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**Damai Entertainment Holdings Limited**

**大麥娛樂控股有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 1060)**

## **ANNOUNCEMENT OF UNAUDITED INTERIM RESULTS FOR THE SIX MONTHS ENDED SEPTEMBER 30, 2025**

The board (the “Board”) of directors (the “Directors”) of Damai Entertainment Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce the unaudited interim results of the Group for the six months ended September 30, 2025 (the “Reporting Period”) together with the unaudited comparative figures for the six months ended September 30, 2024 (the “Corresponding Period”).

| <b>FINANCIAL HIGHLIGHTS</b>                     |                                                   |                         |               |
|-------------------------------------------------|---------------------------------------------------|-------------------------|---------------|
|                                                 | <b>For the six months ended<br/>September 30,</b> |                         |               |
|                                                 | <b>2025</b>                                       | <b>2024</b>             | <b>Change</b> |
|                                                 | <b>RMB'000</b>                                    | <b>RMB'000</b>          | <b>%</b>      |
|                                                 | <b>(Unaudited)</b>                                | <b>(Unaudited)</b>      |               |
| Revenue                                         | <b>4,047,366</b>                                  | 3,050,796               | 33            |
| Profit attributable to owners<br>of the Company | <b>519,534</b>                                    | 336,598                 | 54            |
| Adjusted EBITA                                  | <b>549,709</b>                                    | 642,249 <sup>Note</sup> | (14)          |

*Note:* During the Corresponding Period, the Group recorded adjusted EBITA of approximately RMB642 million, including a reversal of impairment on financial assets amounting to approximately RMB160 million, which is not sustainable. Excluding this one-off gain, adjusted EBITA would be approximately RMB482 million during the Corresponding Period. Adjusted EBITA during the Reporting Period would increase by 14% compared to that one-off gain excluded during the Corresponding Period.

## **MANAGEMENT DISCUSSION AND ANALYSIS**

### **BUSINESS REVIEW**

During the Reporting Period, the Group achieved total revenue of approximately RMB4,047 million, representing a year-over-year increase of 33% as compared with approximately RMB3,051 million for the Corresponding Period. Net profit attributable to owners of the Company reached approximately RMB520 million, up 54% year-over-year from approximately RMB337 million for the Corresponding Period. Adjusted earnings before interest, taxes and amortization (“adjusted EBITA”, a non-HKFRS financial indicator) amounted to approximately RMB550 million, representing a year-over-year decrease of 14% as compared with approximately RMB642 million for the Corresponding Period.

During the Corresponding Period, the Group recorded adjusted EBITA of approximately RMB642 million, including a reversal of impairment on financial assets amounting to approximately RMB160 million, mainly due to the final settlement reached by the Group on a historical receivable. Given that an allowance for bad debts of approximately RMB160 million had previously been made against this amount, the Group recognized a reversal of impairment on financial assets and included it in the adjusted EBITA during the Corresponding Period accordingly. This matter is an incidental gain and is not sustainable. Excluding this one-off gain, adjusted EBITA would be approximately RMB482 million during the Corresponding Period. Adjusted EBITA during the Reporting Period would increase by 14% compared to that one-off gain excluded during the Corresponding Period.

On May 21, 2025, the Group announced a comprehensive upgrade of the Damai APP, establishing an AI-driven “Rapid Access, Comprehensive Coverage, Pinpoint Accuracy, and Nearby Convenience” experiential entertainment consumption service system. Currently, the Damai platform has reached a user base of 300 million, maintaining its leading position in the global industry. It covers over 40 sub-categories, including movies, concerts, music festivals, dramas, talk shows, exhibitions, sports, and tourism, with access to more than 12,000 cinemas and over 20,000 venues. This truly marks the platform’s transition from a performance ticketing platform to a one-stop, all-category entertainment ticketing platform.

## NON-HKFRS MEASURES

To supplement its consolidated financial statements presented in accordance with the HKFRS, the Group uses adjusted EBITA, believing that it can eliminate the potential impact of items that are, in management's opinion, not indicative of the Group's operating performance. This measure facilitates the comparison of operating performances across different periods and among different companies, while also providing investors and others with useful information to understand the core indicators used by management in its financial and operational decision-making. Adjusted EBITA represents net income after excluding the following: financial income and expenses, changes in fair value of investments in listed and unlisted companies, gain or loss on disposal of investments in listed and unlisted companies and subsidiaries, income tax expense, gain or loss on and impairment of equity method investments, certain non-cash expenses, consisting of share-based compensation expense, amortization and impairment of intangible assets arising from business combinations, impairment of goodwill, allowance for impairment of long-term assets and others, which, in management's view, are not reflective of the Group's core operating performance during the Reporting Period.

The table below sets forth key performance indicators of the Group's financial results and a reconciliation from operating profit to adjusted EBITA for the Reporting Period and the Corresponding Period, along with the performance highlights of the four operating segments of live content and technology business; IP merchandizing; film content and technology business; and drama series production presented in accordance with the principles applied in the previous financial year (for the twelve months ended March 31, 2025) <sup>Note 1</sup>.

|                                                                                         | <b>For the six months ended</b> |                       |
|-----------------------------------------------------------------------------------------|---------------------------------|-----------------------|
|                                                                                         | <b>September 30,</b>            |                       |
|                                                                                         | <b>2025</b>                     | <b>2024</b>           |
|                                                                                         | <b>RMB'000</b>                  | <b>RMB'000</b>        |
|                                                                                         | <b>(Unaudited)</b>              | <b>(Unaudited)</b>    |
| Operating profit                                                                        | <b>526,005</b>                  | 527,447               |
| Add:                                                                                    |                                 |                       |
| Share-based compensation                                                                | <b>32,261</b>                   | 50,641                |
| Amortization of intangible assets arising on<br>business combinations <sup>Note 2</sup> | <b>26,844</b>                   | 14,335                |
| Gain on deemed disposal of a subsidiary                                                 | <b>(26,502)</b>                 | —                     |
| Gain on dilution of investment in an associate                                          | <b>(4,554)</b>                  | —                     |
| Gains on disposal of investments accounted for<br>using the equity method               | <b>(4,010)</b>                  | —                     |
| Change in fair value of listed and unlisted<br>investments                              | <b>(335)</b>                    | 49,826                |
| <b>Adjusted EBITA (unaudited)</b>                                                       | <b><u>549,709</u></b>           | <b><u>642,249</u></b> |

*Note 1:* The “Damai ticketing and live entertainment platform” and the “film technology and investment, production, promotion and distribution platform” for the Reporting Period were renamed as the “live content and technology business” and the “film content and technology business”, respectively.

*Note 2:* Among the total amortization expenses of intangible assets of approximately RMB28.0 million and approximately RMB15.0 million for the Reporting Period and the Corresponding Period, amortization expenses of intangible assets arising on business combinations amounted to approximately RMB27.0 million and approximately RMB14.0 million, respectively.

## Segment Information

|                                      | For the six months ended September 30, |                         |                                   |                       |
|--------------------------------------|----------------------------------------|-------------------------|-----------------------------------|-----------------------|
|                                      | Segment revenue                        |                         | Segment results <sup>Note 1</sup> |                       |
|                                      | 2025                                   | 2024                    | 2025                              | 2024                  |
|                                      | <i>RMB'000</i>                         | <i>RMB'000</i>          | <i>RMB'000</i>                    | <i>RMB'000</i>        |
|                                      | (Unaudited)                            | (Unaudited)             | (Unaudited)                       | (Unaudited)           |
| Live content and technology business | <b>1,338,591</b>                       | 1,169,023               | <b>754,222</b>                    | 720,091               |
| IP merchandizing                     | <b>1,160,238</b>                       | 565,466                 | <b>234,695</b>                    | 162,929               |
| Film content and technology business | <b>1,064,273</b>                       | 1,255,230               | <b>95,224</b>                     | 122,661               |
| Drama series production              | <b>484,264</b>                         | 61,077                  | <b>37,827</b>                     | (10,880)              |
| <b>Total</b>                         | <b><u>4,047,366</u></b>                | <b><u>3,050,796</u></b> | <b><u>1,121,968</u></b>           | <b><u>994,801</u></b> |

*Note 1:* Segment results = Segment revenue – Cost of sales and services – Selling and marketing expenses allocated to relevant segments.

## **I. LIVE CONTENT AND TECHNOLOGY BUSINESS**

### **(i) *Performance ticketing business***

During the Reporting Period, the live entertainment market in China continued to demonstrate strong performance, with concerts standing out as the most prominent category, showing particularly notable enthusiasm among users for performances. According to the statistics, the number of users scrambling for concerts tickets increased by 17% year-on-year, reflecting the strong audience demand for live events. Despite factors such as the slowdown in the growth of performance content supply and venue resources nearing saturation, which led to a deceleration in industry box office growth, the gross merchandize value (GMV) of the Damai platform still achieved steady growth, reinforcing its leadership position in the industry.

The core competitive strengths of the business extend beyond its efficient and extensive sales channels to its professional expertise in on-site event services. By delivering comprehensive services including on-site ticket allocation, verification and audience contingency management, the business not only provides performance organizers with end-to-end support, but also ensures that audiences enjoy a seamless and secure experience. During the Reporting Period, the business successfully serviced over 2,500 large-scale events, the number of which increased by 19% year-over-year, maintaining orderly operations and achieving zero safety incidents. In view of the above, its distribution network and specialized ticketing services together form the core competitiveness of the performance ticketing business.

### **(ii) *Live entertainment content***

Live entertainment content is a cornerstone of the live content and technology business. As of the date of this announcement, the business has established a total of six key performance content brands, including Xiami Music Entertainment (蝦米音樂娛樂), Mailive, “Theatre Rocks! (當然有戲)”, “Unlimited Art (藝展鴻圖)”, “Ku Xiao Mai (酷小麥)” and “Hao Xi Lian Tai (好戲連台)”, spanning a diverse range of categories, including large-scale concerts, musical festivals, talk shows and dramas.

The live entertainment content business not only produced major concerts such as Jackson Yee’s 2025 Que Xue World Tour (易烱千璽2025譽嚕巡迴演唱會), enhancing its operation prowess in marquee projects, but also independently launched the Fourth Xiami Music & Arts Festival in Aranya (阿那亞蝦米音樂節). Additionally, the business participated in organization or investment of emerging formats such as talk shows and immersive performances, laying a solid foundation for a more diverse content. Benefiting from sustained investment in diversified contents, revenue from the live entertainment content business surged over 50% year-over-year during the Reporting Period.

**(iii) *International business***

With the accelerated opening-up of the domestic performance market, overseas artists are now performing in China more regularly than ever, while high-quality domestic IPs are also actively expanding into international tours. This has generated a growing demand for cross-border performance attendance among both domestic and international audiences, presenting a significant opportunity for the Group to expand overseas.

Internationalization is a key pillar of the Group's long-term strategy. Leveraging the core capabilities and experience accumulated in the Chinese market, the Group will initiate its international strategy in phases with Southeast Asia, Japan and South Korea as the starting point of its international business, striving to provide global users with a one-stop platform for ticket purchasing and performance attendance services.

**(iv) *Summary on financial results and business outlook***

During the Reporting Period, the Group's live content and technology business segment recorded a revenue of approximately RMB1,339 million, representing an increase of 15% as compared with approximately RMB1,169 million for the Corresponding Period. The segment results recorded were approximately RMB754 million, representing an increase of 5% as compared with approximately RMB720 million for the Corresponding Period.

Looking ahead, the live content and technology business will continue to leverage advantages throughout the industry chain, actively explore new content categories both in ticketing and content aspects, and strengthen core competitiveness and market share. At the same time, it will accelerate overseas expansion, striving to become the preeminent player in the global live entertainment market.

## II. IP MERCHANDIZING

The IP merchandizing business is a key component in chain extension of the Group following entertainment contents. During the Reporting Period, the Group consolidated and optimized its IP merchandizing business portfolio, while discontinuing certain sub-business lines to focus more on merchandized business centred around Alifish. The IP merchandizing business currently includes the following business models:

- 1) the sub-licensing business, which acquires multiple premium IPs from upstream copyright holders and sublicenses them to downstream merchants in exchange for licensing fees;
- 2) the IP-driven retail operation business that develops physical store models and licenses them to operating partners to run branded stores;
- 3) jointly operating Tmall pop toys category with commission-based revenue sharing, as well as self-operated e-commerce flagship stores for IP-based retail brands; and
- 4) IP innovation initiatives in other commercialization fields, etc.

### *(i) Sub-licensing Business*

As a leading IP licensing management and commercialization platform in China, Alifish has partnered with hundreds of domestic and international quality IPs, as well as thousands of brands and channel merchants.

For upstream copyright holders, Alifish implements localization and refined operation strategies for the overseas IPs which have been introduced to extend the commercial value of these IPs. Meanwhile, through an online-offline integrated marketing strategy, it extends the long-term viability of its owned IPs. Alifish has signed agreements with a number of high-quality global top-tier IPs, including Sanrio Family, Chiikawa, Pokémon, Universal Studios and Crayon Shin-chan, helping these IPs quickly maximize revenue in the Chinese market.

For downstream brand owners, Alifish provides full-chain services including IP selection strategies, material and gallery development, supervision and approval processes, as well as resources such as integrated marketing, communication and promotion for licensed projects, creating comprehensive solutions for IP licensing and collaboration for brand merchants. During the Reporting Period, Alifish has collaborated with various brand partners on multiple licensing projects, including THE BEAST, Bloks, Heytea, Chow Tai Fook, MINISO, Pop Mart, TOPTOY and China Merchants Bank.

**(ii) *IP Retail Brands Operation Business***

During the Reporting Period, Alifish has joined hands with upstream copyright holders and pop toy brand partners to open a number of first stores in China, including offline themed pop-up stores and official flagship stores. Notably, in September this year, the first official flagship store of Chiikawa in Chinese Mainland was opened in Shanghai. Since its opening, it has received a warm market response and delivered strong sales performance. In the same month, TOPPS, the world-renowned collectible card brand under Fanatics Collectibles, officially entered into a strategic partnership with Alifish and Tmall pop toys, and launched its Tmall flagship store. The operation of IP retail brands not only enriches users' consumption experience, but also drives the continuous growth of IP merchandizing sales and the overall IP consumption ecosystem.

**(iii) *Summary of Financial Results and Business Outlook***

During the Reporting Period, Alifish has achieved rapid business development and recorded a year-on-year increase of over 100% in revenue and a substantial doubling of profits. Going forward, Alifish will continue to increase its investment in IP portfolio and professional team development to solidify its foundation for growth and drive sustained business growth.

The Group's IP merchandizing business segment (including Alifish and other relevant business) generated revenue of approximately RMB1,160 million, representing an increase of 105% as compared with approximately RMB565 million for the Corresponding Period. The segment results increased by 44% to approximately RMB235 million from approximately RMB163 million for the Corresponding Period. Due to the decline in growth rate of overall segment results resulting from the one-off loss incurred from the shutdown of certain non-core sub-business lines during the Reporting Period, the IP merchandizing business segment results grew at a slower rate than the revenue.

Looking ahead, Alifish will continue to deepen its focus on the IP ecosystem. Firstly, it will enhance content operations for existing core IPs and jointly develop original content with localized characteristics alongside upstream copyright holders. Secondly, it will increase its efforts on the IP sub-licensing business, accelerate new product incubation and market promotion, and in particular, leverage marketing platforms such as Tmall Super Brand Day to effectively reach consumers and increase the penetration rate of licensed products. Finally, Alifish will continue to introduce more IPs to the Chinese market, actively explore innovative engagement methods including in-person interactive experiences and digital collectibles, enrich IP consumption scenarios, and further strengthen its leading position in the field of IP commercialization.

### **III. FILM CONTENT AND TECHNOLOGY BUSINESS**

The film technology business includes Tao Piao Piao and Yunzhi ticketing platforms, and technological innovation businesses such as virtual filming. During the Reporting Period, Tao Piao Piao maintained a stable market share, while Yunzhi continued to rank first nationwide in terms of both the number of ticket-issuing cinemas and the total number of tickets issued.

As for the film content business, against the backdrop of the current film market under overall pressure, the Group adjusted its strategy in a timely manner and shifted to a more prudent and steady approach to participate in film content investment. Under this strategy, the Group will focus on films with small investment scale, low risk and high-quality content. The film produced and led by the Group in promotion and distribution, “The Shadows’ Edge (捕風追影)”, has become a representative work of this strategic transformation. It claimed the third place at the summer box office season, with investment returns exceeding expectations. The Group aims to effectively mitigate market risks by virtue of this measure and smoothly navigate through the “cold winter” period of the film and television industry.

During the Reporting Period, the Group’s film content and technology business segment recorded revenue of approximately RMB1,064 million, representing a year-over-year decrease of 15% as compared with approximately RMB1,255 million for the Corresponding Period; the segment results recorded was approximately RMB95 million, representing a year-over-year decrease of 22% as compared with approximately RMB123 million for the Corresponding Period.

### **IV. DRAMA SERIES PRODUCTION**

In the drama series production sub-segment, the Group continued to invest in high-quality content through its studio operations that are well-received by both audiences and the market. During the Reporting Period, several critically acclaimed drama series produced by the Group, including “In the Name of Justice (以法之名)” and “Wild Ambition Bloom (灼灼韶華)”, were successfully broadcast. Meanwhile, multiple titles, such as “Unveil: Jadewind (唐宮奇案之青霧風鳴)”, “Prosecutor (追訴)” and “Phoenix from Ashes (煙之凰)”, have completed filming and are awaiting release. At present, the drama studio has a pipeline of over 20 key projects.

During the Reporting Period, the Group’s drama series production segment recorded revenue of approximately RMB484 million, representing a year-over-year increase of approximately RMB423 million as compared with approximately RMB61 million for the Corresponding Period. The segment results recorded was approximately RMB38 million, representing a turnaround from loss to profit as compared with the Corresponding Period.

## **PROSPECTS**

As a player in the entertainment industry, which is booming yet complicated and dynamic, the Group is confident about the future. Going forward, the Group is evolving into a diversified entertainment platform. Through diversified layout and technological innovation, it will drive the comprehensive upgrading and sustainable development of the entire entertainment ecosystem platform.

The Group will continue to advance the following strategic plans:

1. Overseas expansion: Starting with Hong Kong and Macao, the Group will expand its international footprint, tapping into Asian and global markets to achieve the integration of overseas ticketing platforms, premium overseas content and leading venue systems worldwide;
2. IP commercialization: The Group will continue to strengthen platform capabilities and its presence across IP development, merchandize channels and user engagement, thereby further scaling up its IP merchandizing business; and
3. Content leadership and user growth: In terms of content, the Group will focus on enhancing the revenue contribution from live entertainment content. For users, the Group will expand more ticketing categories, continuously increase its user base and market share, reinforce the user perception of “buying tickets on Damai”, and strive to become one of the most competitive platforms in the global live entertainment market.

The Group expects to finance its business initiatives in the coming year with its own internal resources, and may seek external financing if appropriate opportunities and conditions arise.

## **FINANCIAL REVIEW**

### **Revenue and Profit**

During the Reporting Period, driven by its focused execution of the diversified entertainment ecosystem platform strategy, the Group recorded revenue of approximately RMB4,047 million, an increase of 33% year-over-year from approximately RMB3,051 million for the Corresponding Period. Adjusted EBITA decreased by 14% year-over-year from approximately RMB642 million for the Corresponding Period to approximately RMB550 million, while net profit attributable to owners of the Company reached approximately RMB520 million, representing an increase of 54% year-over-year from approximately RMB337 million for the Corresponding Period.

During the Reporting Period, the earnings per share of the Group increased to RMB1.75 cents per share (basic) and RMB1.73 cents per share (diluted) from RMB1.14 cents per share (basic and diluted) for the Corresponding Period.

### **Selling, Marketing and Administrative Expenses**

During the Reporting Period, selling and marketing expenses of the Group amounted to approximately RMB332 million, representing a year-over-year increase of 1% when compared with approximately RMB329 million for the Corresponding Period. The proportion of selling and marketing expenses in revenue decreased from 11% for the Corresponding Period to 8%, primarily due to the optimization of promotion strategies and the adoption of a more prudent approach to marketing expenses.

During the Reporting Period, the Group's administrative expenses increased from approximately RMB599 million for the Corresponding Period to approximately RMB669 million, representing an increase of 12% year-over-year, which was primarily attributable to the growth in operating expenses resulting from the expansion of business.

### **Net Finance Income**

During the Reporting Period, the Group recorded net finance income of approximately RMB113 million, which included interest income on bank deposits and gain on foreign exchange. As the Group's cash reserves are held in multiple currencies, the exchange gain resulted mainly from the depreciation of Renminbi ("RMB") against U.S. dollar ("USD") during the Reporting Period.

### **Material Investments**

As of September 30, 2025, the Group held 21 investments in joint ventures and associates, all of which were accounted for using the equity method, with a total book value of approximately RMB856 million. The Group also held 12 investments in unlisted companies, all of which were classified as financial assets at fair value through profit or loss, with a total book value of approximately RMB602 million.

The Group's three largest investments were YH Entertainment Group, Bona Film Group Co., Limited and Shanghai Tingdong Film Co., Ltd.\* (上海亭東影業有限公司), all of which were engaged in the film production and distribution business, artist management and other pan-entertainment businesses.

As at September 30, 2025, there is no investment held by the Group with a value of 5% or more of the total assets of the Group.

The Group adopted a conservative investment strategy to manage its investment portfolio during the Reporting Period. As of September 30, 2025, the Group did not have any plans for material investments and capital assets.

## **Financial Resources and Liquidity**

As of September 30, 2025, the Group held cash and cash equivalents and bank deposits with maturity within one year of approximately RMB3,498 million (March 31, 2025: approximately RMB3,365 million), which were denominated in RMB, USD and Hong Kong dollar (“HKD”). As at September 30, 2025, the Group’s short-term borrowings amounted to approximately RMB340 million (March 31, 2025: RMB397 million), which borne an interest rate ranging from 1.10% to 1.16% per annum. All the Group’s borrowings were secured by discounted bills and will be settled within one year. The Group’s borrowings are denominated in RMB. As of September 30, 2025, the Group had a net cash position with a gearing ratio (calculated as net borrowings over total equity, where net borrowings equal total borrowings net of cash and cash equivalents) of nil (March 31, 2025: nil). The Group actively and regularly reviews and manages its capital structure to maintain a balance between shareholder returns and a sound capital position. The Group may make adjustments, where necessary, to maintain an optimal capital structure and to reduce the cost of capital. Further, the Group may purchase wealth management products, where appropriate, in line with its treasury and investment policies, after taking into account, among other things, level of risk, return on investment, liquidity and term of maturity.

## **Foreign Exchange Risks**

While the majority of the Group’s production costs and administrative costs are denominated and settled in RMB, the Group requires foreign currencies for some of its offshore investments and collaborations with studios outside Chinese Mainland. The Group will continue to closely monitor its capital needs and manage foreign exchange risks accordingly. As of September 30, 2025, the Group did not have a foreign currency hedging policy nor had it used any currency hedging instruments or financial instruments for hedging purpose, but will closely monitor its foreign currency exposure in a cost-effective manner.

## **Charge on Assets**

As of September 30, 2025, the Group did not have any indebtedness secured by assets (March 31, 2025: nil).

## **Contingent Liabilities**

As of September 30, 2025, the Group did not have any material contingent liabilities (March 31, 2025: nil).

## **Material Acquisitions and Disposals**

During the Reporting Period, the Group did not have any material acquisitions or disposals of subsidiaries, associates or joint ventures.

### **Employees and Remuneration Policies**

As of September 30, 2025, the Group had 1,780 employees (September 30, 2024: 1,556 employees). The total employee benefit expenses of the Group were approximately RMB456 million for the Reporting Period (for the Corresponding Period: approximately RMB437 million). The remuneration policies of the Group are determined based on prevailing market rates and the performance of the Group and individual employees. These policies are reviewed on a regular basis. The Group strongly believes that its staff are an invaluable asset and play a vital role in its business. Therefore, the Group recognizes the importance of maintaining a good relationship with employees. In addition to salary, the Group also provides its employees with other fringe benefits, including among others, year-end bonuses, discretionary bonuses, contributions to provident and social security funds, medical benefits and training. The Group further offers various remunerative tools, such as share options under the Company's share option schemes, and awarded shares under the Company's share award scheme and provide training to the employees.

### **Subsequent Events**

There are no important events affecting the Group which have occurred since September 30, 2025 and up to the date of this announcement.

# INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

|                                                                                                                      |      | For the six months ended<br>September 30, |                       |
|----------------------------------------------------------------------------------------------------------------------|------|-------------------------------------------|-----------------------|
|                                                                                                                      |      | 2025                                      | 2024                  |
|                                                                                                                      |      | (Unaudited)                               | (Unaudited)           |
|                                                                                                                      | Note | RMB'000                                   | RMB'000               |
| Revenue                                                                                                              | 3    | 4,047,366                                 | 3,050,796             |
| Cost of sales and services                                                                                           | 3    | <u>(2,603,689)</u>                        | <u>(1,734,875)</u>    |
| <b>Gross profit</b>                                                                                                  |      | <b>1,443,677</b>                          | <b>1,315,921</b>      |
| Selling and marketing expenses                                                                                       |      | (332,150)                                 | (328,662)             |
| Administrative expenses                                                                                              |      | (669,412)                                 | (598,884)             |
| (Impairment losses)/reversal of impairment losses on financial assets, net                                           |      | (29,503)                                  | 146,678               |
| Other income                                                                                                         | 4    | 21,384                                    | 19,170                |
| Other gains/(losses), net                                                                                            | 5    | <u>92,009</u>                             | <u>(26,776)</u>       |
| <b>Operating profit</b>                                                                                              |      | <b>526,005</b>                            | <b>527,447</b>        |
| Finance income                                                                                                       | 6    | 119,732                                   | 126,794               |
| Finance expenses                                                                                                     | 6    | <u>(7,198)</u>                            | <u>(45,901)</u>       |
| Finance income, net                                                                                                  |      | <b>112,534</b>                            | <b>80,893</b>         |
| Share of loss of investments accounted for using the equity method                                                   |      | (6,727)                                   | (26,861)              |
| Impairment of investments accounted for using the equity method                                                      |      | <u>—</u>                                  | <u>(146,456)</u>      |
| <b>Profit before income tax</b>                                                                                      |      | <b>631,812</b>                            | <b>435,023</b>        |
| Income tax expense                                                                                                   | 7    | <u>(115,979)</u>                          | <u>(62,324)</u>       |
| <b>Profit for the period</b>                                                                                         |      | <b><u>515,833</u></b>                     | <b><u>372,699</u></b> |
| <b>Attributable to:</b>                                                                                              |      |                                           |                       |
| Owners of the Company                                                                                                |      | 519,534                                   | 336,598               |
| Non-controlling interests                                                                                            |      | <u>(3,701)</u>                            | <u>36,101</u>         |
| <b>Earnings per share attributable to owners of the Company for the period</b><br>(expressed in RMB cents per share) | 8    |                                           |                       |
| – Basic                                                                                                              |      | 1.75                                      | 1.14                  |
| – Diluted                                                                                                            |      | <u>1.73</u>                               | <u>1.14</u>           |

# INTERIM CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

|      |                                                                            | For the six months ended |             |
|------|----------------------------------------------------------------------------|--------------------------|-------------|
|      |                                                                            | September 30,            |             |
|      |                                                                            | 2025                     | 2024        |
|      |                                                                            | (Unaudited)              | (Unaudited) |
|      |                                                                            | RMB'000                  | RMB'000     |
| Note |                                                                            |                          |             |
|      | <b>Profit for the period</b>                                               | <b>515,833</b>           | 372,699     |
|      | <b>Other comprehensive income:</b>                                         |                          |             |
|      | <i>Items that may be reclassified to profit or loss</i>                    |                          |             |
|      | Share of other comprehensive income of associates                          | 9 442                    | 2,192       |
|      | Currency translation differences attributable to owners of the Company     | (76,970)                 | (60,557)    |
|      | <i>Items that may not be reclassified to profit or loss</i>                |                          |             |
|      | Currency translation differences attributable to non-controlling interests | (553)                    | (648)       |
|      | <b>Other comprehensive loss for the period, net of tax</b>                 | <b>(77,081)</b>          | (59,013)    |
|      | <b>Total comprehensive income for the period</b>                           | <b>438,752</b>           | 313,686     |
|      | <b>Attributable to:</b>                                                    |                          |             |
|      | Owners of the Company                                                      | 443,006                  | 278,233     |
|      | Non-controlling interests                                                  | (4,254)                  | 35,453      |
|      | <b>Total comprehensive income for the period</b>                           | <b>438,752</b>           | 313,686     |

## INTERIM CONDENSED CONSOLIDATED BALANCE SHEET

|                                                          |             | As of<br>September 30,<br>2025<br>(Unaudited)<br><i>RMB'000</i> | As of<br>March 31,<br>2025<br>(Audited)<br><i>RMB'000</i> |
|----------------------------------------------------------|-------------|-----------------------------------------------------------------|-----------------------------------------------------------|
|                                                          | <i>Note</i> |                                                                 |                                                           |
| <b>Assets</b>                                            |             |                                                                 |                                                           |
| <b>Non-current assets</b>                                |             |                                                                 |                                                           |
| Property, plant and equipment                            |             | 161,243                                                         | 115,328                                                   |
| Investment properties                                    |             | 401,758                                                         | 396,498                                                   |
| Goodwill                                                 |             | 3,844,125                                                       | 3,844,125                                                 |
| Intangible assets                                        |             | 431,363                                                         | 458,189                                                   |
| Right-of-use assets                                      |             | 216,967                                                         | 230,150                                                   |
| Deferred income tax assets                               |             | 130,930                                                         | 198,690                                                   |
| Investments accounted for using the equity<br>method     | 9           | 856,115                                                         | 914,748                                                   |
| Film and TV rights and investments                       |             | 2,850                                                           | 2,652                                                     |
| Term deposits                                            |             | 3,775,940                                                       | 4,239,925                                                 |
| Financial assets at fair value through profit or<br>loss |             | 601,502                                                         | 610,148                                                   |
| Trade and other receivables, and prepayments             | 10          | 307,882                                                         | 350,170                                                   |
|                                                          |             | <u>10,730,675</u>                                               | <u>11,360,623</u>                                         |
| <b>Current assets</b>                                    |             |                                                                 |                                                           |
| Inventories                                              |             | 75,816                                                          | 41,093                                                    |
| Film and TV rights and investments                       |             | 3,813,105                                                       | 3,602,389                                                 |
| Trade and other receivables, and prepayments             | 10          | 5,232,973                                                       | 4,323,253                                                 |
| Current income tax recoverable                           |             | 1,378                                                           | 9,567                                                     |
| Structured deposits                                      |             | 3,109,595                                                       | 797,847                                                   |
| Term deposits                                            |             | 1,427,304                                                       | 856,912                                                   |
| Restricted cash                                          |             | 8,981                                                           | 1,891                                                     |
| Cash and cash equivalents                                |             | 2,061,683                                                       | 2,505,808                                                 |
|                                                          |             | <u>15,730,835</u>                                               | <u>12,138,760</u>                                         |
| <b>Total assets</b>                                      |             | <u><u>26,461,510</u></u>                                        | <u><u>23,499,383</u></u>                                  |

|                                                     |             | As of<br>September 30,<br>2025<br>(Unaudited)<br><i>RMB'000</i> | As of<br>March 31,<br>2025<br>(Audited)<br><i>RMB'000</i> |
|-----------------------------------------------------|-------------|-----------------------------------------------------------------|-----------------------------------------------------------|
|                                                     | <i>Note</i> |                                                                 |                                                           |
| <b>Equity and liabilities</b>                       |             |                                                                 |                                                           |
| <b>Equity attributable to owners of the Company</b> |             |                                                                 |                                                           |
| Share capital                                       |             | 6,116,358                                                       | 6,078,702                                                 |
| Reserves                                            |             | <u>10,562,515</u>                                               | <u>10,148,858</u>                                         |
|                                                     |             | 16,678,873                                                      | 16,227,560                                                |
| <b>Non-controlling interests</b>                    |             | <u>248,053</u>                                                  | <u>237,740</u>                                            |
| <b>Total equity</b>                                 |             | <u>16,926,926</u>                                               | <u>16,465,300</u>                                         |
| <b>Liabilities</b>                                  |             |                                                                 |                                                           |
| <b>Non-current liabilities</b>                      |             |                                                                 |                                                           |
| Deferred income tax liabilities                     |             | 136,062                                                         | 121,057                                                   |
| Lease liabilities                                   |             | 223,894                                                         | 229,429                                                   |
| Trade and other payables, and accrued charges       | 11          | <u>1,788</u>                                                    | <u>5,287</u>                                              |
|                                                     |             | <u>361,744</u>                                                  | <u>355,773</u>                                            |
| <b>Current liabilities</b>                          |             |                                                                 |                                                           |
| Borrowings                                          |             | 340,000                                                         | 396,685                                                   |
| Trade and other payables, and accrued charges       | 11          | 7,358,690                                                       | 5,606,155                                                 |
| Contract liabilities                                |             | 1,440,050                                                       | 623,027                                                   |
| Current tax liabilities                             |             | 4,456                                                           | 17,168                                                    |
| Lease liabilities                                   |             | <u>29,644</u>                                                   | <u>35,275</u>                                             |
|                                                     |             | <u>9,172,840</u>                                                | <u>6,678,310</u>                                          |
| <b>Total liabilities</b>                            |             | <u>9,534,584</u>                                                | <u>7,034,083</u>                                          |
| <b>Total equity and liabilities</b>                 |             | <u><u>26,461,510</u></u>                                        | <u><u>23,499,383</u></u>                                  |

## 1 GENERAL INFORMATION

Damai Entertainment Holdings Limited (previously named “Alibaba Pictures Group Limited”) (the “Company”) and its subsidiaries (together, the “Group”, each, a “Group Entity”) form an integrated platform with content and technology as the core, covering content production, promotion and distribution, IP merchandizing, licensing and commercial management, cinema and entertainment event ticketing management, and internet data services for the entertainment industry.

The Company is a limited liability company incorporated in Bermuda. The address of its registered office is Clarendon House, 2 Church Street, Hamilton, Pembroke, HM 11, Bermuda.

The shares of the Company are listed on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”). As of September 30, 2025, the Company is approximately 53.56% owned by Alibaba Group Holding Limited (“Alibaba Holding”), of which 13,488,058,846 shares are held by Ali CV Investment Holding Limited (“Ali CV”) and 2,513,028,847 shares are held by Alibaba Investment Limited (“Alibaba Investment”). Ali CV is a wholly-owned subsidiary of Alibaba Investment which is in turn wholly-owned by Alibaba Holding.

This condensed consolidated interim financial information is presented in Renminbi (“RMB”), unless otherwise stated. These condensed interim financial statements were approved for issue on November 13, 2025.

This condensed consolidated interim financial information has not been audited.

## 2 BASIS OF PREPARATION

This condensed consolidated interim financial information for the six months ended September 30, 2025 has been prepared in accordance with Hong Kong Accounting Standard 34, “Interim financial reporting”. The interim report does not include all of the notes normally included in annual consolidated financial statements. Accordingly, the condensed consolidated interim financial information should be read in conjunction with the annual financial statements for the year ended March 31, 2025, which have been prepared in accordance with HKFRS Accounting Standards.

The accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period, except for the adoption of new and amended standards as set out below.

### Change in segment information

During the financial year ended March 31, 2025, the Group has changed its identification of reportable business segments. In the previous period, the Group aggregated its operating segments into three reportable segments, namely “Content”, “Ticketing and technology platform” and “IP merchandizing and other initiatives” in accordance with its then internal management and reporting structures. In order to reflect a more accurate market positioning of the Group, the Group changed its internal management and reporting structures in the financial year ended March 31, 2025 and reaggregated its operating segments into “Live content and technology business” (previously named “Damai ticketing and live entertainment platform”), “IP merchandizing”, “Film content and technology business” (previously named “Film technology and investment, production, promotion and distribution platform”) and “Drama series production”. The represented segment information is consistent with the reports provided to and reviewed by the chief operating decision-maker (“CODM”) for performance assessment and resources allocation after the change of internal management restructuring. The comparative segment information has been restated. Further information is detailed in Note 3 below.

**(a) New and amended standards adopted by the Group**

The Group has applied the following amendment for the first time from April 1, 2025:

- Lack of Exchangeability – Amendments to HKAS 21.

The adoption of above did not have any material impact on the Group's results for the six months ended September 30, 2025 and the Group's financial position as of September 30, 2025. The Group did not have to change its accounting policies or make retrospective adjustments as a result of adopting this amended standard.

**(b) New standards and amendments not yet adopted**

Certain new accounting standards, amendments to accounting standards and interpretations have been published that are not mandatory for September 30, 2025 reporting periods and have not been early adopted by the Group. These standards, amendments or interpretations are not expected to have a material impact on the Group in the current or future reporting periods or on foreseeable future transactions.

**3 REVENUES AND SEGMENT INFORMATION**

The chief operating decision-maker has been identified as the board of directors of the Company. Management has determined the operating segments based on the information reviewed by the board of directors of the Company for the purposes of allocating resources and assessing performance.

The board of directors of the Company considers the business from perspective of types of goods or services delivered or provided. During the six months ended September 30, 2025, the Group's operating and reportable segments are as follows:

- Live content and technology business: engaged in the full life cycle of live performances from the venue operations to the organization, investment, the production and promotion of the performance contents, and the ticketing of performances, on-site services, ticketing issuance system.
- IP merchandizing: backed by the Group's licensing and marketing capabilities, the Group integrated resources within or outside the Alibaba Ecosystem to provide comprehensive distribution channels connecting with both corporate customers and individual consumers ("IP2B2C").
- Film content and technology business: mainly comprises investment, production, promotion and distribution of films, and ticketing and technology platform services provided by Tao Piao Piao, Yunzhi, and Beacon AI.
- Drama series production: the investment and production of drama series.

For the six months ended September 30, 2025 (Unaudited)

|                                                        | Live<br>content and<br>technology<br>business<br><i>RMB'000</i> | IP<br>merchandizing<br><i>RMB'000</i> | Film<br>content and<br>technology<br>business<br><i>RMB'000</i> | Drama series<br>production<br><i>RMB'000</i> | Total<br><i>RMB'000</i> |
|--------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------|-----------------------------------------------------------------|----------------------------------------------|-------------------------|
| <b>Segment revenue</b>                                 |                                                                 |                                       |                                                                 |                                              |                         |
| Revenue from contract with<br>customers under HKFRS 15 |                                                                 |                                       |                                                                 |                                              |                         |
| – recognized at a point in time                        | 1,338,591                                                       | 513,492                               | 905,618                                                         | 403,199                                      | 3,160,900               |
| – recognized over time                                 | –                                                               | –                                     | 158,655                                                         | 80,639                                       | 239,294                 |
| – recognized from IP<br>sublicensing                   | –                                                               | 646,746                               | –                                                               | –                                            | 646,746                 |
|                                                        | 1,338,591                                                       | 1,160,238                             | 1,064,273                                                       | 483,838                                      | 4,046,940               |
| Film and TV related investment<br>income               | –                                                               | –                                     | –                                                               | 426                                          | 426                     |
| <b>Total segment revenue</b>                           | <b>1,338,591</b>                                                | <b>1,160,238</b>                      | <b>1,064,273</b>                                                | <b>484,264</b>                               | <b>4,047,366</b>        |

For the six months ended September 30, 2024 (Unaudited, restated, Note 2)

|                                                        | Live<br>content and<br>technology<br>business<br>RMB'000 | IP<br>merchandizing<br>RMB'000 | Film<br>content and<br>technology<br>business<br>RMB'000 | Drama series<br>production<br>RMB'000 | Total<br>RMB'000 |
|--------------------------------------------------------|----------------------------------------------------------|--------------------------------|----------------------------------------------------------|---------------------------------------|------------------|
| <b>Segment revenue</b>                                 |                                                          |                                |                                                          |                                       |                  |
| Revenue from contract with<br>customers under HKFRS 15 |                                                          |                                |                                                          |                                       |                  |
| – recognized at a point in time                        | 1,169,023                                                | 234,928                        | 1,014,471                                                | 39,156                                | 2,457,578        |
| – recognized over time                                 | –                                                        | –                              | 240,759                                                  | 20,551                                | 261,310          |
| – recognized from IP<br>sublicensing                   | –                                                        | 330,538                        | –                                                        | –                                     | 330,538          |
|                                                        | 1,169,023                                                | 565,466                        | 1,255,230                                                | 59,707                                | 3,049,426        |
| Film and TV related investment<br>income               | –                                                        | –                              | –                                                        | 1,370                                 | 1,370            |
| <b>Total segment revenue</b>                           | <b>1,169,023</b>                                         | <b>565,466</b>                 | <b>1,255,230</b>                                         | <b>61,077</b>                         | <b>3,050,796</b> |

## Segment revenue and results

| For the six months ended September 30, 2025 (Unaudited)                  |                                                                 |                                       |                                                                 |                                              |                         |
|--------------------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------|-----------------------------------------------------------------|----------------------------------------------|-------------------------|
|                                                                          | Live<br>content and<br>technology<br>business<br><i>RMB'000</i> | IP<br>merchandizing<br><i>RMB'000</i> | Film<br>content and<br>technology<br>business<br><i>RMB'000</i> | Drama series<br>production<br><i>RMB'000</i> | Total<br><i>RMB'000</i> |
| Segment revenue                                                          | 1,338,591                                                       | 1,160,238                             | 1,064,273                                                       | 484,264                                      | 4,047,366               |
| Cost of sales and services                                               | (549,376)                                                       | (914,030)                             | (694,213)                                                       | (446,070)                                    | (2,603,689)             |
| Allocated selling and marketing<br>expenses                              | (34,993)                                                        | (11,513)                              | (274,836)                                                       | (367)                                        | (321,709)               |
| Segment results                                                          | <u>754,222</u>                                                  | <u>234,695</u>                        | <u>95,224</u>                                                   | <u>37,827</u>                                | <u>1,121,968</u>        |
| Unallocated selling and<br>marketing expenses                            |                                                                 |                                       |                                                                 |                                              | (10,441)                |
| Administrative expenses                                                  |                                                                 |                                       |                                                                 |                                              | (669,412)               |
| Impairment losses<br>on financial assets                                 |                                                                 |                                       |                                                                 |                                              | (29,503)                |
| Other income                                                             |                                                                 |                                       |                                                                 |                                              | 21,384                  |
| Other gains                                                              |                                                                 |                                       |                                                                 |                                              | 92,009                  |
| Finance income                                                           |                                                                 |                                       |                                                                 |                                              | 119,732                 |
| Finance expenses                                                         |                                                                 |                                       |                                                                 |                                              | (7,198)                 |
| Share of loss of investments<br>accounted for using the equity<br>method |                                                                 |                                       |                                                                 |                                              | (6,727)                 |
| <b>Profit before income tax</b>                                          |                                                                 |                                       |                                                                 |                                              | <u><u>631,812</u></u>   |

For the six months ended September 30, 2024 (Unaudited, restated, Note 2)

|                                                                          | Live<br>content and<br>technology<br>business<br><i>RMB'000</i> | IP<br>merchandizing<br><i>RMB'000</i> | Film<br>content and<br>technology<br>business<br><i>RMB'000</i> | Drama series<br>production<br><i>RMB'000</i> | Total<br><i>RMB'000</i> |
|--------------------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------|-----------------------------------------------------------------|----------------------------------------------|-------------------------|
| Segment revenue                                                          | 1,169,023                                                       | 565,466                               | 1,255,230                                                       | 61,077                                       | 3,050,796               |
| Cost of sales and services                                               | (418,810)                                                       | (393,288)                             | (850,935)                                                       | (71,842)                                     | (1,734,875)             |
| Allocated selling and marketing<br>expenses                              | <u>(30,122)</u>                                                 | <u>(9,249)</u>                        | <u>(281,634)</u>                                                | <u>(115)</u>                                 | <u>(321,120)</u>        |
| Segment results                                                          | <u>720,091</u>                                                  | <u>162,929</u>                        | <u>122,661</u>                                                  | <u>(10,880)</u>                              | <u>994,801</u>          |
| Unallocated selling and<br>marketing expenses                            |                                                                 |                                       |                                                                 |                                              | (7,542)                 |
| Administrative expenses                                                  |                                                                 |                                       |                                                                 |                                              | (598,884)               |
| Reversal of impairment losses<br>on financial assets                     |                                                                 |                                       |                                                                 |                                              | 146,678                 |
| Other income                                                             |                                                                 |                                       |                                                                 |                                              | 19,170                  |
| Other losses                                                             |                                                                 |                                       |                                                                 |                                              | (26,776)                |
| Finance income                                                           |                                                                 |                                       |                                                                 |                                              | 126,794                 |
| Finance expenses                                                         |                                                                 |                                       |                                                                 |                                              | (45,901)                |
| Share of loss of investments<br>accounted for using the equity<br>method |                                                                 |                                       |                                                                 |                                              | (26,861)                |
| Impairment of investments<br>accounted for using the equity<br>method    |                                                                 |                                       |                                                                 |                                              | <u>(146,456)</u>        |
| <b>Profit before income tax</b>                                          |                                                                 |                                       |                                                                 |                                              | <u>435,023</u>          |

All of the segment revenue reported above is from external customers and there are no intersegment sales for both periods.

Segment results represent the gross profit generated by each segment after allocation of certain selling and marketing expenses. This is the measure reported to the board of directors of the Company for the purpose of resource allocation and performance assessments.

Segment assets and liabilities are not regularly reported to the board of directors of the Company and therefore information of separate segment assets and liabilities is not presented.

#### 4 OTHER INCOME

|                                     | For the six months ended<br>September 30, |               |
|-------------------------------------|-------------------------------------------|---------------|
|                                     | 2025                                      | 2024          |
|                                     | (Unaudited)                               | (Unaudited)   |
|                                     | RMB'000                                   | RMB'000       |
| Interest income on loan receivables | 13,703                                    | 15,375        |
| Local government grants             | 4,494                                     | 1,086         |
| Sundry income                       | 3,187                                     | 2,709         |
|                                     | <hr/>                                     | <hr/>         |
| <b>Total</b>                        | <b>21,384</b>                             | <b>19,170</b> |
|                                     | <hr/>                                     | <hr/>         |

#### 5 OTHER GAINS/(LOSSES), NET

|                                                                                          | For the six months ended<br>September 30, |                 |
|------------------------------------------------------------------------------------------|-------------------------------------------|-----------------|
|                                                                                          | 2025                                      | 2024            |
|                                                                                          | (Unaudited)                               | (Unaudited)     |
|                                                                                          | RMB'000                                   | RMB'000         |
| Net gains on disposal of film and TV rights and investments                              | 33,973                                    | 11,026          |
| Gain on deemed disposal of a subsidiary                                                  | 26,502                                    | —               |
| Change in fair value of structured deposits                                              | 21,165                                    | 10,580          |
| Gain on dilution of investment in an associate (Note 9)                                  | 4,554                                     | —               |
| Other payables waived                                                                    | 4,432                                     | —               |
| Gains on disposal of investments accounted for<br>using the equity method                | 4,010                                     | —               |
| Change in fair value of listed investment                                                | 4,008                                     | 27,322          |
| Change in fair value of film and TV investments,<br>measured at fair value               | —                                         | 1,992           |
| Change in fair value of unlisted investments                                             | (3,673)                                   | (77,148)        |
| Net (losses)/gains on disposal of property, plant and<br>equipment and intangible assets | (1,978)                                   | 250             |
| Others                                                                                   | (984)                                     | (798)           |
|                                                                                          | <hr/>                                     | <hr/>           |
| <b>Total</b>                                                                             | <b>92,009</b>                             | <b>(26,776)</b> |
|                                                                                          | <hr/>                                     | <hr/>           |

## 6 FINANCE INCOME, NET

|                                          | For the six months ended |                      |
|------------------------------------------|--------------------------|----------------------|
|                                          | September 30,            |                      |
|                                          | 2025                     | 2024                 |
|                                          | (Unaudited)              | (Unaudited)          |
|                                          | RMB'000                  | RMB'000              |
| Finance income                           |                          |                      |
| – Interest income on bank deposits       | 109,246                  | 126,794              |
| – Exchange gain, net                     | 10,486                   | –                    |
|                                          | <u>119,732</u>           | <u>126,794</u>       |
| Finance expenses                         |                          |                      |
| – Interest expenses on lease liabilities | (4,746)                  | (2,595)              |
| – Interest expenses on bank borrowings   | (2,452)                  | (1,806)              |
| – Exchange loss, net                     | –                        | (41,500)             |
|                                          | <u>(7,198)</u>           | <u>(45,901)</u>      |
| <b>Finance income, net</b>               | <b><u>112,534</u></b>    | <b><u>80,893</u></b> |

## 7 INCOME TAX EXPENSE

|                             | For the six months ended |               |
|-----------------------------|--------------------------|---------------|
|                             | September 30,            |               |
|                             | 2025                     | 2024          |
|                             | (Unaudited)              | (Unaudited)   |
|                             | RMB'000                  | RMB'000       |
| Current income tax expense  | 33,574                   | 8,668         |
| Deferred income tax expense | 82,405                   | 53,656        |
|                             | <u>115,979</u>           | <u>62,324</u> |

The Company, incorporated in Bermuda as an exempted company with limited liability under the Companies Law of Bermuda, is exempted from Bermuda income tax.

Some of the subsidiaries are incorporated in the British Virgin Islands (“BVI”) as exempted companies with limited liability under the Companies Law of BVI and accordingly, are exempted from BVI income tax.

Provision for the PRC enterprise income tax is calculated based on the statutory tax rate of 25% (the six months ended September 30, 2024: 25%) on the assessable income of each of the group companies, except that: (1) two subsidiaries of the Group are taxed at preferential tax rates of 15% (the six months ended September 30, 2024: two subsidiaries of the Group are taxed at preferential tax rates of 15%) under the relevant PRC tax rules and regulations; (2) one subsidiary of the Group, incorporated in Horgos, Xinjiang Province, is exempted from income taxes for the first five years from the first year of generating revenue before December 31, 2030 and then exempted from the local share portion of the income taxes for the subsequent five years according to the relevant PRC tax rules and regulations; and (3) certain subsidiaries of the Group are small low-profit enterprises, followed by a reduced tax rate of 20% (the six months ended September 30, 2024: 20%).

## 8 EARNINGS PER SHARE

|                                   | <b>For the six months ended</b> |             |
|-----------------------------------|---------------------------------|-------------|
|                                   | <b>September 30,</b>            |             |
|                                   | <b>2025</b>                     | 2024        |
|                                   | <b>(Unaudited)</b>              | (Unaudited) |
|                                   | <b>RMB cents</b>                | RMB cents   |
| <b>Basic earnings per share</b>   | <b>1.75</b>                     | 1.14        |
| <b>Diluted earnings per share</b> | <b>1.73</b>                     | 1.14        |

### (a) Basic

Basic earnings per share are calculated by dividing the profit attributable to owners of the Company by the weighted average number of ordinary shares in issue less shares held for share award scheme during the period.

|                                                                                                               | <b>For the six months ended</b> |             |
|---------------------------------------------------------------------------------------------------------------|---------------------------------|-------------|
|                                                                                                               | <b>September 30,</b>            |             |
|                                                                                                               | <b>2025</b>                     | 2024        |
|                                                                                                               | <b>(Unaudited)</b>              | (Unaudited) |
| Profit attributable to owners of the Company<br>(RMB'000)                                                     | <b>519,534</b>                  | 336,598     |
| Weighted average number of ordinary shares<br>in issue less shares held for share award<br>scheme (thousands) | <b>29,627,246</b>               | 29,454,802  |
| Basic earnings per share (RMB cents)                                                                          | <b>1.75</b>                     | 1.14        |

**(b) Diluted**

For the six months ended September 30, 2025 and 2024, diluted earnings per share are calculated based on the profit for the period attributable to owners of the Company and the weighted average number of ordinary shares outstanding after adjustment for unvested awarded shares granted to employees. The Group also has share options in issuance, however, as the exercise price was much higher than the average share price of the Company, the inclusion of the share options would be anti-dilutive.

|                                                                                                               | <b>For the six months ended</b> |                          |
|---------------------------------------------------------------------------------------------------------------|---------------------------------|--------------------------|
|                                                                                                               | <b>September 30,</b>            |                          |
|                                                                                                               | <b>2025</b>                     | <b>2024</b>              |
|                                                                                                               | <b>(Unaudited)</b>              | <b>(Unaudited)</b>       |
| Profit attributable to owners of the Company<br>(RMB'000)                                                     | <u><b>519,534</b></u>           | <u><b>336,598</b></u>    |
| Weighted average number of ordinary shares in issue<br>less shares held for share award scheme<br>(thousands) | <b>29,627,246</b>               | 29,454,802               |
| Bonus element of the unvested awarded shares<br>assumed vested (thousands)                                    | <u><b>430,193</b></u>           | <u><b>35,553</b></u>     |
| Weighted average number of ordinary shares for<br>calculation of diluted earnings per share<br>(thousands)    | <u><b>30,057,439</b></u>        | <u><b>29,490,355</b></u> |
| Diluted earnings per share (RMB cents)                                                                        | <u><b>1.73</b></u>              | <u><b>1.14</b></u>       |

## 9 INVESTMENTS ACCOUNTED FOR USING THE EQUITY METHOD

Movements in investments accounted for using the equity method are as follows:

|                                                                     | For the six months ended<br>September 30, |                  |
|---------------------------------------------------------------------|-------------------------------------------|------------------|
|                                                                     | 2025                                      | 2024             |
|                                                                     | (Unaudited)                               | (Unaudited)      |
|                                                                     | RMB'000                                   | RMB'000          |
| Beginning of the period                                             | 914,748                                   | 1,672,220        |
| Addition due to deemed disposal of a subsidiary                     | 36,000                                    | –                |
| Transfer to assets held for sale                                    | –                                         | (30,000)         |
| Share of loss of investments ( <i>Note a</i> )                      | (6,727)                                   | (26,861)         |
| Gain on dilution of investment in an associate ( <i>Note 5</i> )    | 4,554                                     | –                |
| Share of other comprehensive income of associates                   | 442                                       | 2,192            |
| Share of changes of other reserves of associates                    | (5,044)                                   | (2,225)          |
| Disposed stakes in associates while retaining significant influence | (80,685)                                  | –                |
| Capital reduction                                                   | –                                         | (3,000)          |
| Impairment ( <i>Note b</i> )                                        | –                                         | (146,456)        |
| Currency translation differences                                    | (7,173)                                   | (9,438)          |
| End of the period                                                   | <u>856,115</u>                            | <u>1,456,432</u> |

*Note:*

- (a) When the most recently available financial statements of associates or joint ventures are different from the Group's reporting date, the Group may take advantage of the provision contained in HKAS 28 whereby it is permitted to include the attributable share of profit or loss of the associates or joint ventures based on the financial statements drawn up to a non-coterminous period end where the difference must be no greater than three months. Adjustments shall be made for the effects of significant transactions or events that occur between that date and the balance sheet date of the Group.

The financial year end date of the Group is March 31, which is different from all of the associates and joint ventures of the Group. Except Bona Film Group Co., Limited (“Bona Film”) which is listed on Shenzhen Stock Exchange and could provide its financial statements as of September 30, 2025 before the results announcement of the Group, the financial information of other associates and joint ventures as of September 30, 2025 is not available. As a result, the Group records its share of profit or loss of investments accounted for using the equity method for those associates and joint ventures except Bona Film on one quarter in arrear basis for the six months ended September 30, 2025.

- (b) The Group regularly reviews whether there is any indication of impairment in accordance with relevant accounting standards.

When impairment indicators were identified, management determined the recoverable amounts, which was the higher of its fair value less costs of disposals and its value in use. When value in use calculations were undertaken, management estimated the present value of estimated future cash flows expected to arise from their businesses. When fair value less costs of disposals calculations were undertaken, management estimated the fair value using market approach.

Based on the assessment results, the Group did not recognize any impairment loss for the investments accounted for using the equity method of the Group for the six months ended September 30, 2025 (the six months ended September 30, 2024: RMB146,456,000).

# 10 TRADE AND OTHER RECEIVABLES, AND PREPAYMENTS

|                                                                     | As of September 30, 2025 |                        |                        | As of March 31, 2025 |                      |                      |
|---------------------------------------------------------------------|--------------------------|------------------------|------------------------|----------------------|----------------------|----------------------|
|                                                                     | Current                  | Non-current            | Total                  | Current              | Non-current          | Total                |
|                                                                     | (Unaudited)<br>RMB'000   | (Unaudited)<br>RMB'000 | (Unaudited)<br>RMB'000 | (Audited)<br>RMB'000 | (Audited)<br>RMB'000 | (Audited)<br>RMB'000 |
| Trade receivables (Note)                                            |                          |                        |                        |                      |                      |                      |
| – Related parties                                                   | 1,606,927                | –                      | 1,606,927              | 1,371,218            | –                    | 1,371,218            |
| – Third parties                                                     | 1,722,250                | –                      | 1,722,250              | 1,300,436            | –                    | 1,300,436            |
| Less: allowance for impairment of trade receivables                 | (178,949)                | –                      | (178,949)              | (172,320)            | –                    | (172,320)            |
| Trade receivables – net                                             | <u>3,150,228</u>         | <u>–</u>               | <u>3,150,228</u>       | <u>2,499,334</u>     | <u>–</u>             | <u>2,499,334</u>     |
| Notes receivable                                                    | <u>400</u>               | <u>–</u>               | <u>400</u>             | <u>87,954</u>        | <u>–</u>             | <u>87,954</u>        |
| Prepayments in relation to film and TV rights                       | 411,843                  | 14,151                 | 425,994                | 67,548               | 22,776               | 90,324               |
| Prepayments for licensed IPs                                        | 116,421                  | –                      | 116,421                | 195,846              | –                    | 195,846              |
| Prepayments for property, plant and equipment                       | –                        | 53,056                 | 53,056                 | –                    | 84,007               | 84,007               |
| Prepayments for entertainment events                                | 70,959                   | –                      | 70,959                 | 59,264               | –                    | 59,264               |
| Other prepayments                                                   | 126,712                  | –                      | 126,712                | 123,545              | –                    | 123,545              |
| Other receivables arising from:                                     |                          |                        |                        |                      |                      |                      |
| – Receivables from related parties                                  | 129,934                  | 20,732                 | 150,666                | 115,864              | 20,335               | 136,199              |
| – Loan receivables                                                  | 325,929                  | 196,097                | 522,026                | 345,947              | 195,397              | 541,344              |
| – Receivables in respect of reimbursed film distribution expenses   | 276,274                  | –                      | 276,274                | 242,187              | –                    | 242,187              |
| – Receivables in relation to other film and TV investments          | 259,402                  | –                      | 259,402                | 273,384              | –                    | 273,384              |
| – Receivables in respect of live performance expenses               | 200,209                  | –                      | 200,209                | 216,127              | –                    | 216,127              |
| – Deductible VAT input                                              | 142,627                  | –                      | 142,627                | 152,206              | –                    | 152,206              |
| – Interest income receivables                                       | 73,145                   | –                      | 73,145                 | 63,247               | –                    | 63,247               |
| – Receivables from non-controlling interest                         | 47,610                   | –                      | 47,610                 | 47,610               | –                    | 47,610               |
| – Others                                                            | 207,697                  | 24,697                 | 232,394                | 168,862              | 28,491               | 197,353              |
| Less: allowance for impairment of prepayments and other receivables | (306,417)                | (851)                  | (307,268)              | (335,672)            | (836)                | (336,508)            |
| Other receivables and prepayments – net                             | <u>2,082,345</u>         | <u>307,882</u>         | <u>2,390,227</u>       | <u>1,735,965</u>     | <u>350,170</u>       | <u>2,086,135</u>     |
| Total trade and other receivables, and prepayments                  | <u>5,232,973</u>         | <u>307,882</u>         | <u>5,540,855</u>       | <u>4,323,253</u>     | <u>350,170</u>       | <u>4,673,423</u>     |

The fair values of the current portion of trade and other receivables approximate their carrying value.

*Note:*

The normal credit period granted to the debtors of the Group is generally within 1 year. Before accepting any new debtor, the Group assesses the potential debtor's credit quality and defines credit limits by debtor. Credit limits granted to debtors are reviewed regularly.

The following is an aging analysis of trade receivables based on recognition date:

|                | <b>As of<br/>September 30,<br/>2025<br/>(Unaudited)<br/>RMB'000</b> | <b>As of<br/>March 31,<br/>2025<br/>(Audited)<br/>RMB'000</b> |
|----------------|---------------------------------------------------------------------|---------------------------------------------------------------|
| 0 – 90 days    | <b>999,664</b>                                                      | 1,062,632                                                     |
| 91 – 180 days  | <b>412,682</b>                                                      | 168,535                                                       |
| 181 – 365 days | <b>690,316</b>                                                      | 433,165                                                       |
| Over 365 days  | <b><u>1,226,515</u></b>                                             | <u>1,007,322</u>                                              |
|                | <b><u>3,329,177</u></b>                                             | <u>2,671,654</u>                                              |

# 11 TRADE AND OTHER PAYABLES, AND ACCRUED CHARGES

|                                                                      | As of<br>September 30,<br>2025<br>(Unaudited)<br>RMB'000 | As of<br>March 31,<br>2025<br>(Audited)<br>RMB'000 |
|----------------------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------|
| Trade payables (Note)                                                |                                                          |                                                    |
| – Related parties                                                    | 119,286                                                  | 104,059                                            |
| – Third parties                                                      | 1,094,607                                                | 597,789                                            |
|                                                                      | <u>1,213,893</u>                                         | <u>701,848</u>                                     |
| Notes payable                                                        | <u>600</u>                                               | <u>14,992</u>                                      |
| Other payables and accrued charges:                                  |                                                          |                                                    |
| Amounts due to related parties                                       | 257,534                                                  | 209,080                                            |
| Payables in relation to distribution of entertainment events tickets | 3,862,833                                                | 2,846,145                                          |
| Payables in relation to distribution of films                        | 1,144,663                                                | 873,021                                            |
| Film investments from business partners                              | 249,604                                                  | 199,549                                            |
| Accrued marketing expense                                            | 194,999                                                  | 193,808                                            |
| Other tax payable                                                    | 124,307                                                  | 93,071                                             |
| Payroll and welfare payable                                          | 119,436                                                  | 237,317                                            |
| Amounts received on behalf of cinema ticketing system providers      | 49,502                                                   | 63,232                                             |
| Professional fees payable                                            | 36,790                                                   | 43,617                                             |
| Accrued construction expense                                         | 14,913                                                   | 23,352                                             |
| Deposits from customers                                              | 6,864                                                    | 9,627                                              |
| Amounts received on behalf of cinemas                                | 4,371                                                    | 8,979                                              |
| Others                                                               | 80,169                                                   | 93,804                                             |
|                                                                      | <u>6,145,985</u>                                         | <u>4,894,602</u>                                   |
| Total trade and other payables, and accrued charges                  | 7,360,478                                                | 5,611,442                                          |
| Less: non-current portion                                            | <u>(1,788)</u>                                           | <u>(5,287)</u>                                     |
| <b>Current portion</b>                                               | <u><u>7,358,690</u></u>                                  | <u><u>5,606,155</u></u>                            |

*Note:*

The aging analysis of the trade payables based on invoice date is as follows:

|                | <b>As of<br/>September 30,<br/>2025<br/>(Unaudited)<br/>RMB'000</b> | <b>As of<br/>March 31,<br/>2025<br/>(Audited)<br/>RMB'000</b> |
|----------------|---------------------------------------------------------------------|---------------------------------------------------------------|
| 0 – 90 days    | <b>637,775</b>                                                      | 543,717                                                       |
| 91 – 180 days  | <b>216,561</b>                                                      | 79,188                                                        |
| 181 – 365 days | <b>288,520</b>                                                      | 39,312                                                        |
| Over 365 days  | <b><u>71,037</u></b>                                                | <u>39,631</u>                                                 |
|                | <b><u><u>1,213,893</u></u></b>                                      | <u><u>701,848</u></u>                                         |

## **12 DIVIDENDS**

The board of directors of the Company has resolved not to declare an interim dividend for the six months ended September 30, 2025 (the six months ended September 30, 2024: nil).

## INTERIM DIVIDEND

The Board has resolved that no interim dividend will be declared for the Reporting Period (for the Corresponding Period: nil).

## CORPORATE GOVERNANCE

The Company is committed to maintaining high standards of corporate governance to safeguard the interests of its shareholders (the “Shareholders”) and to enhance corporate value and accountability. It has adopted the code provisions as stipulated in the Corporate Governance Code (“CG Code”) as set out in Appendix C1 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) as the basis of the corporate governance practices of the Company.

Throughout the Reporting Period, the Company has complied with all applicable code provisions as set out in Part 2 of the CG Code, save as disclosed below:

Pursuant to the code provision C.2.1 of the CG Code, the roles of chairman and chief executive should be separate and should not be performed by the same individual. The Company does not have a separate chairman of the Board and chief executive officer. Mr. Fan Luyuan currently performs these two roles. The Board considers that vesting the roles of both chairman of the Board and chief executive officer in the same person will facilitate the development and execution of the Group’s business strategies, which will help the Company overcome market challenges and create more value for the Shareholders. The Board believes that the balance of power and authority for the present arrangement would not be impaired given that there are sufficient checks and balances in the Board as a decision to be made by the Board requires approval by a majority of the Directors and such balance is ensured by the Board which comprises experienced and high caliber individuals and three of whom are independent non-executive Directors (the “INED(s)”).

Pursuant to code provision B.3.5 of the CG Code, which takes effect on July 1, 2025, the Company should appoint at least one director of a different gender to the nomination committee. Ms. Song Lixin (“Ms. Song”), an INED, has been appointed as a member of the nomination committee of the Company with effect from September 19, 2025 and the Company has complied with this code provision since September 19, 2025.

Pursuant to code provision B.2.4(b) of the CG Code, where all the independent non-executive directors of an issuer have served more than nine years on the board, the issuer should appoint a new independent non-executive director on the board at the forthcoming annual general meeting.

As of January 30, 2025, all existing INEDs, namely Ms. Song, Mr. Tong Xiaomeng (“Mr. Tong”), and Mr. Johnny Chen (“Mr. Chen”), have served on the Board for more than nine years, with respective tenures exceeding 10 years, 11 years, and 9 years. Accordingly, the Company is required to appoint a new INED at its annual general meeting held on August 14, 2025 (the “2025 AGM”) in order to comply with the CG Code.

While Ms. Song, Mr. Tong, and Mr. Chen have each served as INEDs for over nine years, the Board is of the view that their diverse backgrounds, current and past roles in other companies and organisations, as well as their ongoing professional development and training, continue to enable them to contribute fresh perspectives and independent judgement. Furthermore, none of the INEDs is involved in the day-to-day management of the Company. All INEDs are well-acquainted with the Company’s operations and continue to provide objective insights and valuable contributions to the Board. The Board considers that their length of service does not compromise their independence and that they remain independent under the Listing Rules.

The Company has been actively identifying a suitable candidate for appointment as an INED at the 2025 AGM through both internal and external channels and has used its best endeavours to finalise the appointment as soon as practicable. However, additional time was required to identify and assess suitable candidates and to complete the necessary internal procedures.

As at the date of this announcement, the Company is still in the process of identifying suitable candidate. The Company will continue to use its best efforts to ensure that a suitable candidate be appointed as soon as practicable in order to comply with code provision B.2.4(b) of the CG Code. Further announcement will be made by the Company as and when appropriate.

## **MODEL CODE FOR DIRECTORS’ SECURITIES TRANSACTIONS**

The Company has adopted its own code of conduct for securities transactions (the “Code of Conduct for Securities Transactions”) by the Directors and certain officers and employees of the Company or its subsidiaries who are considered to be likely in possession of unpublished inside information in relation to the Company or its subsidiaries, on terms no less exacting than the required standard set out in the Model Code for Securities Transactions by Directors of Listed Issuers (the “Model Code”) as set out in Appendix C3 to the Listing Rules.

Having made specific enquiry of all Directors, each of the Directors confirmed that he/she has complied with the required standard set out in the Model Code and the Code of Conduct for Securities Transactions during the Reporting Period.

## **REVIEW OF INTERIM RESULTS**

The unaudited interim results of the Group for the Reporting Period have been reviewed by the audit committee of the Company (the “Audit Committee”).

The interim results of the Group for the Reporting Period are unaudited, but have been reviewed by the Company’s independent auditor, PricewaterhouseCoopers, in accordance with Hong Kong Standard on Review Engagements 2410, “Review of Interim Financial Information performed by the Independent Auditor of the Entity” issued by the Hong Kong Institute of Certified Public Accountants. The Audit Committee does not have any disagreement with the accounting treatment adopted by the Company.

## **PURCHASE, SALE OR REDEMPTION OF THE COMPANY’S LISTED SECURITIES**

During the Reporting Period, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the listed securities of the Company (including the sale of treasury shares as defined in the Listing Rules). As of September 30, 2025, the Company did not hold any treasury shares as defined in the Listing Rules.

## **PUBLICATION OF INTERIM RESULTS ANNOUNCEMENT AND INTERIM REPORT**

This interim results announcement is published on the websites of the HKEXnews operated by Hong Kong Exchanges and Clearing Limited ([www.hkexnews.hk](http://www.hkexnews.hk)) and the Company ([www.damaiholdings.com](http://www.damaiholdings.com)), respectively. The interim report of the Group for the Reporting Period will be dispatched to the Shareholders and published on the above websites in due course.

By order of the Board  
**Damai Entertainment Holdings Limited**  
**Fan Luyuan**  
*Chairman & Chief Executive Officer*

Hong Kong, November 13, 2025

As at the date of this announcement, the Board comprises Mr. Fan Luyuan, Mr. Li Jie and Mr. Meng Jun as the executive Directors; and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen as the independent non-executive Directors.

\* *For identification purposes only*