

BINGO GROUP HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 8220

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CORPORATE INFORMATION

BOARD OF DIRECTORS

Executive Directors

Chiau Sing Chi Chow Man Ki Kelly Lau Man Kit

Non-Executive Director

Chin Chow Chung Hang Roberta

Independent Non-Executive Directors

Choi Mei Ping Tsoi Chiu Yuk Ong King Keung

COMPANY SECRETARY

Chan Ka Yin

COMPLIANCE OFFICER

Chow Man Ki Kelly

AUDIT COMMITTEE

Ong King Keung (Chairman) Choi Mei Ping Tsoi Chiu Yuk

REMUNERATION COMMITTEE

Choi Mei Ping (Chairman) Chow Man Ki Kelly Tsoi Chiu Yuk Ong King Keung

NOMINATION COMMITTEE

Chow Man Ki Kelly (Chairman) Choi Mei Ping Tsoi Chiu Yuk Ong King Keung

AUTHORIZED REPRESENTATIVES

Chow Man Ki Kelly Chan Ka Yin

AUDITORS

Cheng & Cheng Limited
Certified Public Accountants

PRINCIPAL BANKERS

Fubon Bank Limited
The Hongkong and Shanghai Banking
Corporation Limited
Dah Sing Bank, Limited

REGISTERED OFFICE

Cricket Square, Hutchins Drive P.O. Box 2681, Grand Cayman KY1–1111, Cayman Islands

HEAD OFFICE AND PRINCIPAL PLACE OF RUSINESS

Units A&F, 10/F Ho Lee Commercial Building 40 D'Aguilar Street Central, Hong Kong

SHARE REGISTRARS AND TRANSFER OFFICES

Principal Registrar

Conyers Trust Company (Cayman) Limited Cricket Square, Hutchins Drive P.O. Box 2681 Grand Cayman KY1–1111 Cayman Islands

Branch Registrar

Tricor Tengis Limited Level 22, Hopewell Centre 183 Queen's Road East Hong Kong

STOCK CODE

8220

WEBSITE

www.bingogroup.com.hk



GENERAL

During the six months ended 30 September 2018 (the "Period"), Bingo Group Holdings Limited (the "Company") and its subsidiaries (collectively, the "Group") was principally engaged in movie production, licensing and derivatives, crossover marketing and provision of interactive contents ("Filmed Entertainment, New Media Exploitations and Licensing Businesses") and cinema investment and management ("Cinema Business").

OPERATION REVIEW

During the Period, the Group continues to focus on Filmed Entertainment, New Media Exploitations and Licensing Businesses and Cinema Business.

In view of the on-going development of the Cinema Business, this segment has become the prime revenue generator of the Group in the Period. Approximately revenue of HK\$20.3 million and gross profit of HK\$11.9 million were generated during the Period. The Group's revenue and gross profit from the Cinema Business for the Period declined slightly as compared to revenue of HK\$23.6 million and gross profit of HK\$13.9 million generated in the six month ended 30 September 2017 (the "Corresponding Period"). The Group will continue to focus on expanding the audience headcount and improve the financial performance of the Cinema Business accordingly.

In the segment of Filmed Entertainment Business, the Group continued to locate suitable business opportunities. However, no appropriate target was spotted in the Period. Accordingly, no revenue was generated in this sector during the Period.

On 9 February 2018, Bingo Movie Development Limited ("Bingo Movie"), a wholly owned subsidiary of the Company and Lechuang Holdings (HK) Limited ("Lechuang"), an independent third party, entered into an agreement (the "JV Agreement") in relation to the formation of the joint venture company ("JV Company"). The issued share capital of the JV Company will be owned as to 49% by Bingo Movie and as to 51% by Lechuang. The JV Company will be principally engaged in investment and development of VR (Virtual Reality) and MR (Mixed Reality) projects. Pursuant to the JV Agreement, Bingo Movie will enter into of a loan agreement with the JV Company, pursuant to which Bingo Movie will advance the loan of not less than HK\$25 million and not more than HK\$35 million to the JV Company for investment and development of relevant VR and MR projects. In September 2018, the loan agreement has been signed and RMB29 million (equivalent to HK\$33.4 million) was lent to the JV Company. For further details of the loan, please refer to the corresponding announcement of the Company dated 9 February 2018.



FINANCIAL REVIEW

During the Period, the Group recorded a total turnover of approximately HK\$20.3 million, representing a decrease of approximately HK\$4.2 million compared with that of approximately HK\$24.5 million in the Corresponding Period. The turnover of the Group for the Period and the Corresponding Period principally represented revenue from Cinema Business. Loss for the Period of approximately HK\$14.1 million was recorded. As compared with the loss of HK\$14.0 million for the Corresponding Period, there was no material change of the Group's financial performance.

LIQUIDITY, FINANCIAL RESOURCES AND CAPITAL STRUCTURE

As at 30 September 2018, the Group had total assets of approximately HK\$124.6 million (31 March 2018: HK\$145.9 million), including cash and cash equivalents of approximately HK\$67.1 million (31 March 2018: HK\$96.0 million). There was no pledged bank deposit as at 30 September 2018 and 31 March 2018. During the Period, the Group financed its operations with its own working capital. As at 30 September 2018 and 31 March 2018, the Group did not have any bank overdraft. As at 30 September 2018, the debt ratio (defined as the ratio between total liabilities over total assets) was approximately 0.28 (31 March 2018: approximately 0.28). In view of the strong cash position of the Group which is adequate to cover all liabilities of the Group as at 30 September 2018, the Board believes that the Group has sufficient resources to satisfy its working capital requirements.

MATERIAL ACQUISITION AND DISPOSAL OF SUBSIDIARIES

The Group had no material acquisition or disposal of subsidiaries and affiliated companies during the Period.

FOREIGN EXCHANGE EXPOSURE

The Group's exposures to foreign currencies mainly arises from receivables from PRC customers and its investment in foreign subsidiaries which are financed internally, and payables to PRC suppliers. In order to mitigate the potential impact of currency fluctuations, the Group closely monitors its foreign currency exposures and will use suitable hedging instruments against significant foreign currency exposures, where necessary. No foreign currency hedge contract was entered into by the Group during the Period. As at 30 September 2018, the Group had no outstanding foreign currency hedge contracts (31 March 2018: Nil).



EMPLOYEES

As at 30 September 2018, the Group had 108 (31 March 2018: 111) staff in the PRC and Hong Kong. Total staff costs including directors' remuneration were approximately HK\$9.0 million during the Period (Corresponding Period: approximately HK\$7.3 million). Remuneration is determined with reference to market terms and the performance, qualification and experience of individual employee. Year-end bonus based on individual performance will be paid to employees as recognition of and reward for their contributions. Other benefits include contributions to statutory mandatory provident fund scheme to its employees. During the Period, total 90 million share options have been granted to a director and certain employees (Corresponding Period: Nil) and the Company recognized total expenses of HK\$1.8 million as share-based payments to a director and employees accordingly (Corresponding Period: Nil).

CONTINGENT LIABILITIES

As at 30 September 2018, the Group did not have any significant contingent liabilities (31 March 2018: Nil).

COMMITMENTS

The Group did not have any significant capital commitment as at 30 September 2018 (31 March 2018: Nil).

Details of the Group's operating lease commitments are set out in note 16 to the interim financial statements of the Group for the six months ended 30 September 2018

OUTLOOK

Owing to the continuing development of the film industry in the PRC, the Group will continue to grasp other business opportunities in investments in cinemas in the PRC and attractive movies. While the Group continued its existing businesses, the Group will put more focus onto locating other business opportunities with enormous potentials, including provision of consultancy services, online games developing and operating businesses, and investments in China cultural industry.

The VR (Virtual Reality) and MR (Mixed Reality) industry is undergoing rapid development and the Company considers that there will be growth potential in investment of VR and MR projects. In February 2018, the Group entered into an agreement with Lechuang in relation to the formation of the JV Company. The formation of the JV Company will allow the Group to utilise its experience in provision of interactive contents with the expertise of Lechuang in developing VR and MR projects. The Company is optimistic as to the prospect of the JV Company, and has granted a loan to the JV Company of RMB29 million (equivalent to approximately HK\$33.4 million) in September 2018.

The Board believes that the Group's existing businesses can create a synergistic effect with the above-mentioned new businesses and will benefit the Group in the future.



The board of Directors (the "Board") of the Company presents the unaudited consolidated results of the Group for the three months and six months ended 30 September 2018, together with the unaudited comparative figures for the corresponding period in 2017 were as follows:

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

			nths ended otember	Six months ended 30 September		
	Notes	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)	2018 HK\$'000 (Unaudited)	2017 HK\$'000	
Turnover Cost of sales	2	11,759 (5,086)	13,556 (5,242)	20,284 (8,417)	24,511 (9,698)	
Gross profit		6,673	8,314	11,867	14,813	
Other revenue and other net income	3	232	327	480	2,432	
Selling and marketing expenses Administrative expenses Share-based payments Finance costs	5 6	(840) (10,065) (2,181) (938)	(2,530) (13,068) - (791)	(20,759) (2,181)	(6,477) (22,435) – (1,480)	
Loss before taxation Taxation	7 8	(7,119) (202)	(7,748) (313)		(13,147) (847)	
Loss for the period		(7,321)	(8,061)	(14,070)	(13,994)	
Loss attributable to: Owners of the Company Non-controlling interests		(7,530) 209	(7,519) (542)		(14,355) 361	
		(7,321)	(8,061)	(14,070)	(13,994)	
Dividend	9	-	-	-	_	
Loss per share (cents per share) Basic and diluted	10	(0.22)	(0.22)	(0.40)	(0.42)	

CONDENSED CONSOLIDATED STATEMENT OF OTHER COMPREHENSIVE INCOME

	30 Sep 2018 HK\$'000	nths ended otember 2017 HK\$'000 (Unaudited)	O.M. 111.011.0	hs ended stember 2017 HK\$'000 (Unaudited)
Loss for the period	(7,321)	(8,061)	(14,070)	(13,994)
Other comprehensive income/ (loss) Item that may be reclassified subsequently to profit or loss: Exchange differences on translating foreign operations — Exchange differences arising during the period	(1,539)	900	(3,407)	1,589
- during the period	(1,000)	300	(0,407)	1,000
Other comprehensive income/ (loss) for the period, net of tax	(1,539)	900	(3,407)	1,589
Total comprehensive loss for the period	(8,860)	(7,161)	(17,477)	(12,405)
Total comprehensive loss attributable to: Owners of the Company Non-controlling interests	(9,120) 260	(6,601) (560)	(17,108) (369)	(12,731) 326
	(8,860)	(7,161)	(17,477)	(12,405)

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	Notes	As at 30 September 2018 HK\$'000 (Unaudited)	As at 31 March 2018 HK\$'000 (Audited)
NON-CURRENT ASSETS			
Property, plant and equipment		9,894	11,863
Goodwill		950	950
Investment in an associate	11	3	3
		10,847	12,816
CURRENT ASSETS	11	22.252	
Loan to an associate Trade receivables	1 1 12	33,353 787	1,277
Other receivables, deposits and	12	707	1,277
prepayments		12,539	35,796
Cash and cash equivalents		67,053	95,995
		113,732	133,068
		113,732	133,006
CURRENT LIABILITIES			
Trade payables	13	295	1,500
Deposits received, other payables and			
accruals	14	11,117	17,437
Tax payables		1,016	1,336
		12,428	20,273
NET CURRENT ASSETS		101,304	112,795
TOTAL ASSETS LESS CURRENT			
LIABILITIES		112,151	125,611

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	Notes	As at 30 September 2018 HK\$'000 (Unaudited)	As at 31 March 2018 HK\$'000 (Audited)
NON-CURRENT LIABILITIES Convertible bonds		22,619	20,783
NET ASSETS		89,532	104,828
CAPITAL AND RESERVES Share capital Reserves	15	136,861 (58,190)	136,861 (43,263)
		78,671	93,598
Non-controlling interests		10,861	11,230
TOTAL EQUITY		89,532	104,828



CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Share capital HK\$*000	Share premium HK\$'000	Contributed surplus HK\$'000	Equity component of convertible bonds HK\$*000	Share options reserve HK\$'000	Exchange reserve HK\$'000	Accumulated losses HK\$'000	Attributable to owners of the Company HK\$'000	Non- controlling interests HK\$'000	Total HK\$'000
At 1 April 2017 (Audited)	136,861	420,810	3,930	76,520	102,095	(4,025)	(636,138)	100,053	12,195	112,248
(Loss)/Profit for the period Other comprehensive income/(loss) for	-	-	-	-	-	- 4 004	(14,355)	(14,355)	361	(13,994)
the period Total comprehensive income/(loss) for the period	<u> </u>				-	1,624	(14,355)	1,624	(35)	1,589
Lapse of share options	-	-	-	-	[2,410]	-	2,410	-	-	_
At 30 September 2017 (Unaudited)	136,861	420,810	3,930	76,520	99,685	(2,401)	(648,083)	87,322	12,521	99,843
At 1 April 2018 (Audited)	136,861	420,810	3,930	76,520	99,685	62	(644,270)	93,598	11,230	104,828
(Loss)/Profit for the period Other comprehensive income/(loss) for the period	-	-	-	-	-	- (3,521)	(13,587)	(13,587)	(483)	(14,070)
Total comprehensive income/(loss) for the period	-	-	-	-	-	(3,521)	(13,587)	(17,108)	(369)	(17,477)
Equity settled share option arrangement Cancellation of share options	-	-	-	-	2,181 (48,844)	-	- 48,844	2,181	-	2,181
At 30 September 2018 (Unaudited)	136,861	420,810	3,930	76,520	53,022	(3,459)	(609,013)	78,671	10,861	89,532



CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

For the six months ended 30 September 2018 2017 HK\$'000 HK\$'000 (Unaudited) (Unaudited) Net cash generated from/(used in) operating 6,735 (21,731)Net cash from/(used in) investing activities (33,058)224 Net cash from financing activities **NET DECREASE IN CASH AND CASH EQUIVALENTS** (26,323)(21,507)CASH AND CASH EQUIVALENTS AT BEGINNING OF THE PERIOD 95,995 125,021 **EFFECT OF FOREIGN RATE EXCHANGES** 1.694 (2,619)CASH AND CASH EQUIVALENTS AT END OF THE PERIOD 67,053 105,208 ANALYSIS OF BALANCE OF CASH AND **CASH EQUIVALENTS** Cash at bank and on hand 67,053 105,208



1. BASIS OF PREPARATION

These unaudited consolidated results have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards ("HKFRSs"), which collective term includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards and Interpretations issued by the Hong Kong Institute of Certified Public Accountants and accounting principles generally accepted in Hong Kong. These unaudited consolidated results also comply with the applicable disclosure provisions of the GEM Listing Rules and the disclosure requirements of the Hong Kong Companies Ordinance. These unaudited consolidated results have been prepared under historical cost convention except for certain financial instruments which are measured at fair value. The unaudited consolidated results are presented in Hong Kong dollars ("HK\$") and all values are rounded to the nearest thousand except when otherwise indicated.

The principal accounting policies applied in the preparation of the unaudited consolidated results are consistent with those adopted in the preparation of the annual consolidated financial statements of the Group for the year ended 31 March 2018.

The application of the new or revised HKFRSs in the current period has had no material effect on the amounts reported in the interim financial statements and/or disclosures set out in the interim financial statements.

The Group has not early adopted the new and amendments to HKFRSs that have been issued but are not yet effective.

The interim results are unaudited but have been reviewed by the audit committee of the Company.

2. TURNOVER

An analysis of Group's turnover for the period from operations, is as follows:

	Three mor 30 Sep	iths ended tember	Six months ended 30 September		
	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)	
Revenue from cinema					
business	11,759	12,671	20,284	23,602	
Production and distribution of film rights	-	858	_	858	
Royalty and licensing income	-	27	-	51	
	11,759	13,556	20,284	24,511	

3. OTHER REVENUE AND OTHER NET INCOME

	Three mon 30 Sep		Six months ended 30 September		
	2018 2017 HK\$'000 HK\$'000		2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)	
Interest income Government grants	105	108	352	250	
(Note 1) Others	- 127	31 188	- 128	1,860 322	
	232	327	480	2,432	

Note 1: The government grants represent the subsidies received by the Group from the government of the PRC for the operation of cinemas in the PRC. There are no unfulfilled conditions or contingencies relating to these grants.

4. SEGMENT INFORMATION

	Cinema Investment and Management HK\$'000	Filmed Entertainment New Media Exploitations and Licensing Businesses HK\$'000	Total HK\$'000
For the six months ended 30 September 2018 (Unaudited) Segment Revenue Reportable segment revenue	20,284	_	20,284
Inter-segment revenue		_	
Revenue from external customers	20,284	_	20,284
Segment Result Reportable segment result Interest income Unallocated corporate expenses, net Share-based payments Finance costs	655	-	655 352 (10,479) (2,181) (1,836)
Loss before taxation			(13,489)
As at 30 September 2018 (Unaudited) Segment Assets Reportable segment assets Unallocated corporate assets	46,660	55,080	101,740 22,839
Orialiocated corporate assets			
Consolidated total assets			124,579
Segment Liabilities Reportable segment liabilities Tax payables Convertible bonds Unallocated corporate liabilities	9,398	-	9,398 1,016 22,619 2,014
Consolidated total liabilities			35,047

	Cinema Investment and Management HK\$'000	Filmed Entertainment New Media Exploitations and Licensing Businesses HK\$'000	Total HK\$'000
For the six months ended 30 September 2017 (Unaudited) Segment Revenue Reportable segment revenue Inter-segment revenue	23,652 -	859 -	24,511 -
Revenue from external customers	23,652	859	24,511
Segment Result Reportable segment result Interest income Unallocated corporate expenses, net Finance costs	(2,853)	1,445	(1,408) 250 (10,509) (1,480)
Loss before taxation			(13,147)
As at 31 March 2018 (Audited) Segment Assets Reportable segment assets Unallocated corporate assets	52,204	33,665	85,869 60,015
Consolidated total assets			145,884
Segment Liabilities Reportable segment liabilities Tax payables Convertible bonds Unallocated corporate liabilities	11,454	3,244	14,698 1,336 20,783 4,239
Consolidated total liabilities			41,056



Other segment information:

	Cinema Investment and Management HK\$'000	Filmed Entertainment New Media Exploitations and Licensing Businesses HK\$'000	Corporate level HK\$'000	Total HK\$'000
For the six months ended				
30 September 2018 (Unaudited)				
Additions to non-current assets	54	470	-	54
Interest income	143	178 50	31	352
Depreciation	1,168	50	_	1,218
For the six months ended 30 September 2017 (Unaudited)				
Additions to non-current assets	26	_	_	26
Interest income	198	28	24	250
Depreciation	4,623	50	225	4,898

5. SHARE-BASED PAYMENTS

The Company has the convertible bonds and share option scheme for the directors, employees and advisers of the Group. Details of the convertible bonds and share options are as follows:

Convertible bonds

Issuer: The Company

Principal amount: HK\$45 million in aggregate. The Convertible Bonds in

the amount of HK\$25 million issued on 1 June 2010 ("commencement date") and the remaining four tranches (each worth HK\$5 million, and HK\$20 million in aggregate) of the Convertible Bonds issued on the date being the first, second, third and fourth

anniversary of the date of commencement date.

Issue date: 1 June 2010

Maturity date: Ten years from the date of issue

Interest: Zero coupon

Conversion price: HK\$0.136 per share



The fair values of the HK\$45 million convertible bonds determined on 1 June 2010 using binomial option pricing model was HK\$124,360,000. The followings assumptions were used to calculate the fair value of HK\$45 million convertible bonds:

Principle amount: HK\$45 million Expected life: 10 years

Interest: Nil

Redemption price: 100% of the principal amount

Conversion price: HK\$0.136 (Note 1)

Risk-free rate: 2.47%
Effective interest rate: 16.73%
Share price: HK\$0.27
Expected dividend yield: 0%
Expected volatility: 84.09%

Share Option Scheme

Details of specific categories of options are as follow:

Option type:	2012A	2014A	2015A	2015B	2016A	2017A	2018A
Grant date:	23-8-2012	17-4-2014	13-7-2015	11-9-2015	7-7-2016	3-3-2017	17-9-2018
Number of options granted:	294,840,000	304,140,000	161,000,000	50,000,000	342,000,000	159,000,000	180,000,000
Exercise period:	23-8-2012-	17-4-2014-	13-7-2015-	11-9-2015-	7-7-2016-	3-3-2017-	17-9-2018-
	22-8-2017	16-4-2019	12-7-2020	10-9-2020	6-7-2021	2-3-2022	16-9-2023
Exercise price:	HK\$0.156	HK\$0.364	HK\$0.235	HK\$0.200	HK\$0.180	HK\$0.135	HK\$0.042
	(Note 1)						
Fair value:	HK\$22,921,000	HK\$45,500,000	HK\$16,800,000	HK\$4,800,000	HK\$26,600,000	HK\$8,640,000	HK\$2,181,000

The fair value of share options which were calculated by binomial option pricing model with the following assumptions:

Option type:	2012A	2014A	2015A	2015B	2016A	2017A	2018A
Share price as at grant date:	HK\$0.076	HK\$0.355	HK\$0.23	HK\$0.2	HK\$0.18	HK\$0.126	HK\$0.042
Nature of the options:	Call	Call	Call	Call	Call	Call	Call
Risk-free rate:	0.284%	1.38%	1.15%	1.02%	0.59%	1.49%	2.28%
Expected life of the options:	5 years	5 years	5 years	5 years	5 years	5 years	5 years
Expected volatility:	81.86%	62%	65%	66%	65%	61%	63%
Expected dividend yield:	0%	0%	0%	0%	0%	0%	0%
Exercise multiple:	2.2	2.4	2.45	2.49	2.4	2.4	1-2.91

During the Period, 180,000,000 share options were granted and the Company recognized the total expenses of HK\$2,181,000 as share-based payments for the six months ended 30 September 2018 (six months ended 30 September 2017: Nil).



The expected volatility was based on the historical volatility of the Company's share prices. Expected dividends were based on historical dividends. Changes in the subjective input assumptions could materially affect the fair value estimate.

Note 1: Adjustment for share consolidation effective from 18 September 2012.

6. FINANCE COSTS

	Three months ended 30 September			hs ended tember
	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)	2017 2018 HK\$'000 HK\$'000	
Imputed interest on convertible bonds	938	791	1,836	1,480

7. LOSS BEFORE TAXATION

Loss before taxation is arrived at after charging:

		Three months ended 30 September		hs ended tember
	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)
Direct expenses of cinema business Depreciation Exchange loss Operating lease rental in respect of rented	5,086 591 1,485	5,242 2,495 2,794	8,417 1,218 3,775	9,698 4,898 2,215
premises Staff costs (including	1,512	1,432	2,770	2,822
directors' remuneration) Salaries and allowances Equity settled share-	3,075	3,235	6,321	6,561
based payments Retirement scheme	1,848	-	1,848	_
contributions Equity settled share-based	413	401	829	784
payments paid to advisors	333	-	333	_

8. TAXATION

	Three months ended 30 September			Six months ended 30 September		
	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)		
The taxation charge comprises:						
Current tax The PRC	202	313	581	847		

No provision for Hong Kong profits tax was made by the Group as the Group did not derive any assessable profits in Hong Kong for the six months ended 30 September 2018 and 2017.

PRC subsidiaries are subject to PRC Enterprise Income Tax at 25% for the six months ended 30 September 2018 and 2017.

9. DIVIDEND

The Directors do not recommend the payment of any dividend for the six months ended 30 September 2018 (six months ended 30 September 2017: Nil).

10. LOSS PER SHARE

Basic and diluted loss per share

	Three months ended 30 September		Six mont 30 Sep	
	2018	2017	2018	2017
	HK Cent	HK Cent	HK Cent	HK Cent
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
Basic and diluted loss per				
share	0.22	0.22	0.40	0.42



The loss for the period and weighted average number of ordinary shares used in the calculation of basic loss per share are as follows:

	Three months ended 30 September			hs ended tember	
2018 HK\$'000 (Unaudited)		2018 2017 HK\$'000 HK\$'000		'000 HK\$'000 HK\$'000	2017 HK\$'000 (Unaudited)
Loss for the period attributable to owners of the Company	7,530	7,519	13,587	(14,355)	
Weighted average number of ordinary shares for the purpose of basic loss per share	3,421,538,679	3,421,538,679	3,421,538,679	3,421,538,679	

The incremental shares from assumed exercise of share options granted by the Company and conversion of the Company's outstanding convertible bonds are excluded in calculating the diluted loss per share during the six months ended 30 September 2018 and 2017 because they are antidilutive in calculating the diluted loss per share.

11. INVESTMENT IN AND LOAN TO AN ASSOCIATE

	As at	As at
	30 September	31 March
	2018	2018
	HK\$'000	HK\$'000
	(Unaudited)	(Audited)
Investment in an associate		
 unlisted shares 		
Share of net assets	(3)	(3)
Due from an associate	6	6
	3	3
Loan to an associate	33,353	

The following list contains the particulars of the Group's associate:

				Pr	oportion of ownersh	nip interest	_
		Place of	Particulars of				
	Form of	incorporation	issued and	Group's			
Name	business	and	paid up	effective	Held by the	Held by	Principal
of associate	structure	operation	capital	interest	Company	subsidiaries	activity
Goal Creation	Incorporated	Hong Kong	100 shares of	49%	-	49%	Investing in
Game Limited			HK\$1 each				Virtual Reality
							and Mixed
							Reality Project

(a) Fair value of Investments

At the end of the reporting period, the Group's associate is a private company and there was no quote market price available for the investment.

(b) Amount due from an associate

The amount due from an associate is unsecured, interest-free and repayable on demand. The balance is denominated in Hong Kong dollars and approximate to their fair value.

(c) Loan to an associate

The loan was granted to the associate for investment and development of relevant virtual reality ("VR") and mixed reality ("MR") projects of the associate. The loan is unsecured and its term is one year from the date of the loan granted on 26 September 2018. Unless upon occurrence of an event of default, the interest rate of the loan is equivalent to the deposit interest rate of a designated bank account of the associate. The associate shall repay the principal amount of the loan together with any outstanding interest accrued thereon the due date of the loan.

12. TRADE RECEIVABLES

The aging of the Group's trade receivables is analysed as follows:

	As at 30 September 2018 HK\$'000 (Unaudited)	As at 31 March 2018 HK\$'000 (Audited)
Within 30 days 31–60 days 61–90 days Over 90 days	721 - 5 61	1,058 107 50 62
	787	1,277

For the cinema business and filmed entertainment, new media exploitations and licensing business segment, the credit terms granted by the Group to its customers normally ranged from COD (cash-on-delivery) to 120 days. The Group seeks to maintain strict control over its outstanding receivables. Overdue balances are reviewed regularly by senior management. All trade receivables are expected to be recovered within one year.

The aging analysis of trade receivables that are neither individually nor collectively considered to be impaired are as follows:

	As at 30 September 2018 HK\$'000 (Unaudited)	As at 31 March 2018 HK\$'000 (Audited)
Neither past due nor impaired Past due but not impaired:	721	1,058
Less than 1 month past due 1 to 3 months past due More than 3 months past due	- 5 61	107 50 62
	787	1,277

Receivables at 30 September 2018 and 31 March 2018 that were neither past due nor impaired relate to a wide range of customers for whom there was no recent history of default.

Receivables at 30 September 2018 and 31 March 2018 that were past due but not impaired related to a number of independent customers that had a good track record with the Group or with appropriate impairment allowance accounted for. Based on past experience, management believes that no further impairment allowance was necessary in respect of these balances as there had not been a significant change in credit quality and the balances were still considered fully recoverable. The Group did not hold any collateral over these balances.

13. TRADE PAYABLES

The aging of the Group's trade payables is analysed as follows:

	As at 30 September 2018 HK\$'000 (Unaudited)	As at 31 March 2018 HK\$'000 (Audited)
Within 30 days 31–60 days 60–90 days	288 - 7	1,500 - -
	295	1,500

Payment terms with suppliers are generally within 30 days.

14. DEPOSITS RECEIVED, OTHER PAYABLES AND ACCRUALS

	As at 30 September 2018 HK\$'000	As at 31 March 2018 HK\$'000
Customer's deposits and receipts in advance (Note) Other payables and accruals	7,703 3,414	8,523 8,914
	11,117	17,437

Note: As at 30 September 2018, included in the balance was a prepaid amount in the membership card by the customers of approximately HK\$7,094,000 (As at 31 March 2018: HK\$7,817,000). The balance will be recognized as income when it is probable that the economic benefits will flow to the Group and these benefits can be measured reliably.

15. SHARE CAPITAL

	As at 30 September 2018 (Unaudited) No of shares Amount '000 HK\$'000		As at 31 March 2018 (Audited)		
			No of shares '000	Amount HK\$'000	
Ordinary shares of HK\$0.04 each					
Authorised:					
At the beginning and at the end of the period/year	5,000,000	200,000	5,000,000	200,000	
Ordinary shares of HK\$0.04 each Issued and fully paid: At the beginning and at the end of the period/year	3,421,539	136,861	3,421,539	136,861	
end of the hellody year.	3,421,339	130,001	3,421,333	130,001	

16. OPERATING LEASE COMMITMENTS

	As at 30 September 2018 HK\$'000 (Unaudited)	As at 31 March 2018 HK\$'000 (Audited)
Within one year In the second to fifth year, inclusive More than five years	3,894 14,282 5,517	4,535 16,353 10,552
	23,693	31,440

17. RELATED PARTY AND CONNECTED TRANSACTIONS

In addition to the balances disclosed elsewhere in these consolidated financial statements, the Group entered into the following material related party and connected transactions.



(a) Key management personnel remuneration

Remuneration for key management personnel, including amounts paid to the Company's directors was as follows:

		Six months ended 30 September	
	2018 HK\$'000 (Unaudited)	2017 HK\$'000 (Unaudited)	
Directors' fee, salaries, allowances and other benefits Share-based payments	464 576	486 -	
	1,040	486	

(b) Outstanding balances with connected parties

Name of connected persons	Nature of transactions	30 September 2018 HK\$'000 (Unaudited)	31 March 2018 HK\$'000 (Audited)
CineChina Limited (Note)	Receivable of the Group for payment for procurement for investment of Cinema Business	2,478	2,478

Note: CineChina Limited holds 30% equity interest in a subsidiary of the Company and it is considered a connected person under the GEM Listing Rules.

18. COMPARATIVE FIGURES

Certain comparative figures have been restated to conform with current period's presentation.



DIRECTORS' AND CHIEF EXECUTIVES' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES

As at 30 September 2018, the following directors (the "Directors") of the Company had or were deemed to have interests or short positions in the shares (the "Shares"), underlying shares or debentures of the Company and its associated corporations (within the meaning of Part XV of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO")) (i) which were required to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they were taken or deemed to have under such provisions of the SFO); or (ii) which were required, pursuant to section 352 of the SFO, to be entered in the register referred to herein; or (iii) which were, pursuant to rules 5.46 to 5.67 of the GEM Listing Rules relating to securities transactions by the Directors to be notified to the Company and the Stock Exchange:

Long positions in the shares of the Company

Name of Directors	Nature of interest	Number of Shares held	Approximate percentage of issued share capital of the company
Mr. Chiau Sing Chi Ms. Chow Man Ki Kelly	Beneficial owner Held by trust (<i>Note 1</i>) Held by trust (<i>Note 1</i>)	110,294,117 1,608,484,963 1,608,484,963	3.22% 47.01% 47.01%

Notes:

- These shares are registered in the name of Beglobal Investments Limited and Golden Treasure Global Investment Limited. Beglobal Investments Limited and Golden Treasure Global Investment Limited are companies indirectly owned by the trust, the discretionary objects of which are Mr. Chiau, Ms. Chow and their family.
- 2. The total number of the issued share capital of the Company as at 30 September 2018 was 3,421,538,679.

Long positions in the underlying shares of the Company

The Company adopted a share options scheme on 15 August 2012 which the Board may, at their discretion, offer employees, non-executive Directors, independent non-executive Directors or any other persons who have contributed to the Group to take up share options to subscribe for Shares subject to the terms and conditions stipulated in the share option scheme.



Details of the share options granted to the Directors under the Schemes and any other schemes and movements in such holdings during the Period were as follows:

Name of Directors	Option type (Note 1)	Number of options held as at 1 April 2018 '000	Number of options granted during the Period '000	Number of options exercised during the Period '000	Number of options cancelled/ lapsed during the Period '000	Number of options held as at 30 September 2018 '000
Mr. Chiau Sing Chi	2014A	3.000	_	_	_	3,000
IVII. Ollida Ollig Olli	2015A	8,000	_	_	_	8,000
	2017A	34.000	_	_	_	34.000
Ms. Chow Man Ki Kelly	2014A	3,000	_	_	_	3,000
,	2015A	3,000	_	_	_	3,000
	2016A	30,000	_	_	_	30,000
	2018A	_	30,000	_	-	30,000
Mr. Chan Cheong Yee (Note 2	?) 2014A	3,000	-	_	(3,000)	-
	2015A	3,000	-	_	(3,000)	-
	2016A	3,000	-	_	(3,000)	-
Mr. Lau Man Kit	2014A	3,000	-	-	-	3,000
	2015A	3,000	-	-	-	3,000
	2016A	3,000	-	-	-	3,000
Mrs. Chin Chow Chung Hang	2014A	3,000	-	-	-	3,000
Roberta	2015A	3,000	_	_	-	3,000
	2016A	3,000	-	-	-	3,000
Ms. Choi Mei Ping	2015A	3,000	-	-	-	3,000
	2016A	3,000	-	-	-	3,000
Mr. Tsoi Chiu Yuk	2016A	3,000				3,000
Total		117,000	30,000	-	(9,000)	138,000

Note 1: Details of specific categories of share options are disclosed in note 5 to the interim financial statements.

Note 2: Resigned on 24 September 2018.

In addition to 45,000,000 number of Shares which would be allotted and issued upon the exercise in full of the options offered to Mr. Chiau Sing Chi under the share option scheme of the Company above, 220,588,235 number of Shares would be allotted and issued upon the exercise in full of the convertible bonds held by Mr. Chiau Sing Chi.

Save as disclosed above, as at 30 September 2018, none of the Directors nor the chief executive of the Company had or was deemed to have any interests or short positions in the shares, underlying shares of debentures of the Company and its associated corporations (within the meaning of Part XV of the SFO), (i) which were required to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which were taken or deemed to have under such provisions of the SFO); (ii) which were required, pursuant to section 352 of the SFO, to be entered in the register referred to therein; or (iii) which were, pursuant to rules 5.46 to 5.67 of the GEM Listing Rules relating to securities transactions by Directors to be notified to the Company and the Stock Exchange.

SUBSTANTIAL SHAREHOLDERS' AND OTHER PERSONS' INTERESTS IN SHARES AND UNDERLYING SHARES

So far as known to the Directors, as at 30 September 2018, the following person (not being Directors or chief executive of the Company) had, or was deemed to have, interests or short in the Shares or underlying Shares (i) which would fall to be disclosed to the Company and the Stock Exchange under the provisions of Divisions 2 and 3 of Part XV of the SFO; or (ii) who is expected, directly and indirectly, interested in 10% or more of the nominal value of any class of share capital carrying rights to vote in all circumstances at general meetings of any member of the Group or (iii) which were required, pursuant to section 336 of the SFO, to be entered in the register referred to therein:

Long positions in the shares and underlying shares of the Company

Name of Shareholders	Number of Shares held	Approximate percentage of issued share capital of the Company	Number of underlying Shares held
Sinostar FE (PTC) Limited			
(Note 1)	1,608,484,963	47.01%	_
Treasure Offshore Holdings Limited (Note 1)	1.608.484.963	47.01%	_
Beglobal Investments Limited	1,000,404,500	47.0170	
(Note 2)	1,608,484,963	47.01%	-
Golden Treasure Global			
Investment Limited (Note 2)	290,000,000	8.48%	_

Note:

- Mr. Chiau Sing Chi, Ms. Chow Man Ki, Kelly and their family are the beneficiaries of a
 discretionary trust of which Sinostar FE (PTC) Limited ("Sinostar") is the trustee. Sinostar
 as the trustee of the discretionary trust is the sole shareholder of Treasure Offshore
 Holdings Limited, which is the sole shareholder of Beglobal Investments Limited.
- 2. Beglobal Investments Limited directly holds 1,318,484,963 shares of the Company (representing approximately 38.53% of the issued share capital of the Company) and indirectly holds 290,000,000 shares of the Company (representing approximately 8.48% of the issued share capital of the Company) through Golden Treasure Global Investment Limited as at 30 September 2018.

Save as disclosed above, as at 30 September 2018, the Directors are not aware of any other person (other than the Directors and the chief executive of the Company) who had, or was deemed to have, interests or short positions in the Shares or underlying Shares (including any interests in options in respect of such capital), which would fall to be disclosed to the Company and the Stock Exchange under the provisions of Divisions 2 and 3 of Part XV of the SFO, or who was directly or indirectly interested in 10% or more of the nominal value of any class of share capital carrying rights to vote in all circumstances at general meetings of any member of the Group.

SHARE OPTIONS SCHEME

The Company's share option scheme was adopted pursuant to written resolutions passed on 15 August 2012 (the "Scheme") for the primary purpose of providing incentives to directors, eligible employees and participants who have contributed to the Group, and will expire in 14 August 2022. Under the Scheme, the board of directors of the Company may grant options to full-time or part-time employees including directors (executive and non-executive) and any advisor, consultant, supplier, distributor, contractor, agent, business partner, promoter, service provider or customer of the Company or any of its subsidiaries, to subscribe for shares in the Company.

Details of the share options granted to the Directors under the Scheme and movements in such holdings during the Period were as follows:

Category	Option type (Note)	Number of options held as at 1 April 2018 '000	Number of options granted during the Period '000	Number of options exercised during the Period '000	Number of options cancelled/ lapsed during the Period '000	Number of options held as at 30 September 2018 '000
D: .	00444	45.000			(0,000)	40.000
Directors	2014A	15,000	-	-	(3,000)	12,000
	2015A	23,000	-	-	(3,000)	20,000
	2016A	45,000	-	-	(3,000)	42,000
	2017A	34,000	-	-	-	34,000
	2018A	-	30,000	-	-	30,000
Employees	2018A	_	60,000	_	-	60,000
Advisors	2014A	277,140	_	_	(3,340)	273,800
	2015A	132,000	_	_	(128,000)	4,000
	2015B	50.000	_	_	(50,000)	_
	2016A	294,000	_	_	(288,000)	6,000
	2017A	125.000	_	_	(125,000)	-,
	2018A	-	90,000	_	-	90,000
Total		995,140	180,000	-	(603,340)	571,800

Note: Details of specific categories of share options are disclosed in note 5 to the interim financial statements.

DIRECTORS' AND EMPLOYEES' RIGHTS TO ACQUIRE SHARES OR DEBENTURES

Save as disclosed under the sections headed "DIRECTORS' AND CHIEF EXECUTIVES' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES" and "SHARE OPTIONS SCHEME" above, none of the Directors or employees of the Group or their associates were granted by the Company or its subsidiaries the rights to acquire shares or debentures of the Company or any other body corporate, or had exercised any such rights as at 30 September 2018.

COMPETING INTEREST

None of the Directors, the management shareholders or the substantial shareholders of the Company, or any of their respective associates, has engaged in any business that competes or may compete with the business of the Group or has any other conflict of interest with the Group.



CONNECTED TRANSACTIONS

Saved as disclosed in note 17 to the interim financial statements, no other connected transactions were entered into by the Group under the GEM Listing Rules.

PURCHASE. SALE OR REDEMPTION OF SHARES

For the six months ended 30 September 2018, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities.

AUDIT COMMITTEE

The Company has established its audit committee (the "Committee") with written terms of reference in compliance with Rules 5.28 to 5.33 of the GEM Listing Rules. The primary duties of the Committee are to review the Company's annual report and accounts, interim report and quarterly reports and to provide advices and comments thereon to the Board. The Committee will also be responsible for reviewing and supervising the Company's financial reporting, risk management and internal control systems. The Committee comprises three independent non-executive Directors, namely Mr. Ong King Keung (Chairman), Ms. Choi Mei Ping and Mr. Tsoi Chiu Yuk. The Group's unaudited results for the six months ended 30 September 2018 have been reviewed by the Committee who was of the opinion that the preparation of such results complied with the applicable accounting standards, the GEM Listing Rules and legal requirements and that adequate disclosures have been made.

COMPLIANCE OF CODE FOR DIRECTORS' SECURITIES TRANSACTION

The Company has adopted a code of conduct regarding securities transactions by Directors on terms no exacting than the required standard of dealings set out in Rule 5.48 to 5.67 of the GEM Listing Rules. Having made specific enquiry of all Directors, all Directors have complied with the required standard of dealings and the code of conduct regarding securities transactions by Directors adopted by the Company throughout the six months ended 30 September 2018.

CORPORATE GOVERNANCE

The Board considers that the Company has complied with the code provisions of Corporate Governance Code and Corporate Governance Report (the "CG Code") set out in Appendix 15 to the GEM Listing Rules throughout the six months ended 30 September 2018, except for the following deviations:



Chairman and Chief Executive Officer

The Company does not have the Chairman of the Board and the Chief Executive Officer during the six months ended 30 September 2018. The Board is in the process of locating appropriate persons to fill the vacancies of the Chairman and Chief Executive Officer. Even so, the Board considers that the existing Board members are able to share the power and responsibilities of Chairman and Chief Executive Officer among themselves, as detailed below.

Based on Code A.2.1, the roles of chairman and chief executive should be separate and should not be performed by the same individual. The division of responsibilities between the chairman and chief executive should be clearly established and set out in writing. The Board's current significant decisions are made in Board meetings. Every Board member has the rights and responsibility to propose Board meetings to discuss significant issues he/she concerns, and has the power to make the decisions among other Board members.

With reference to Code A.2.2, in each Board meeting, the director who proposes that meeting (the "Convenor") would generally be appointed as the chairman of the meeting in accordance with the articles of association of the Company, and he/she has to ensure all directors briefed on issues arising at board meeting.

With reference to Code A.2.3, the Convenor has to provide the meeting agenda and materials (the "Board Papers") to the company secretary, and the company secretary will then pass the Board Papers to other Board members for their review. Unless urgent matters to be discussed, it is the Board's practice that the Board Papers have to be given to the Board at least 3 days in advance of the Board meetings. Other Board members should have enough time to read the Board Papers and raise questions and/or request more information before holding the Board meetings. For the urgent Board meetings, the Convenor and/or company secretary have to contact individual Director about the details of the agenda meeting and the reasons of urgency. Every Board member has the right to request additional time to understand the agenda details and delay the Board meeting.

With reference to Code A.2.4, the executive Directors jointly provide leadership of the Board, and ensure the Board works effectively and perform its responsibilities, and that all key and appropriate issues are discussed by it in a timely manner. As mentioned above, all Directors have the rights to propose Board meetings. The company secretary has to summarise all agenda items and circulate the agenda to all Board members.

With reference to Code A.2.5, the Board members share the responsibility to ensure good corporate governance practices and procedures are established. It is the practice of the Board to discuss corporate governance issues in the meetings to approve the interim and annual results.

With reference to Code A.2.6, the executive Directors share the responsibility of encouraging all directors to make a full and active contribution to the Board's affairs and take the lead to ensure that it acts in the best interest of the Company. The Convenor has the responsibility to encourage other Directors with different views to voice their concerns, allow sufficient time for discussion of issues and ensure the Board decisions fairly reflected Board consensus.

With reference to Code A.2.7, the non-executive Directors (including independent non-executive Directors) hold at least a meeting among themselves annually, to consider and discuss any significant issues of the Company and the Board, without influence from the executive Directors.

With reference to Code A.2.8, the executive Directors share the responsibility of ensuring that appropriate steps are taken to provide effective communication with shareholders and that their views are communicated to the Board as a whole. It is a general practice that the executive Directors will discuss the shareholder's viewpoints with non-executive Directors in the Board meeting following a shareholders' meeting.

With reference to Code A.2.9, the executive Directors share the responsibility of promoting a culture of openness and debate by facilitating the effective contribution of non-executive Directors in particular and ensuring constructive relations between executive and non-executive Directors. As mentioned above, all directors, including non-executive Directors, have the right to propose a board meeting to discuss the issues they consider important, and enough time is reserved for all Directors to read the Board Papers and raise questions. It is the Board's practice to encourage the non-executive Directors to raise their viewpoints in Board meetings.

Code A.5.1 states that an issuer should establish a nomination committee which is chaired by the chairman of the board or an independent non-executive director and comprises a majority of independent non-executive directors. It is the Board's practice to appoint an executive Director as the chairman of the nomination committee of the Board, as the Board considers that executive Directors have to lead the business development of the Company and need to have appropriate Board members and senior management to assist them. In addition, the nomination committee of the Board consists of majority of independent non-executive Directors, who have the veto power jointly if they consider the nomination is inappropriate.

With reference to Code B.1.1, the remuneration committee of the Board would consult Ms. Chow Man Ki Kelly, an executive Director and the major shareholder of the Company about their remuneration proposals for other executive Directors.

With reference to Code E.1.2, the Board appoints as least one executive Director to attend the annual general meeting, due to the chairmanship vacancy. The executive Directors have to invite the chairman of the audit, remuneration and nomination committees of the Board to attend the annual general meeting.

With reference to Code F.1.3, it is the Company's practice that the company secretary report to the executive Directors.

Appointment and Re-election of the Directors

Pursuant to the Provision A.4.1 of the Code, the non-executive directors should be appointed for a specific term, subject to re-election.

The non-executive Director and all independent non-executive Directors are not appointed for a specific term, but they are subject to re-election at the annual general meeting of the Company in accordance with the Articles.

In accordance with the Articles of the Association of the Company, one-third of the Directors for the time being (or, if their number is not a multiple of three, the number nearest to but not less than one-third) shall retire from office by rotation provided that every Director shall be subject to retirement at least once every three years.

By order of the Board
Bingo Group Holdings Limited
Lau Man Kit
Executive Director

Hong Kong, 9 November 2018

As at the date of this report, the Board comprises Mr. Chiau Sing Chi, Ms. Chow Man Ki Kelly and Mr. Lau Man Kit as executive Directors, Mrs. Chin Chow Chung Hang Roberta as non-executive Director, and Ms. Choi Mei Ping, Mr. Tsoi Chiu Yuk and Mr. Ong King Keung as independent non-executive Directors.

