

Stock Code: 300413

Stock short name: Mango Excellent Media

Announcement No.: 2025-033

# Mango Excellent Media Co., Ltd.

## Summary of 2025 Semi-annual Report

### I. Important Note

This summary of semi-annual report comes from the full text of our semi-annual report. Investors should carefully read the full text of our semi-annual report published in the media designated by the China Securities Regulatory Commission (the “CSRC”), to fully understand our results of operation, financial position and future development plan.

All directors attended the meeting of the Board of Directors reviewing this Report.

Note about modified opinion

☐ Applicable ☒ N/A

Proposal for profit distribution or transfer of capital reserve to share capital for the reporting period considered by the Board of Directors

☐ Applicable ☒ N/A

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

Proposal for distribution of profits to the preferred shareholders for the reporting period adopted by the Board of Directors

☐ Applicable ☒ N/A

### II. Basic Information of the Company

#### 1. Company profile

Stock short name	Mango Excellent Media	Stock code	300413
Stock exchange on which the shares are listed	The Shenzhen Stock Exchange		
Contact person and contact information	Board Secretary	Securities Affairs Representative	
Name	ZHANG Zhihong	ZHOU Yong	
Telephone	(0731) 82967188	(0731) 82967188	
Office address	Golden Eagle TV Culture City, Changsha, Hunan	Golden Eagle TV Culture City, Changsha, Hunan	
Email	mangocm@mangocm.com	mangocm@mangocm.com	

#### 2. Key accounting data and financial indicators

Did the Company need to retrospectively adjust or re-state accounting data of prior accounting years?

☐ Yes ☒ No

	Semi-annual 2025	Semi-annual 2024	Y/Y % change
Operating revenue (RMB)	5,963,683,329.69	6,959,926,553.07	-14.31%
Net profit attributable to shareholders of the Listed Company (RMB)	763,397,450.94	1,064,832,991.18	-28.31%
Net profit attributable to shareholders of the Listed Company after deduction of non-recurring gain or loss (RMB)	609,820,469.81	912,223,572.37	-33.15%

Net cash flows from operating activities (RMB)	460,068,739.04	-180,501,169.95	354.88%
Basic earnings per share (RMB/share)	0.41	0.57	-28.07%
Diluted earnings per share (RMB/share)	0.41	0.57	-28.07%
Weighted average return on net assets	3.35%	4.85%	-1.50%
	June 30, 2025	December 31, 2024	Y/Y % change
Total assets (RMB)	32,698,538,456.33	32,530,165,142.43	0.52%
Net assets attributable to shareholders of the Listed Company (RMB)	22,878,787,870.87	22,488,957,025.14	1.73%

### 3. Shareholders and shareholding

Unit: Shares

Total ordinary shareholders as of the end of the reporting period	56,973	Total preferred shareholders (if any) with recovered voting rights as of the end of the reporting period	0	Total shareholders (if any) holding special voting right shares	0	
Shareholdings of top 10 shareholders (excluding the shares lent via refinancing)						
Name of shareholders	Nature of shareholders	Share holding ratio	Number of shares held	Number of restricted shares held	Pledged, marked or frozen	
					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	2.51%	46,993,428	0	N/A	0
National Social Security Fund Portfolio 112	Others	0.90%	16,885,463	0	N/A	0
Industrial and Commercial Bank of China – E-Fund ChiNext ETF	Others	0.82%	15,416,247	0	N/A	0
Industrial and Commercial Bank of China – Huatai PineBridge Shanghai-Shenzhen CSI 300 Index ETF	Others	0.72%	13,452,683	0	N/A	0
E-Fund – China Life Insurance – Participating Insurance – E-Fund – China Life Insurance Growth Stock Portfolio under Single Asset Management Plan (Available for Sale)	Others	0.62%	11,581,545	0	N/A	0
RUI Insurance – Self-owned funds	Others	0.54%	10,158,425	0	N/A	0
China Construction Bank – E-Fund Shanghai-Shenzhen CSI 300 Index ETF	Others	0.51%	9,517,100	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 relatedparty 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

Share lending via refinancing by holders of 5% or more of the shares, top 10 shareholders and top 10 unrestricted shareholders

☐ Applicable ☒ N/A

Changes in top 10 shareholders and top 10 unrestricted shareholders compared to the previous period due to lending or return of shares via refinancing

☐ Applicable ☒ N/A

Whether the Company has made any arrangement for voting right differences?

☐ Yes ☒ No

#### **4. Change in the controlling shareholder or actual controller**

Change in the controlling shareholder during the reporting period

☐ Applicable ☒ N/A

There was no change in our controlling shareholder during the reporting period.

Change in the actual controller during the reporting period

☐ Applicable ☒ N/A

There was no change in our actual controller during the reporting period.

#### **5. Total preferred shareholders and shareholdings of top 10 preferred shareholders of the Company**

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

#### **6. Outstanding bonds as of the approval date of the semi-annual report**

☐ Applicable ☒ N/A

### **III. Significant Matters**

None