

Stock Code: 300413

Stock Short Name: Mango Excellent Media

Announcement No.: 2024-043

# Summary of the 2024 Semi-annual Report of Mango Excellent Media Co., Ltd.

## I. Important Notes

The summary of this semi-annual report comes from the full text of the annual report. In order to fully understand the Company's operating results, financial position and future development plan, investors should read the full text of the semi-annual report carefully in the media designated by the China Securities Regulatory Commission (CSRC).

All the directors attended in person the Board meeting for the review of this Report and its summary.

Auditors' unqualified opinion

Applicable N/A

Preliminary plan for profit distribution or turning the capital reserve into the share capital during the reporting period as considered by the Board

Applicable N/A

The Company has no plan for distribution of cash dividends and bonus shares, or capitalization of common reserves.

Preliminary plan for profit distribution to the preferred shareholders during the reporting period as resolved and approved by the Board

Applicable N/A

## II. Basic Information of the Company

### 1. Company profile

Stock abbreviation	Mango Excellent Media	Stock Code	300413
Stock exchange for stock listing	Shenzhen Stock Exchange		
Contact information	Secretary of the Board	Securities affairs representative	
Name	ZHANG Zhihong	ZHOU Yong	
Telephone	(0731) 82967188	(0731) 82967188	
Official address	Golden Eagle TV Culture City, Changsha City, Hunan Province	Golden Eagle TV Culture City, Changsha City, Hunan Province	
Email	mangocm@mangocm.com	mangocm@mangocm.com	

### 2. Major accounting data and financial indicators

If it is necessary for the Company to make retrospective adjustments or restatements on the accounting data in previous years

Yes No

Reasons for retrospective adjustments or restatements

Business combinations under common control, and other reasons

	Reporting period	Same period as last year		YoY+/- (%)
		Before adjustment	After adjustment	After adjustment

Operating income (RMB)	6,959,926,553.07	6,689,380,452.70	6,792,721,869.52	2.46%
Operating profit (RMB)	1,233,003,975.74	1,202,163,051.20	1,207,070,177.15	2.15%
Net profit attributable to shareholders of the listed company (RMB)	1,064,832,991.18	1,250,733,373.80	1,259,407,379.27	-15.45%
Net profit attributable to shareholders of the listed company after deducting non-recurring profits and losses (RMB)	912,223,572.37	1,174,165,663.05	1,184,138,191.48	-22.96%
Net cash flows from operating activities (RMB)	-180,501,169.95	1,033,397,458.37	1,046,386,340.02	-117.25%
Basic earnings per share (RMB/share)	0.57	0.67	0.67	-14.93%
Diluted earnings per share (RMB/share)	0.57	0.67	0.67	-14.93%
Weighted average return on equity (%)	4.85%	6.44%	6.42%	-1.57%
	Reporting period	Same period as last year		YoY+/- (%)
		Before adjustment	After adjustment	After adjustment
Total assets (RMB)	32,458,313,169.76	31,422,386,654.49	31,422,386,654.49	3.30%
Net assets attributable to shareholders of the listed company (RMB)	22,251,833,021.91	21,492,422,786.43	21,492,422,786.43	3.53%

### 3.Shareholders and shareholding

Unit: Share

Total number of ordinary shareholders at the end of the reporting period	66,102	Total number of preferred shareholders whose voting rights were restored at the end of the reporting period (If any)	0	Total number of shareholders holding shares with special voting rights (If any)	0	
Shareholdings of top 10 shareholders (excluding the shares lent via refinancing)						
Name of shareholders	Nature of shareholders	Shareholding ratio	Quantity of shares	Number of restricted shares held	Pledged, marked or frozen shares	
					Status	Quantity
Mango Media Co., Ltd.	State-owned corporation	56.09%	1,049,300,301	849,019,732	N/A	0
Zhongyi Capital Holding Group Limited	State-owned corporation	7.01%	131,188,792	0	N/A	0
Hunan Caixin Jingguo Equity Investment Partnership (LP)	State-owned corporation	5.01%	93,647,857	0	N/A	0
Hong Kong Securities Clearing Company Limited	Others	2.72%	50,889,334	0	N/A	0
Industrial and Commercial Bank of China Limited - E-Fund ChiNext ETF	Others	0.67%	12,543,222	0	N/A	0
National Social Security Fund Portfolio 604	Others	0.53%	10,000,007	0	N/A	0
Hua Life Insurance Co., Ltd. - Self-owned funds	Others	0.47%	8,699,900	0	N/A	0
Industrial and Commercial Bank of China Limited - Huatai-Pinebridge CSI 300 Index ETF	Others	0.46%	8,662,383	0	N/A	0
China Life Insurance Co., Ltd. - Traditional - General Insurance Product 005L-	Others	0.32%	5,960,384	0	N/A	0

CT001 (Shanghai)						
China Construction Bank Corporation - E-Fund CSI 300 ETF	Others	0.31%	5,863,300	0	N/A	0
Related-party relationship or concerted action relationship among the aforementioned shareholders	Mango Media Co., Ltd., the controlling shareholder of the Company, has no related-party relationship or concerted action relationship with other top 10 shareholders, and it is unknown whether or not there is a related-party relationship or concerted action relationship among other top 10 shareholders.					
Top 10 ordinary shareholders participating in financing and securities lending activities (if any)	None					

Lending of shares by shareholders holding more than 5% of the Company's shares, the top 10 shareholders, and the top 10 unrestricted shareholders of circulating shares via refinancing

Applicable N/A

Unit: Share

Lending of shares by shareholders holding more than 5% of the Company's shares, the top 10 shareholders, and the top 10 unrestricted shareholders of circulating shares via refinancing								
Full name of shareholders	Number of shares held in ordinary account and margin trading account at the beginning of the current period		Number of outstanding shares lent via refinancing at the beginning of the current period		Number of shares held in ordinary account and margin trading account at the end of the current period		Number of outstanding shares lent via refinancing at the end of the current period	
	Total number	% of total share capital	Total number	% of total share capital	Total number	% of total share capital	Total number	% of total share capital
Industrial and Commercial Bank of China Limited - E-Fund ChiNext ETF	9,080,876	0.49%	140,000	0.01%	12,543,222	0.67%	70,900	0.00%
Industrial and Commercial Bank of China Limited - Huatai-Pinebridge CSI 300 Index ETF	5,387,983	0.29%	55,100	0.00%	8,662,383	0.46%	0	0.00%
China Construction Bank Corporation - E-Fund CSI 300 ETF	1,953,700	0.10%	173,900	0.01%	5,863,300	0.31%	0	0.00%

Changes in the top 10 shareholders and the top 10 unrestricted shareholders of circulating shares as compared to the previous period due to lending/returning of shares under the refinancing business

Applicable N/A

If the Company has a differential arrangement of voting rights

Yes No

#### 4. Change of controlling shareholders or de facto controllers

Change of controlling shareholders during the reporting period

Applicable N/A

The Company's controlling shareholders have remained unchanged during the reporting period.

Change of de facto controller during the reporting period

Applicable N/A

The Company's de facto controllers have remained unchanged during the reporting period.

### **5. Schedule of total preferred shareholders and shareholding of top 10 preferred shareholders of the Company**

There was no shareholding of shareholders of preference shares during the reporting period.

### **6. Bonds existing as of the approval date of the semi-annual report**

Applicable N/A

## **III. Important Matters**

The year 2024 marks a crucial year for fulfilling the goals and tasks of the 14th Five-Year Plan, and also a key year for the Company to promote the integration of culture and technology. The Company has deeply comprehended the important speech and directives of General Secretary Xi Jinping during his inspection in Hunan regarding cultural development, and is actively exploring effective mechanisms for integrating culture and technology and accelerating the cultivation of new quality productive forces, so as to continuously consolidate the foundation for high-quality development and better fulfill its new cultural mission. During the reporting period, the Company focused on the winning strategy of “culture + technology” and created a “dual-engine and dual-drive” model of content and technology. Driven by this, our operations have made progress while ensuring overall stability in the first half of 2024, with a recovery and upward momentum ahead. This fully demonstrated our resilience against short-term fluctuations while focusing on long-term development. In the first half of 2024, the Company achieved total operating income of RMB 6,959.9266 million, up 2.46% year on year. The operating profit was RMB 1,233.0040 million, up 2.15% year on year, and the net profit attributable to the parent company was RMB 1,064.8330 million, down 15.45% year on year due to changes in preferential policies for corporate income taxes. In May 2024, the Company was once again selected as one of the “Top 30 National Cultural Enterprises”, further consolidating its position as the “first echelon” of the cultural industry.