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Glory Star

**Glory Star New Media Group Holdings Limited**

Nasdaq Ticker Symbol:GSMG

02/18/ 2021

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## Industry and Market Data

In this Presentation, Glory Star relies on and refers to information and statistics regarding market shares in the sectors in which it competes and other industry data. Glory Star obtained this information and statistics from third-party sources, including reports by financial data firms and other firms. Glory Star has supplemented this information where necessary with information from discussions with Glory Star customers and others and its own internal estimates, taking into account publicly available information about other industry participants and Glory Star’s management’s best view as to information that is not publicly available.

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## About Glory Star

Established in November 2016 and listing on NASDAQ since February 2020, Glory Star has pioneered a unique, new business model integrating e-commerce services with premium video content. As a leader in online digital media and entertainment in China, Glory Star has a strong track record both in terms of viewership and production capabilities. In 2017, for example, the Company launched its signature lifestyle video series, CHEERS, and, in 2018, the Company introduced its CHEERS App, through which it integrates e-commerce services with professionally generated video content. As one of the top market participants in China's PGC video e-commerce industry as measured by GMV, Glory Star serves millions of users on both third-party platforms and its mobile app.

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### “CHEERS+” Focusing on Quality Lifestyles

Defining a digital ecosystem with “CHEERS+” at the core CHEERS Video, CHEERS e-Mall, CHEERS Show, CHEERS TV Series  
**Short Videos, Live Streaming, Social E-commerce**, Online Gaming, Paid Membership

# Glory Star New Media Group: Overview



- ❑ Our vision is to become a world leading mobile media and entertainment company
- ❑ Fast growth in content-driven e-commerce
- ❑ **121+ million** app downloaded as of June 30, 2020

# Key Metrics and Financial Highlights

## Operating Highlights

Compare 2020 H1 to 2019 H1(As of June 30)

- App Downloads: Exceeded 121.0 million as of H1 2020, Up from 35.5 million.
- Average DAUs: Increased to 4.5 million ended H1 2020, Up from 0.7 million.
- GMVs: Increased to \$20.0 million ended H1 2020, Up from \$1.0 million.



Glory Star New Media Group Holdings  
Limited

( NASDAQ: GSMG)

## Financial Highlights

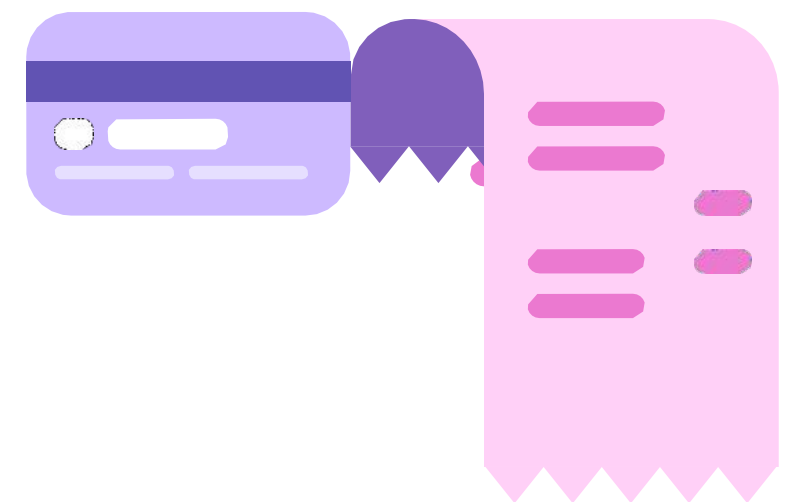
Compare 2020 H1 to 2019 H1 (As of June 30 )

- Net Income attributable to ordinary shareholders: USD \$12.0 million, up 11.5%.

Compare 2020 Q2 to 2019 Q2 (As of June 30)

- Net Income attributable to ordinary shareholders: USD \$9.1 million, up 37.4%.

# Investment Highlights



1

Huge Market Opportunity and Strong Industry Leading Position

2

Innovative Business Model – E-Commerce Oriented 5G Video-based Content Enabler

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Chairman/ CEO has Extensive Industry Experience;  
Core Team Members have Worked Together for Decade

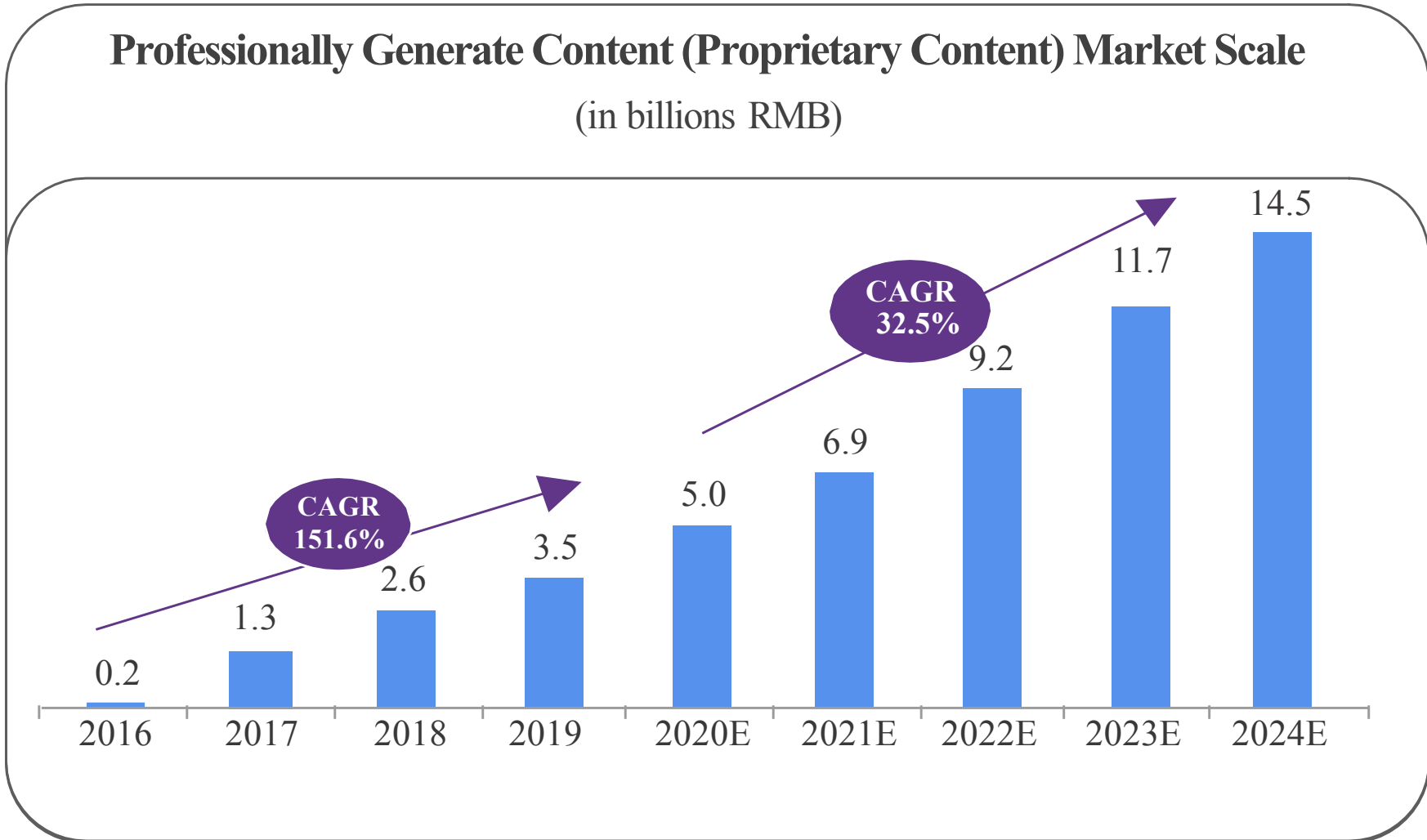
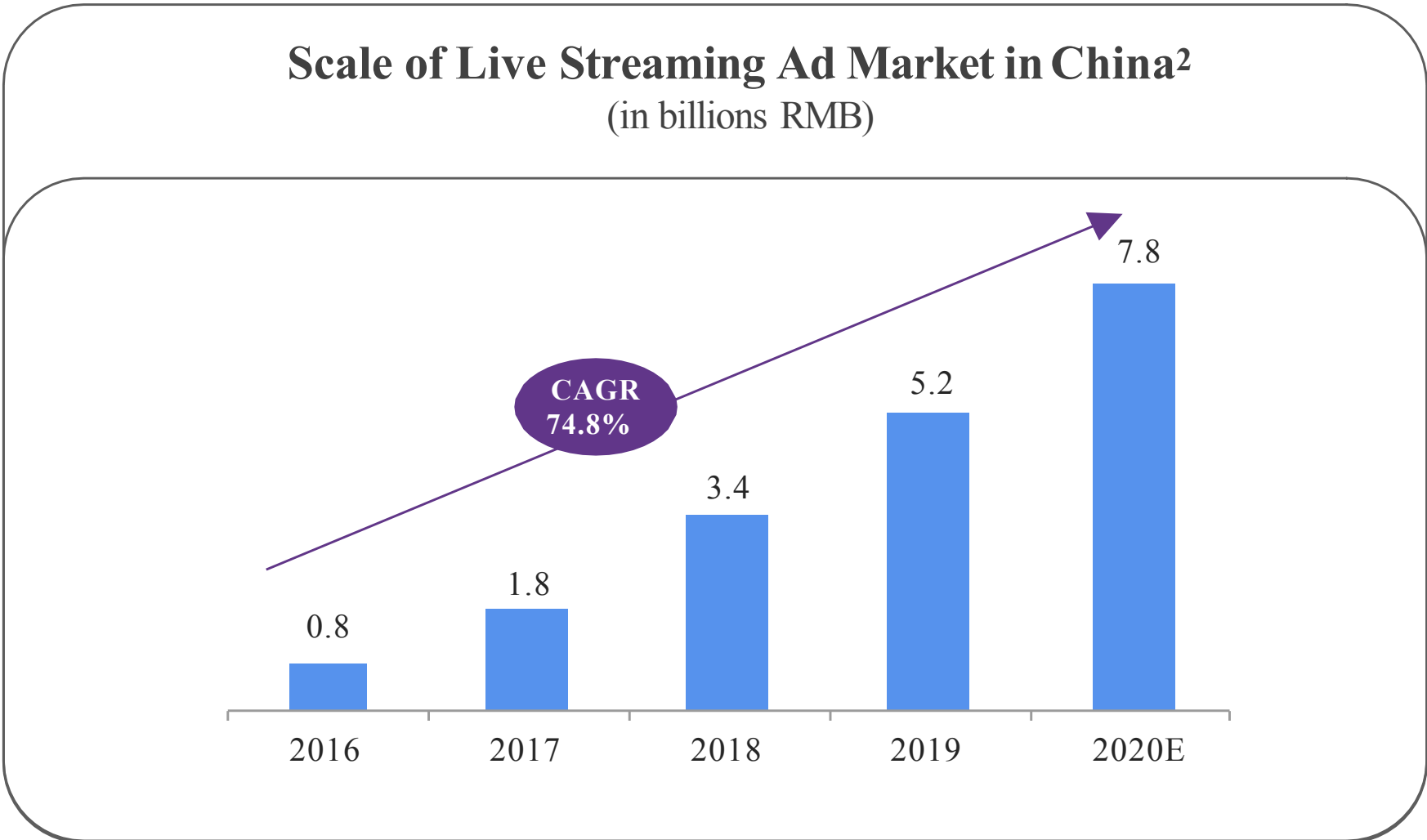
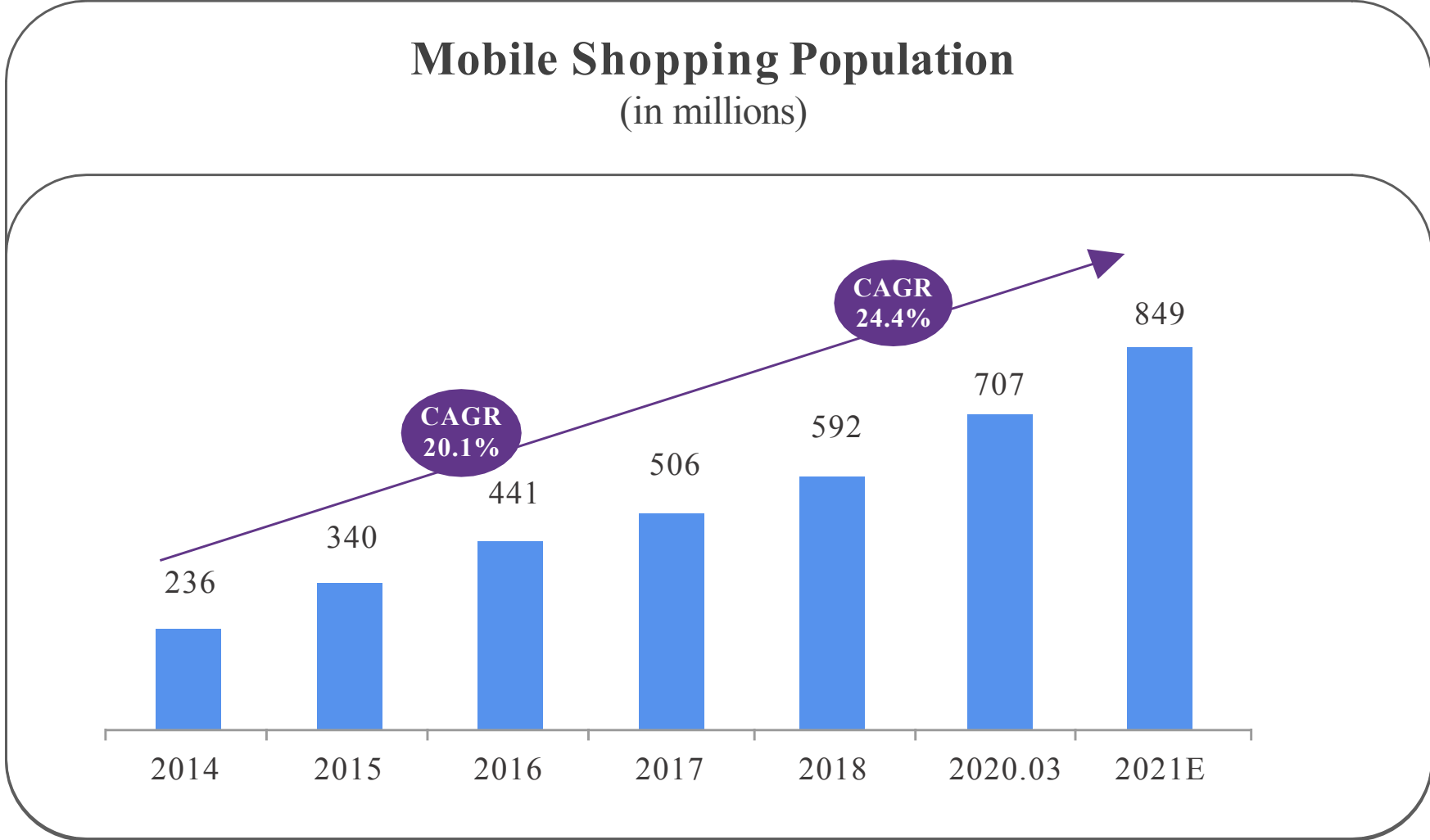
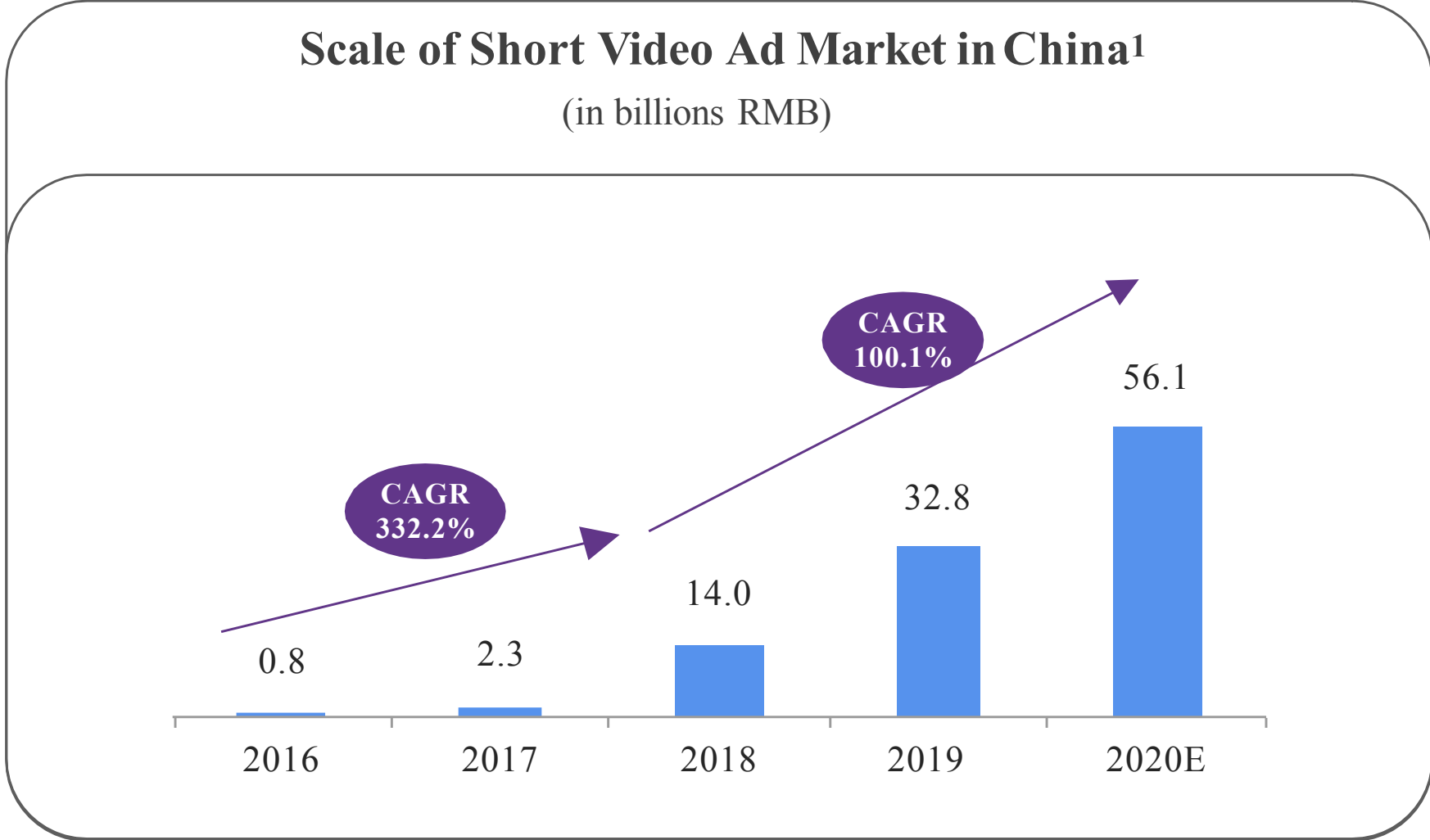
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Solid Financial Performance with Fast Growth



# 1

## Huge Market Opportunity and Strong Industry Leading Position



According to iResearch Content Driven e-Commerce Industry outlook and study 2020, Glory Star Ranks **2** in the PGC Content e-Commerce Sector.

1.The scale is calculated based on advertising revenue of short video media platforms and does not include advertising revenue of other platforms. 2.The scale is calculated based on advertising revenue of live streaming media.  
3.Glory Star commissioned IResearch to make and issue the report.

## 1.0

## Key Customer Acquisition Tools

- Partner with **Provincial Satellite TV Stations** for “Cheers Series”
- Partner with iQiyi for **original online drama and variety show series**

## 2.0

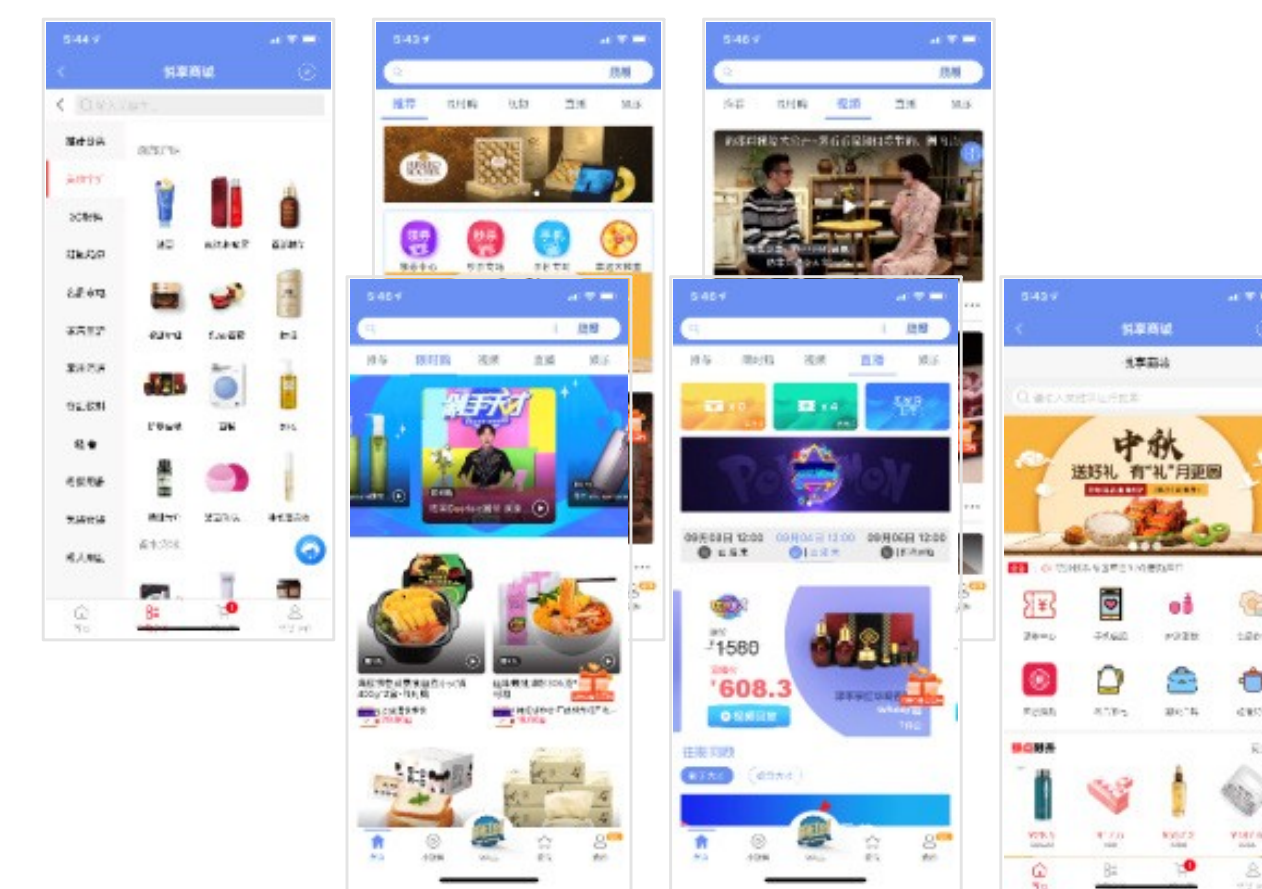
## Use of Content to Drive Product Sales

- Interactive, live-streaming quiz show “Shopping Genius”
- Developed a **series of live-streaming programs** such as “Bargain Genius”
- Incubated **Short-Video IP Matrix**

## 3.0

## Retention &amp; Monetization

- Cheers APP has **more than 121 million cumulative downloads**
- Integrated platform for **e-Mall**

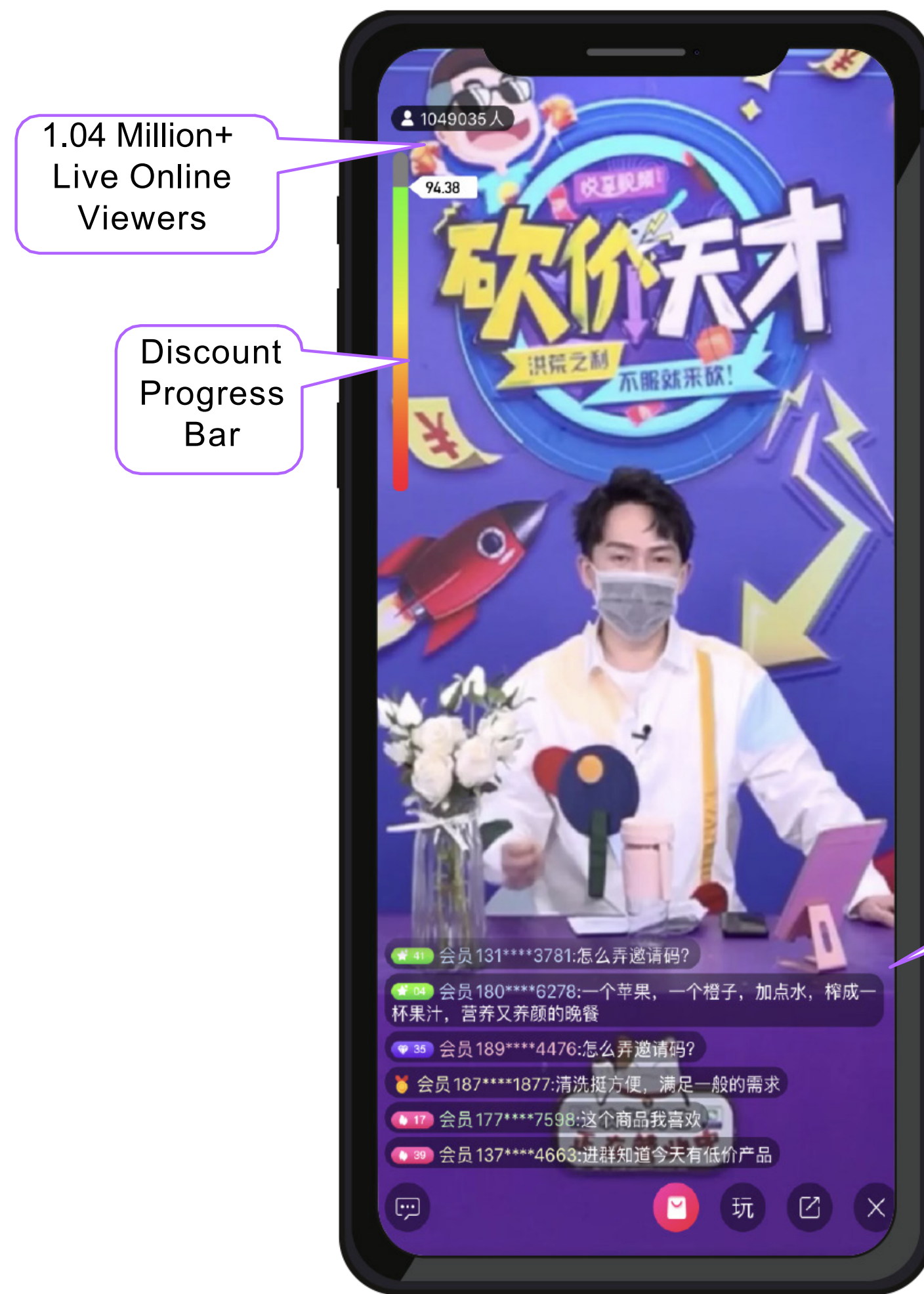


## 2 Creativity and high quality content build the moat of our business

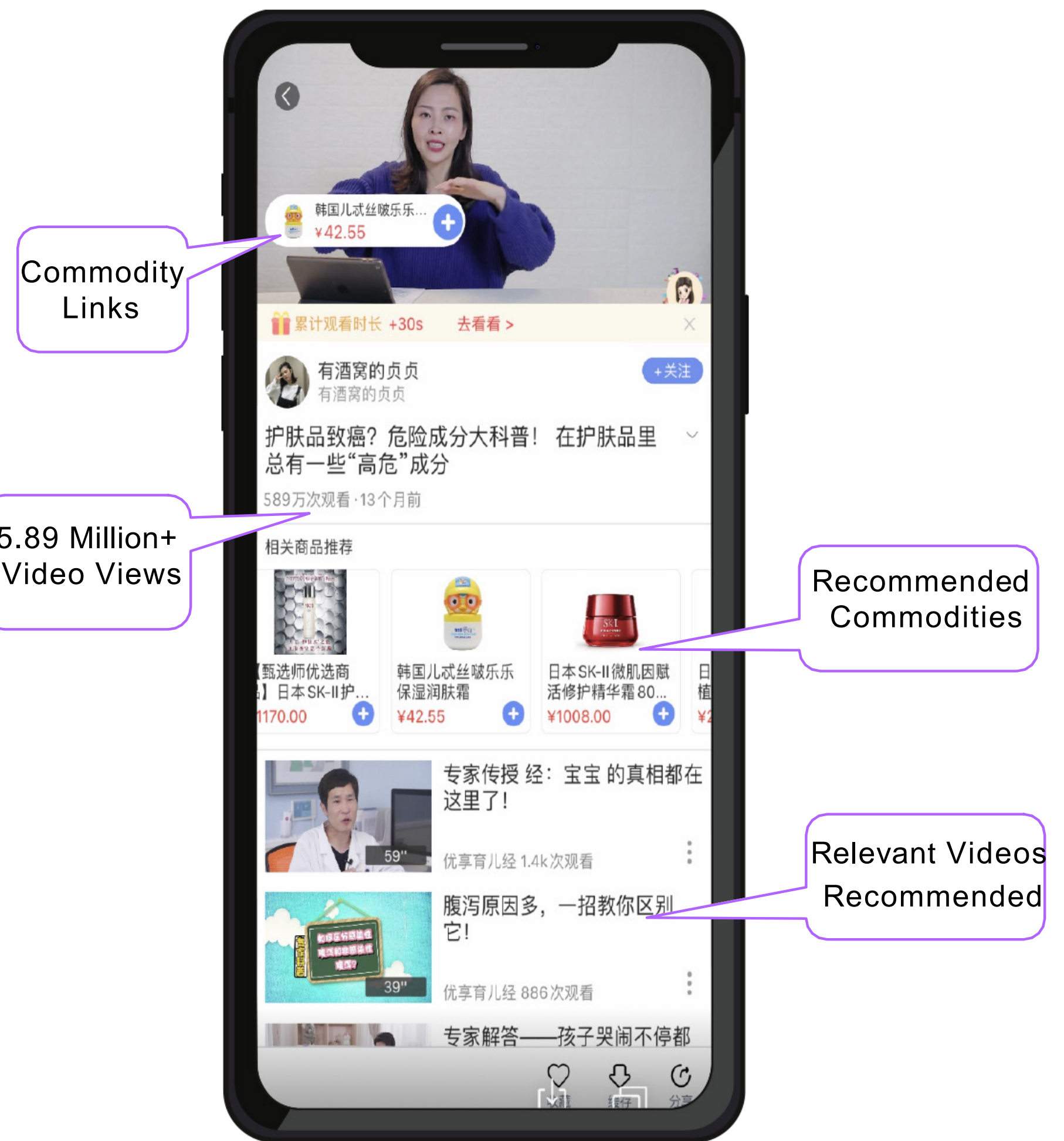


## Creative Customer Acquisition through Proprietary Contents

Our consistency of creative works synergize content and e-commerce enable users to consume via contents



Live Streaming



Short Videos

2

## Innovative Customer Conversion



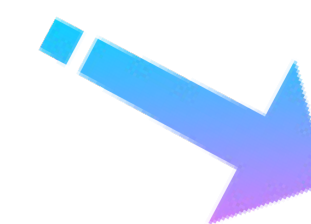
Live Streaming



Interactive Games



Win Coupons



Cheers E-Mall



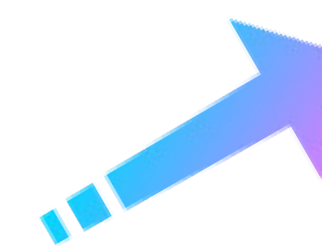
Short Videos



Fun Missions




Exchange Discounts



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# Key Differentiators

Creating an ecosystem that monetizes viewers through quality content and membership rewards system

 **Product**

- Multi-product offering TV series, Drama, Variety Show, Live-streaming, Short-video, etc

 **Content Access**

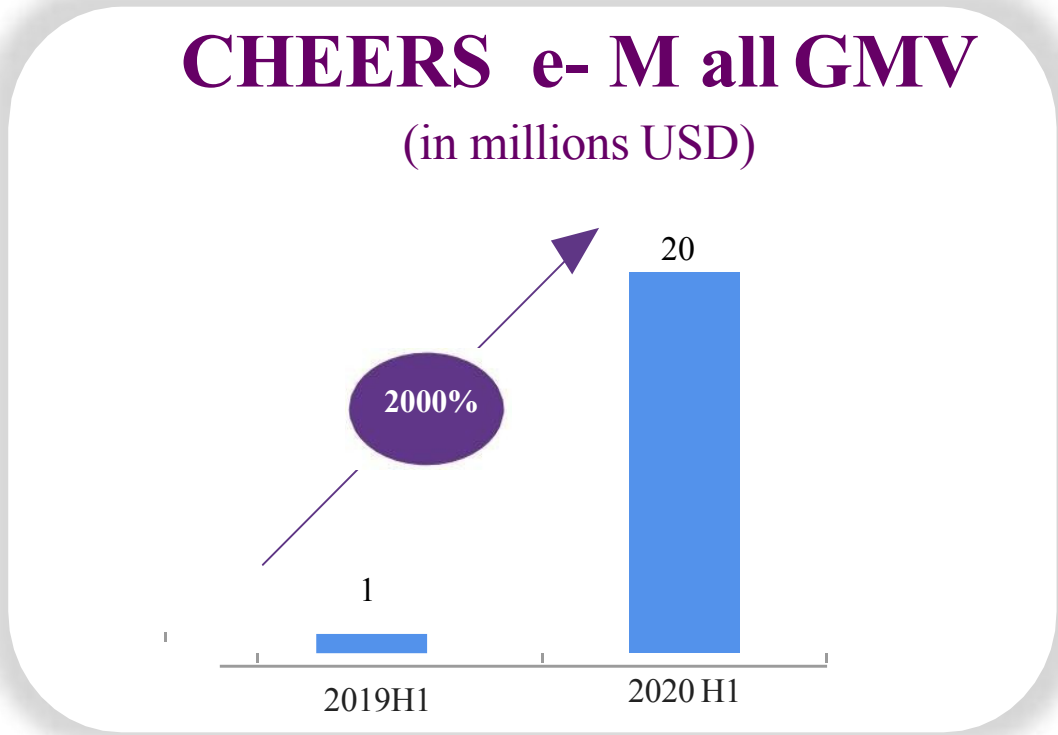
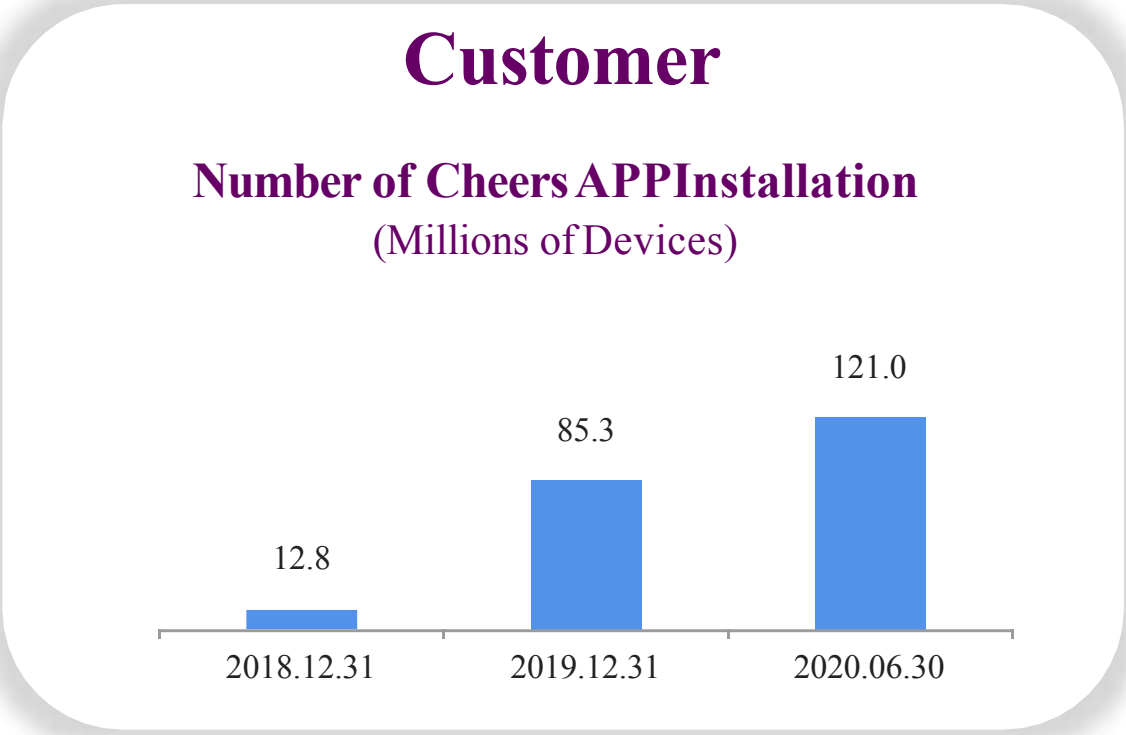
- Multi-platform: Satellite TV, iQiyi
- Proprietary Cheers App

 **Production**

- Professionally produced and professionally-managed user-generated content

 **Key Demographic**

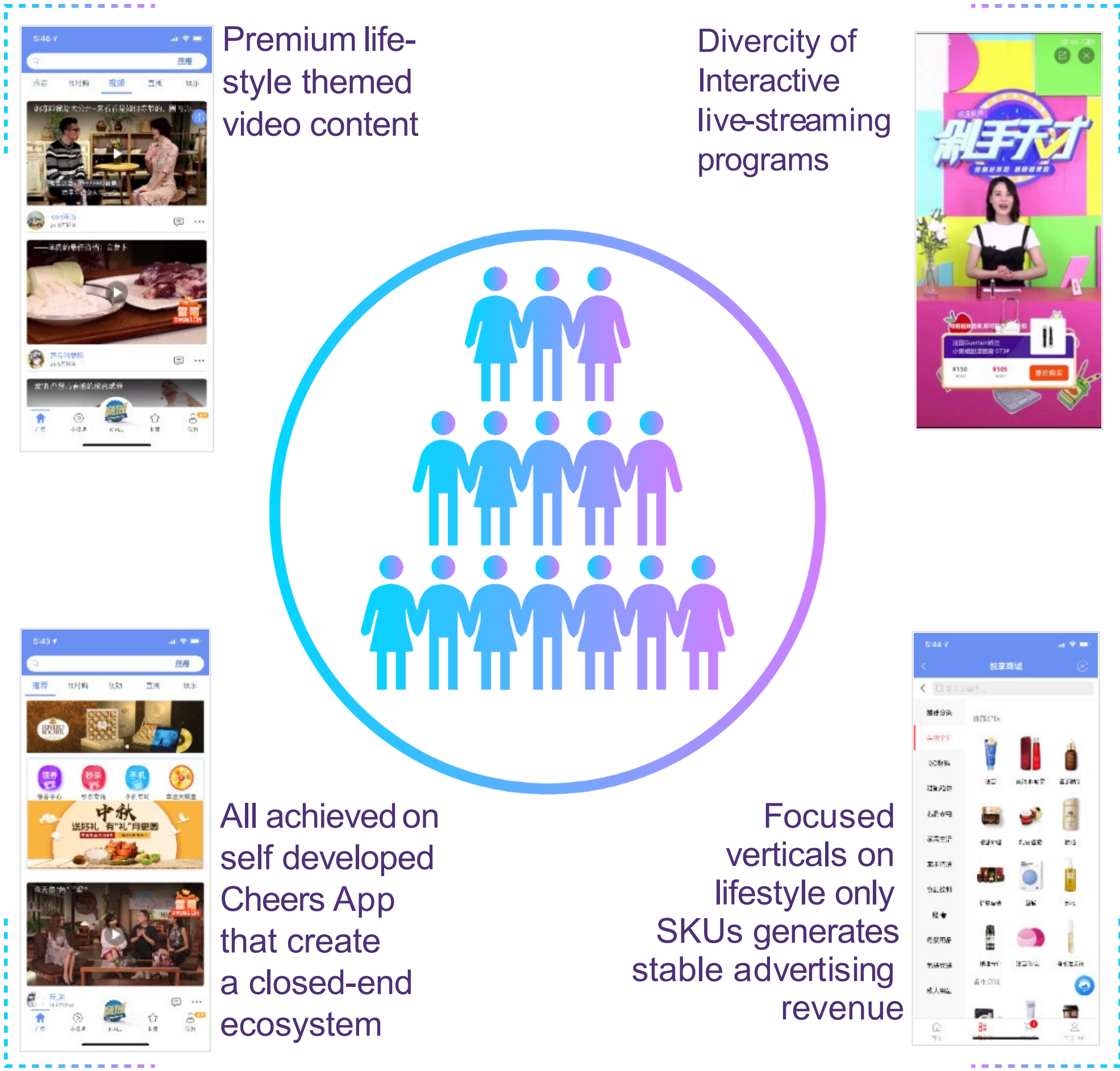
- Young people
- Lifestyle-themed content and products



Cheers E- Mall has experienced a rapid growth in GMV during COVID

1.Source: Management

# Competitive Advantage in e-Mall



Platform	Product	Price (RMB)
T-Mall	Guerlain lipstick	245
Cheers	Guerlain lipstick	105
JD.com	Guerlain lipstick	269
T-Mall	Midea vacuum cleaner	899
Cheers	Midea vacuum cleaner	435.2
JD.com	Midea vacuum cleaner	568

Glory Star Viewers enjoy purchase discounts and opportunity for engagement/ participation in live streaming and short video formats

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## Experienced Management Team



Bing Zhang

Founder, CEO

- China Media Industry veteran
- Created a benchmark TV program group, the Cheers Series



Jia Lu

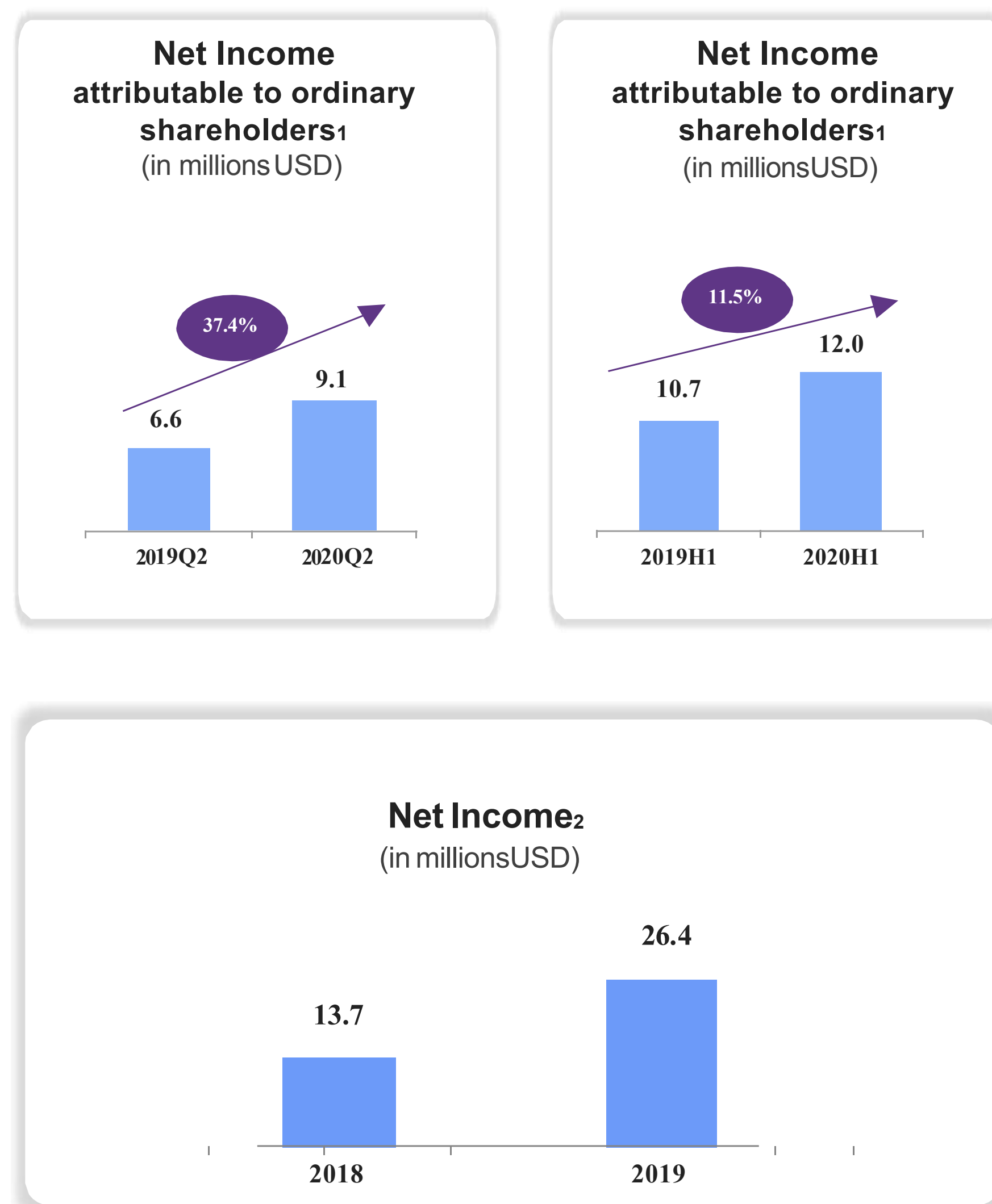
Co-Founder,  
SVP



Perry Lu

CFO

## Solid Financial Performance & Fast Growth



1. Audited Financials for 2018 and 2019; RMB converted to USD at FX of 6.75, 6.62, 6.91, 6.98, 7.03 for 2017, 2018, 2019, 2020Q1, 2020H1, respectively.

2. The Net Income for year 2019 was \$26.4 million that met the financial performance target of 2019 earnout;

The logo features a stylized 'S' shape composed of overlapping colored segments: magenta, blue, yellow, and white. Two dashed arcs, one purple and one blue, curve around the 'S' shape.

Glory Star

THANKS