages to develop each other's business.

- End -

Strategic Financial Relations Limited

Joanne Lam (852) 2864 4816
Phoebe Leung (852) 2114 4172
Ovina Zhu (852) 2114 4955
Website: www.sprg.com.hk

joanne.lam@sprg.com.hk
phoebe.leung@sprg.com.hk
ovina.zhu@sprg.com.hk