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## eSun Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 571)

### Announcement of Interim Results for the Six Months Ended 31 January 2025

#### RESULTS

The board of directors (“**Board**” and “**Directors**”, respectively) of eSun Holdings Limited (“**Company**”) announces the unaudited condensed consolidated results of the Company and its subsidiaries (“**Group**”) for the six months ended 31 January 2025 together with the comparative figures of the last corresponding period as follows:

#### CONDENSED CONSOLIDATED INCOME STATEMENT

For the six months ended 31 January 2025

		Six months ended 31 January	
		2025 (Unaudited) HK\$'000	2024 (Unaudited) HK\$'000
	Notes		
<b>TURNOVER</b>	4	<b>355,359</b>	493,358
Cost of sales		(156,367)	(294,484)
Gross profit		<b>198,992</b>	198,874
Other revenue		<b>14,853</b>	20,248
Selling and marketing expenses		(3,403)	(10,350)
Administrative expenses		(114,851)	(119,183)
Other operating gains		<b>36,042</b>	41,728
Other operating expenses		(148,451)	(204,366)
<b>LOSS FROM OPERATING ACTIVITIES</b>	5	<b>(16,818)</b>	(73,049)
Finance costs	6	(21,129)	(22,846)
Share of profits and losses of joint ventures		(2,637)	(11,645)
<b>LOSS BEFORE TAX</b>		<b>(40,584)</b>	(107,540)
Tax	7	(799)	(794)
<b>LOSS FOR THE PERIOD</b>		<b>(41,383)</b>	(108,334)
Attributable to:			
Owners of the Company		(42,596)	(105,775)
Non-controlling interests		1,213	(2,559)
		<b>(41,383)</b>	(108,334)
<b>LOSS PER SHARE ATTRIBUTABLE TO OWNERS OF THE COMPANY</b>	8		
Basic and diluted		<b>(HK\$0.024)</b>	(HK\$0.060)

**CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME**  
*For the six months ended 31 January 2025*

	<b>Six months ended 31 January</b>	
	<b>2025</b>	2024
	<b>(Unaudited)</b>	(Unaudited)
	<b>HK\$'000</b>	HK\$'000
<b>LOSS FOR THE PERIOD</b>	<b>(41,383)</b>	(108,334)
<b>OTHER COMPREHENSIVE INCOME/(LOSS), NET OF TAX</b>		
<i>Item that may be subsequently reclassified to the income statement:</i>		
Exchange realignment on translation of foreign operations	<b>64</b>	348
Share of other comprehensive loss of joint ventures	<b>(18)</b>	—
Release of exchange reserve upon deregistration of subsidiaries	<b>2,348</b>	—
<b>OTHER COMPREHENSIVE INCOME FOR THE PERIOD, NET OF TAX</b>	<b>2,394</b>	348
<b>TOTAL COMPREHENSIVE LOSS FOR THE PERIOD</b>	<b>(38,989)</b>	(107,986)
Attributable to:		
Owners of the Company	<b>(40,513)</b>	(105,603)
Non-controlling interests	<b>1,524</b>	(2,383)
	<b>(38,989)</b>	(107,986)

# CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

31 January 2025

		31 January 2025 (Unaudited) HK\$'000	31 July 2024 (Audited) HK\$'000
	Notes		
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment		97,973	107,323
Right-of-use assets		229,560	280,157
Film rights		20,761	22,092
Film and TV program products		61,239	61,431
Music catalogs		—	—
Investments in joint ventures		55,960	56,189
Financial assets at fair value through profit or loss		101,234	96,048
Deposits, prepayments, other receivables and other assets		128,337	123,425
Deferred tax assets		246	246
Total non-current assets		695,310	746,911
<b>CURRENT ASSETS</b>			
Films and TV programs under production and film investments		313,369	277,468
Inventories		11,140	7,720
Debtors	10	120,917	191,195
Financial assets at fair value through profit or loss		20,510	40,215
Deposits, prepayments, other receivables and other assets		155,331	218,522
Cash and cash equivalents		359,991	354,272
Total current assets		981,258	1,089,392
<b>CURRENT LIABILITIES</b>			
Creditors and accruals	11	505,662	565,746
Deposits received and contract liabilities		141,199	149,651
Lease liabilities		229,294	197,717
Other borrowings		242,849	—
Tax payable		9,847	9,781
Total current liabilities		1,128,851	922,895
<b>NET CURRENT ASSETS/(LIABILITIES)</b>		<b>(147,593)</b>	<b>166,497</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>547,717</b>	<b>913,408</b>

# CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

(continued)

31 January 2025

		31 January 2025 (Unaudited) HK\$'000	31 July 2024 (Audited) HK\$'000
	Notes		
<b>NON-CURRENT LIABILITIES</b>			
Creditors and accruals	11	8,877	8,877
Lease liabilities		529,734	616,742
Other borrowings		—	239,695
Deferred tax liabilities		17	16
		<u>538,628</u>	<u>865,330</u>
Total non-current liabilities			
		<u>538,628</u>	<u>865,330</u>
Net assets		<u>9,089</u>	<u>48,078</u>
<b>EQUITY</b>			
<b>Equity attributable to owners of the Company</b>			
Issued capital		877,938	877,938
Reserves		(799,978)	(759,465)
		<u>77,960</u>	<u>118,473</u>
Non-controlling interests		(68,871)	(70,395)
		<u>77,960</u>	<u>118,473</u>
Total equity		<u>9,089</u>	<u>48,078</u>

# NOTES TO CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

## 31 January 2025

### 1. BASIS OF PREPARATION

The condensed consolidated interim financial statements of the Group (“**Financial Statements**”) for the six months ended 31 January 2025 have not been audited by the Company’s independent auditor but have been reviewed by the Company’s audit committee.

The unaudited Financial Statements have been prepared in accordance with the applicable disclosure requirements of Appendix D2 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Hong Kong Accounting Standard (“**HKAS**”) 34 “Interim Financial Reporting” issued by the Hong Kong Institute of Certified Public Accountants.

For the six months ended 31 January 2025, the Group recorded a net loss of HK\$41,383,000, and as at 31 January 2025, the current liabilities of the Group exceeded its current assets by HK\$147,593,000. As at 31 January 2025, the Group’s current liabilities of HK\$1,128,851,000 included other borrowings of HK\$242,849,000 and other current liabilities of HK\$886,002,000; while its cash and cash equivalents amounted to HK\$359,991,000. These conditions indicate the existence of material uncertainty which may cast significant doubt about the Group’s ability to continue as a going concern.

In view of the above circumstances, the Directors have given careful consideration to the Group’s future liquidity requirements, operating performance and available sources of financing in assessing the Group’s ability to continue operating as a going concern. The following plans and measures are formulated to manage the working capital and improve the financial position of the Group:

- (a) the Group will continue to implement cost-saving measures and streamline/enhance the Group’s existing operations to reduce operating costs and administrative costs and maintain containment of capital expenditures;
- (b) the Group will consider to dispose of certain non-core assets of the Group; and
- (c) the Group will obtain financial support from its intermediate holding company, Lai Sun Development Company Limited, or its ultimate holding company, Lai Sun Garment (International) Limited, based on actual funding needs of the Group to enable the Group to continue operating as a going concern for the next 12 months from the reporting date.

The Directors have reviewed the Group’s cash flow forecast, covering a period of at least 12 months from the reporting date, prepared by the management. They are of the opinion that, taking into account of the above-mentioned plans and measures, the Group will have sufficient working capital to finance its operations and meet its financial obligations as and when they fall due within the next 12 months from 31 January 2025. Accordingly, the Directors are satisfied that it is appropriate to prepare the unaudited Financial Statements on a going concern basis.

### 2. MATERIAL ACCOUNTING POLICIES

The material accounting policies and basis of preparation adopted in the preparation of the unaudited Financial Statements for the period under review are the same as those used in the Group’s audited consolidated financial statements for the year ended 31 July 2024.

In addition, the Group has adopted a number of revised Hong Kong Financial Reporting Standards (“**HKFRSs**”, which also include HKASs and interpretations) which are applicable to the Group for the first time for the current period’s unaudited Financial Statements. The adoption of these revised HKFRSs has had no material impact on the financial performance or financial position of the Group.

### 3. OPERATING SEGMENT INFORMATION

Segment revenue/results:

	Six months ended 31 January									
	Media and entertainment		Film and TV program		Cinema operation		Corporate and others		Consolidated	
	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000
Segment revenue:										
Sales to external customers	103,390	179,298	31,765	125,164	220,204	188,896	—	—	355,359	493,358
Intersegment sales	—	—	5,301	8,456	3,684	2,683	884	1,018	9,869	12,157
Other revenue	841	3,880	756	933	8,490	9,948	2,047	2,231	12,134	16,992
Total	<u>104,231</u>	<u>183,178</u>	<u>37,822</u>	<u>134,553</u>	<u>232,378</u>	<u>201,527</u>	<u>2,931</u>	<u>3,249</u>	<u>377,362</u>	<u>522,507</u>
Elimination of intersegment sales									(9,869)	(12,157)
Total revenue									<u>367,493</u>	<u>510,350</u>
Segment results	<u>18,853</u>	<u>25,490</u>	<u>15,320</u>	<u>(1,254)</u>	<u>(14,572)</u>	<u>(54,292)</u>	<u>(46,676)</u>	<u>(45,284)</u>	<u>(27,075)</u>	<u>(75,340)</u>
Unallocated interest income									2,719	3,256
Fair value gains/(losses) on financial assets at fair value through profit or loss									<u>7,538</u>	<u>(965)</u>
Loss from operating activities									(16,818)	(73,049)
Finance costs									(21,129)	(22,846)
Share of profits and losses of joint ventures	1,967	(11)	—	(68)	(4,604)	(11,566)	—	—	<u>(2,637)</u>	<u>(11,645)</u>
Loss before tax									(40,584)	(107,540)
Tax									<u>(799)</u>	<u>(794)</u>
Loss for the period									<u>(41,383)</u>	<u>(108,334)</u>

### 3. OPERATING SEGMENT INFORMATION *(continued)*

#### Segment assets/liabilities:

	Media and entertainment		Film and TV program		Cinema operation		Corporate and others		Consolidated	
	31 January 2025 (Unaudited) <i>HK\$'000</i>	31 July 2024 (Audited) <i>HK\$'000</i>	31 January 2025 (Unaudited) <i>HK\$'000</i>	31 July 2024 (Audited) <i>HK\$'000</i>	31 January 2025 (Unaudited) <i>HK\$'000</i>	31 July 2024 (Audited) <i>HK\$'000</i>	31 January 2025 (Unaudited) <i>HK\$'000</i>	31 July 2024 (Audited) <i>HK\$'000</i>	31 January 2025 (Unaudited) <i>HK\$'000</i>	31 July 2024 (Audited) <i>HK\$'000</i>
Segment assets	125,321	217,033	729,306	755,494	434,519	579,990	209,472	91,088	1,498,618	1,643,605
Investments in joint ventures	31,296	22,458	—	37	17,104	26,862	7,560	6,832	55,960	56,189
Unallocated assets									121,990	136,509
Total assets									<u>1,676,568</u>	<u>1,836,303</u>
Segment liabilities	82,586	121,024	425,044	442,967	825,555	907,453	81,581	67,289	1,414,766	1,538,733
Unallocated liabilities									252,713	249,492
Total liabilities									<u>1,667,479</u>	<u>1,788,225</u>

#### 4. TURNOVER

An analysis of the Group's turnover is as follows:

	<b>Six months ended 31 January</b>	
	<b>2025 (Unaudited) HK\$'000</b>	<b>2024 (Unaudited) HK\$'000</b>
<b>Turnover from contracts with customers</b>		
Entertainment event income	<b>42,011</b>	101,830
Distribution commission income, licence income from and sales of film and TV program products and film rights	<b>28,682</b>	121,615
Album sales, licence income and distribution commission income from music publishing and licensing	<b>29,510</b>	27,433
Box-office takings, concessionary income and related income from cinemas	<b>220,204</b>	188,896
Artiste management fee income	<b>4,776</b>	13,130
Advertising income	<b>3,083</b>	3,549
Sale of game products	<b>27,093</b>	36,905
Total	<b>355,359</b>	493,358
<b>Timing of recognition of turnover from contracts with customers</b>		
At a point in time	<b>343,203</b>	480,628
Over time	<b>12,156</b>	12,730
Total	<b>355,359</b>	493,358



## 5. LOSS FROM OPERATING ACTIVITIES

The Group's loss from operating activities is arrived at after charging/(crediting):

	<b>Six months ended 31 January</b>	
	<b>2025</b>	2024
	<b>(Unaudited)</b>	(Unaudited)
	<b>HK\$'000</b>	HK\$'000
Depreciation of property, plant and equipment <sup>^</sup>	<b>10,574</b>	24,169
Depreciation of right-of-use assets <sup>^</sup>	<b>35,087</b>	61,417
Amortisation of film rights <sup>#</sup>	<b>1,330</b>	1,049
Amortisation of film and TV program products <sup>#</sup>	<b>5,099</b>	9,153
Write-back of impairment of advances and other receivables <sup>@</sup>	<b>(637)</b>	(3,385)
Impairment of amounts due from joint ventures <sup>*</sup>	<b>4,311</b>	1,170
Write-back of impairment of amounts due from joint ventures <sup>@</sup>	<b>(3,103)</b>	(1,878)
Fair value losses/(gains) on financial assets at fair value through profit or loss <sup>*/@</sup>	<b>(7,538)</b>	965
Fair value changes from film investments <sup>@/*</sup>	<b>(16,014)</b>	3,055
Fair value changes from entertainment events organised by co-investors <sup>@</sup>	<b>(4,903)</b>	(6,781)
Loss on deregistration of subsidiaries <sup>*</sup>	<b>2,348</b>	—
Gain on modification of leases <sup>@</sup>	<b>—</b>	(28,959)
Gain on termination of leases <sup>@</sup>	<b>(2,302)</b>	(40)
Share of net gain from entertainment events organised by the Group to co-investors <sup>*</sup>	<b>54</b>	1,649
Foreign exchange differences, net <sup>*</sup>	<b>807</b>	827
Government grants <sup>**</sup>	<b>(2,701)</b>	(2,677)

<sup>^</sup> Depreciation charge of HK\$42,743,000 (six months ended 31 January 2024: HK\$82,751,000) related to cinema operation is included in "Other operating expenses" on the face of the unaudited condensed consolidated income statement.

<sup>#</sup> These items are included in "Cost of sales" on the face of the unaudited condensed consolidated income statement.

<sup>@</sup> These items are included in "Other operating gains" on the face of the unaudited condensed consolidated income statement.

<sup>\*</sup> These items are included in "Other operating expenses" on the face of the unaudited condensed consolidated income statement.

<sup>\*\*</sup> This item is included in "Other revenue" on the face of the unaudited condensed consolidated income statement.

## 6. FINANCE COSTS

An analysis of the Group's finance costs is as follows:

	Six months ended 31 January	
	2025 (Unaudited) HK\$'000	2024 (Unaudited) HK\$'000
Interest on:		
Lease liabilities	17,240	18,811
Other borrowings	3,154	3,343
Other finance costs	735	692
Total	<b>21,129</b>	<b>22,846</b>

## 7. TAX

Hong Kong profits tax has been provided at the rate of 16.5% on the estimated assessable profits for the periods ended 31 January 2025 and 31 January 2024. Taxes on profits assessable elsewhere have been calculated at the rates of tax prevailing in the jurisdictions in which the Group operates, based on existing legislation, interpretations and practices in respect thereof.

	Six months ended 31 January	
	2025 (Unaudited) HK\$'000	2024 (Unaudited) HK\$'000
Current		
— Hong Kong		
Charge for the period	98	115
— Chinese Mainland		
Charge for the period	700	700
Subtotal	798	815
Deferred tax	1	(21)
Total	<b>799</b>	<b>794</b>

## 8. LOSS PER SHARE ATTRIBUTABLE TO OWNERS OF THE COMPANY

The calculation of basic loss per share amount is based on the loss for the period attributable to owners of the Company and the weighted average number of ordinary shares of 1,755,876,866 (six months ended 31 January 2024: 1,755,876,866) outstanding during the period.

No adjustment had been made to the basic loss per share amounts presented for the six months ended 31 January 2025 and 31 January 2024 in respect of a dilution as the impact of the share options of the Company had an anti-dilutive effect on the basic loss per share amounts presented.

## 9. INTERIM DIVIDEND

The Directors do not recommend the payment of an interim dividend for the six months ended 31 January 2025 (six months ended 31 January 2024: Nil).

## 10. DEBTORS

The trading terms of the Group with its customers are mainly on credit. Invoices are normally payable within 30 to 90 days of issuance, except for certain well-established customers, where the terms are extended to 120 days. Each customer has a maximum credit limit. The Group seeks to maintain strict control over its outstanding receivables and has a credit control policy to minimise its credit risk. Overdue balances are regularly reviewed by senior management. Since the Group trades only with recognised and creditworthy third parties, there is no requirement for collateral. Concentrations of credit risk are managed by customer/counterparty, by geographical region and by industry sector. There are no significant concentrations of credit risk within the Group as the customer bases of the Group's debtors are widely dispersed in different sectors and industries. The Group's debtors are non-interest-bearing. The Group does not hold any collateral or other credit enhancements over these balances.

An ageing analysis of the trade debtors, net of loss allowance, based on payment due date, as at 31 January 2025 and 31 July 2024, is as follows:

	<b>31 January 2025 (Unaudited) HK\$'000</b>	<b>31 July 2024 (Audited) HK\$'000</b>
Trade debtors:		
Unbilled or neither past due nor impaired	<b>77,418</b>	68,510
1 to 90 days past due	<b>32,321</b>	100,938
Over 90 days past due	<b>11,178</b>	21,747
	<hr/>	<hr/>
Total	<b>120,917</b>	191,195
	<hr/>	<hr/>

## 11. CREDITORS AND ACCRUALS

An ageing analysis of the trade creditors, prepared based on the date of receipt of the goods and services purchased, as at 31 January 2025 and 31 July 2024, is as follows:

	31 January 2025 (Unaudited) <i>HK\$'000</i>	31 July 2024 (Audited) <i>HK\$'000</i>
Trade creditors:		
Less than 30 days	13,759	47,083
31 to 60 days	4,511	5,554
61 to 90 days	6,518	6,440
Over 90 days	3,027	2,889
	<hr/>	<hr/>
Subtotal	27,815	61,966
Other creditors and accruals	486,724	512,657
	<hr/>	<hr/>
Total	514,539	574,623
Less: Portion classified as current	(505,662)	(565,746)
	<hr/>	<hr/>
Non-current portion	8,877	8,877
	<hr/> <hr/>	<hr/> <hr/>

## MANAGEMENT DISCUSSION AND ANALYSIS

### ***BUSINESS REVIEW AND OUTLOOK***

During the period under review, the business environment in Hong Kong remained sluggish and competitive. The Hong Kong retail market remained soft despite improved tourism numbers which was offset against the changing consumption patterns among residents and visitors, as well as an increase in outbound travel by local residents. Weak local consumption is expected to continue, particularly with a growing trend among residents to travel abroad and travel north for shopping and leisure. To ensure the long-term success of the Group, it is imperative that we adapt to changes in consumer behavior and lifestyle.

The Hong Kong box office has experienced a general decline due to several factors, including lack of blockbusters titles, citizens traveling abroad, northbound visits, weak economic situation and a shift in consumers' behaviour towards streaming platforms. Notwithstanding the acclaimed title "*The Last Dance*" which provided the much-needed stimulus in boosting Hong Kong box office, these challenging conditions have continued to drag the performance of our cinema operation. Additionally, given the market condition and economic uncertainty, the MCL Cinemas Plus+ Plaza Hollywood was closed during the period under review. The blockbuster title "*The Last Dance*" provided a bright spot, and contributed to the growth in cinema operation income during the period under review. The Group is closely monitoring the market conditions and will continue to improve its overall operating efficiency. The Group will actively engage in cost optimisation and take a prudent approach in evaluating opportunities for cinema operation.

Media Asia Group Holdings Limited (an indirect wholly-owned subsidiary of the Company), being the media and entertainment arm of the Group, will continue to produce high quality and commercially viable products.

Our recent release crime thriller "*Octopus with Broken Arms*" and mystery-comedy "*Detective Chinatown 1900*", both produced by Chen Sicheng, one of Chinese Mainland's most consistently successful writers-directors-producers, have achieved commendable box office performance and critical acclaim. The Group will continue to invest in original productions of quality films with Chinese themes.

The Group continues to produce quality TV drama series in response to the ongoing strong demand for quality programs from TV stations and online video websites in Chinese Mainland. The Group is in discussion with various Chinese partners for new project development in TV drama production.

The distribution licence of music products with Tencent Music Entertainment (Shenzhen) Co., Ltd. and Warner Music continue to provide stable income to the Group.

The recent "*the SOUNDTRACK of my LIFE Jay Fung Concert 2024*" earned good reputation and public praises. The Group will continue to work with prominent local and Asian artistes for concert promotion and the upcoming events include concerts of Stephy Tang and Sammi Cheng.

Looking ahead, we believe that the Group's integrated media platform comprising movies, TV programs, music, artiste management and live entertainment put us in a strong position to capture the opportunities of entertainment market by a balanced and synergetic approach and we will continue to explore cooperation and investment opportunities to enrich our portfolio, broaden our income stream and maximise value for our shareholders.

## Other Business Updates

As at 31 January 2025, the Group's consolidated cash and bank deposits amounted to HK\$360.0 million (31 July 2024: HK\$354.3 million). After netting off total borrowings of HK\$242.8 million as at 31 January 2025 (31 July 2024: HK\$239.7 million), the Group had net cash of HK\$117.2 million as at 31 January 2025 (31 July 2024: net cash of HK\$114.6 million). The Group is in net cash position, therefore gearing ratio of the Group, being the net borrowings (total borrowing minus cash and bank deposits) to net assets attributable to the owners of the Company, is not applicable. The Group will continue its prudent and flexible approach in managing its financial position.

## OVERVIEW OF INTERIM RESULTS

The Group's operations include the production and distribution of films and TV programs, music production and publishing, management and production of concerts, artiste management and cinema operation.

For the six months ended 31 January 2025, the Group recorded a turnover of HK\$355.4 million (2024: HK\$493.4 million), representing a decrease in revenue of approximately 28.0%. The decrease was primarily driven by the reduction in revenue from film and TV programs, as well as from the media and entertainment, while being partially offset by the growth in income from cinema operation during the period as compared to same period of last year.

Revenue from film and TV programs experienced a significant decrease of approximately 74.6% as compared to same period of last year. This decline was mainly attributed to the decrease in income from distribution commission, licence fee, sale of film and TV program products and film rights during the period under review. In particular, no TV program produced/invested by the Group was theatrically released during the period under review. Furthermore, revenue from media and entertainment decreased by approximately 42.3% compared to same period of last year. The reduction was primarily driven by the fewer organisation and investment in concerts featuring our local and Asian renowned artistes by the Group during the period under review.

Revenue from cinema operation increased by approximately 16.6% as compared to same period of last year, which was primarily due to the blockbuster title "*The Last Dance*", which demonstrated its clout and helped the cinemas to charter their course through these rough waters. Nonetheless, unfavourable conditions such as lack of blockbusters titles generally, citizens traveling abroad, northbound visits, weak economic situation and a shift in consumers' behaviour towards streaming platforms remained a pressure to cinema operation. The Group is actively engaging in cost optimisation for the cinema operation.

The gross profit of the Group remained relatively stable at HK\$199.0 million for the six months ended 31 January 2025 (2024: HK\$198.9 million). The net loss attributable to owners of the Company for the six months ended 31 January 2025 was approximately HK\$42.6 million (2024: net loss of HK\$105.8 million). The significant reduction in consolidated loss for the period was primarily attributed to the decrease in depreciation of right-of-use assets and property, plant and equipment as a result of the impairment losses provided for these assets in previous financial year. Net loss per share attributable to owners of the Company was HK\$0.024 (2024: net loss of HK\$0.060 per share).

Equity attributable to owners of the Company as at 31 January 2025 amounted to HK\$78.0 million (31 July 2024: HK\$118.5 million). Net asset value per share attributable to owners of the Company as at 31 January 2025 was HK\$0.044 per share (31 July 2024: HK\$0.067 per share).

## Cinema Operation

For the six months ended 31 January 2025, this segment recorded a turnover of HK\$220.2 million (2024: HK\$188.9 million) and segment results of a loss of HK\$14.6 million (2024: a loss of HK\$54.3 million). As at the date of this results announcement, the Group operates fifteen cinemas in Hong Kong and one cinema in Chinese Mainland. Details on the number of screens and seats of each existing cinema are disclosed in below table. Besides, the Group has extended its cinema network through two 50% joint ventures with Emperor Cinemas Group, namely Emperor Cinemas Plus+ (The Wai) (opened in July 2023) and Emperor Cinemas Plus+ (The Southside) (opened in June 2024), which are managed by Emperor Cinemas Group.

Cinema (managed by the Group)	Attributable interest to the Group (%)	No. of screens (Note)	No. of seats (Note)
<b>Chinese Mainland</b>			
Suzhou Grand Cinema City	100	10	1,440
<b>Subtotal</b>		<b>10</b>	<b>1,440</b>
<b>Hong Kong</b>			
K11 Art House	100	12	1,708
Movie Town (including MX4D theatre)	100	7	1,702
MCL AIRSIDE Cinema	100	7	944
MCL The ONE Cinema	100	6	831
MCL Cyberport Cinema	100	4	818
MCL Citygate Cinema	100	4	673
MCL Amoy Cinema	100	3	603
Festival Grand Cinema	95	8	1,196
MCL Telford Cinema (including MX4D theatre)	95	6	789
MCL Metro City Cinema	95	6	690
STAR Cinema	95	6	622
Grand Kornhill Cinema (including MX4D theatre)	95	5	706
MCL Cheung Sha Wan Cinema	95	4	418
MCL Green Code Cinema	95	3	285
Grand Windsor Cinema	95	3	246
<b>Subtotal</b>		<b>84</b>	<b>12,231</b>
<b>Total</b>		<b>94</b>	<b>13,671</b>

*Note: On 100% basis*

## **Media and Entertainment**

For the six months ended 31 January 2025, this segment recorded a turnover of HK\$103.4 million (2024: HK\$179.3 million) and segment results of a decreased profit to HK\$18.9 million from that of HK\$25.5 million in the same period of last year.

### ***Events Management***

During the period under review, the Group organised and invested in 15 (2024: 27) shows by popular local and Asian renowned artistes, including Jay Fung, Sammi Cheng, Grasshopper, Cloud Wan, Jace Chan, Dear Jane, Ekin Cheng, Tsai Chin, ILUB and Zhao Chuan.

### ***Music Production, Distribution and Publishing***

During the period under review, the Group released 6 (2024: 5) albums, including titles by Jay Fung, On Chan, Cloud Wan and Ansonbean. The Group expects to continue to increase its music licensing revenue from the exploitation of the music library through new media distribution.

### ***Artiste Management***

The Group has a strong artiste management team and a sizeable number of talents and will continue to expand its profile and in tandem with our growing TV drama production and film production businesses. The Group currently has 17 artistes under its management.

## **Film and TV Program Production and Distribution**

For the six months ended 31 January 2025, this segment recorded a turnover of HK\$31.8 million (2024: HK\$125.2 million) and segment results of an increased profit to HK\$15.3 million (2024: loss of HK\$1.3 million).

During the period under review, a total of 6 (2024: 1) film(s) and nil (2024: 1) TV program produced/invested by the Group were theatrically released, namely “*Octopus with Broken Arms*”, “*Detective Chinatown 1900*”, “*An Abandoned Team*”, “*The Grey Men 2*”, “*Decoded*” and “*The Volunteers: The Battle of Life and Death*”. The Group also distributed 27 (2024: 26) films with high profile titles including “*The Last Dance*”, “*Gladiator II*” and “*Transformers One*”.

## **LIQUIDITY, FINANCIAL RESOURCES AND GEARING**

### **Cash and Bank Balances**

As at 31 January 2025, cash and bank balances held by the Group amounted to HK\$360.0 million (31 July 2024: HK\$354.3 million) of which around 83.6% was denominated in Hong Kong dollars and around 11.7% was denominated in Renminbi (“**RMB**”). The conversion of RMB denominated cash and bank balances into foreign currencies and the remittance of such foreign currencies denominated balances out of Chinese Mainland are subject to the relevant rules and regulations of foreign exchange control promulgated by the government authorities concerned. The Group does not have any derivative financial instruments or hedging instruments outstanding.



## **Borrowings**

As at 31 January 2025, the Group had outstanding consolidated total borrowings in the amount of HK\$242.8 million. The Group had unsecured other borrowings due to the late Mr. Lim Por Yen in the principal amount of HK\$113.0 million which is interest-bearing at the HSBC prime rate per annum. The Group's recorded interest accruals were HK\$129.8 million for the said unsecured other borrowings as at 31 January 2025. As at 31 January 2025, the total borrowings of the Group were repayable within one year.

## **Gearing**

After netting off total borrowings, the Group had net cash of HK\$117.2 million as at 31 January 2025. The Group is in net cash position, therefore gearing ratio of the Group, being the net borrowings (total borrowing minus cash and bank deposits) to net assets attributable to the owners of the Company, is not applicable.

Taking into account the amount of cash being held as at the end of the reporting period, the available facilities to the Group and the recurring cash flows from the Group's operating activities, the Group believes that it would have sufficient liquidity for its present requirements to finance its existing operations and projects underway.

## **CONTINGENT LIABILITIES**

There has been no material change in contingent liabilities of the Group since 31 July 2024.

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

During the six months ended 31 January 2025, neither the Company nor any of its subsidiaries had purchased, sold or redeemed the Company's listed securities.

## **CORPORATE GOVERNANCE**

The Company has complied with all applicable code provisions set out from time to time in the Corporate Governance Code contained in Appendix C1 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited throughout the six months ended 31 January 2025.

## **EMPLOYEES AND REMUNERATION POLICIES**

As at 31 January 2025, the Group employed a total of around 440 (31 January 2024: 510) employees. The Group recognises the importance of maintaining a stable staff force in its continued success. Under the Group's existing policies, employee pay rates are maintained at competitive levels whilst promotion and salary increments are assessed on a performance-related basis. Discretionary bonuses are granted to employees based on their merit and in accordance with industry practice. Other benefits including share option scheme, mandatory provident fund scheme, free hospitalisation insurance plan, subsidised medical care and sponsorship for external education and training programs are offered to eligible employees.

## INVESTOR RELATIONS

To ensure our investors have a better understanding of the Company, our management engages in a proactive investor relations program. Our Executive Directors and Investor Relations Department communicate with research analysts and institutional investors regularly.

The Group maintains proactive interactions with the investment community and provides them with updates on the Group's operations, financial performance and outlook. During the period under review, the Company has been communicating with a range of stakeholders via physical/online meetings and conference calls.

The Company is keen on promoting investor relations and enhancing communication with its shareholders and potential investors. It welcomes suggestions from investors, stakeholders and the public who may contact the Investor Relations Department by phone on (852) 2853 6106, by fax at (852) 2853 6651 or by e-mail at [ir@esun.com](mailto:ir@esun.com).

## REVIEW OF INTERIM RESULTS

The audit committee of the Company (“**Audit Committee**”) currently comprises three Independent Non-executive Directors, namely Dr. Ng Lai Man, Carmen (Chairwoman), Mr. Low Chee Keong and Mr. Alfred Donald Yap. The Audit Committee has reviewed the unaudited interim results (including the unaudited condensed consolidated interim financial statements) of the Company for the six months ended 31 January 2025, the accounting principles and practices adopted by the Company as well as internal control and financial reporting matters.

By order of the Board  
**eSun Holdings Limited**  
**Low Chee Keong**  
*Chairman*

Hong Kong, 18 March 2025

*As at the date of this announcement, the Board comprises four Executive Directors, namely Messrs. Yang Yiu Chong, Ronald Jeffrey (Chief Executive Officer), Cheung Sum, Sam (Group Chief Financial Officer), Lam Hau Yin, Lester (also alternate to Madam U Po Chu) and Yip Chai Tuck; one Non-executive Director, namely Madam U Po Chu; and five Independent Non-executive Directors, namely Messrs. Low Chee Keong (Chairman), Lo Kwok Kwei, David, Poon Kwok Hing, Albert and Alfred Donald Yap and Dr. Ng Lai Man, Carmen.*