

A hand is shown pointing at a piano keyboard. A decorative graphic overlay, consisting of overlapping yellow, blue, and purple shapes, is positioned on the right side of the image. Inside this graphic, the company name and date are displayed.

**Kuke Music Holding Limited**  
**(NYSE: KUKE)**

**December 2021**



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# KUKE Business Segments



**Smart Music Learning Solutions**

33.2%\*



**Licensing and Subscription**

49.6%\*



**Live Music Events**

17.2%\*



The World's Leading  
Classical Music Library

(\*Percentage of 2021Q3 Revenue)

# KUKE's Achievements

The largest classical music library in China<sup>1</sup>



**2.8** million

**Music and audiobook tracks**

The most reputable live classical music event in China<sup>1</sup>



**>630**

**Live classical music performances**

The largest network of collaborating kindergartens<sup>1</sup>



**5,161**

**Kindergartens**

The largest classical music licensing service provider in China<sup>2</sup>



**46.6%**

**Market share**

The 2<sup>nd</sup> largest service provider for online subscription for classical music in China<sup>2</sup>



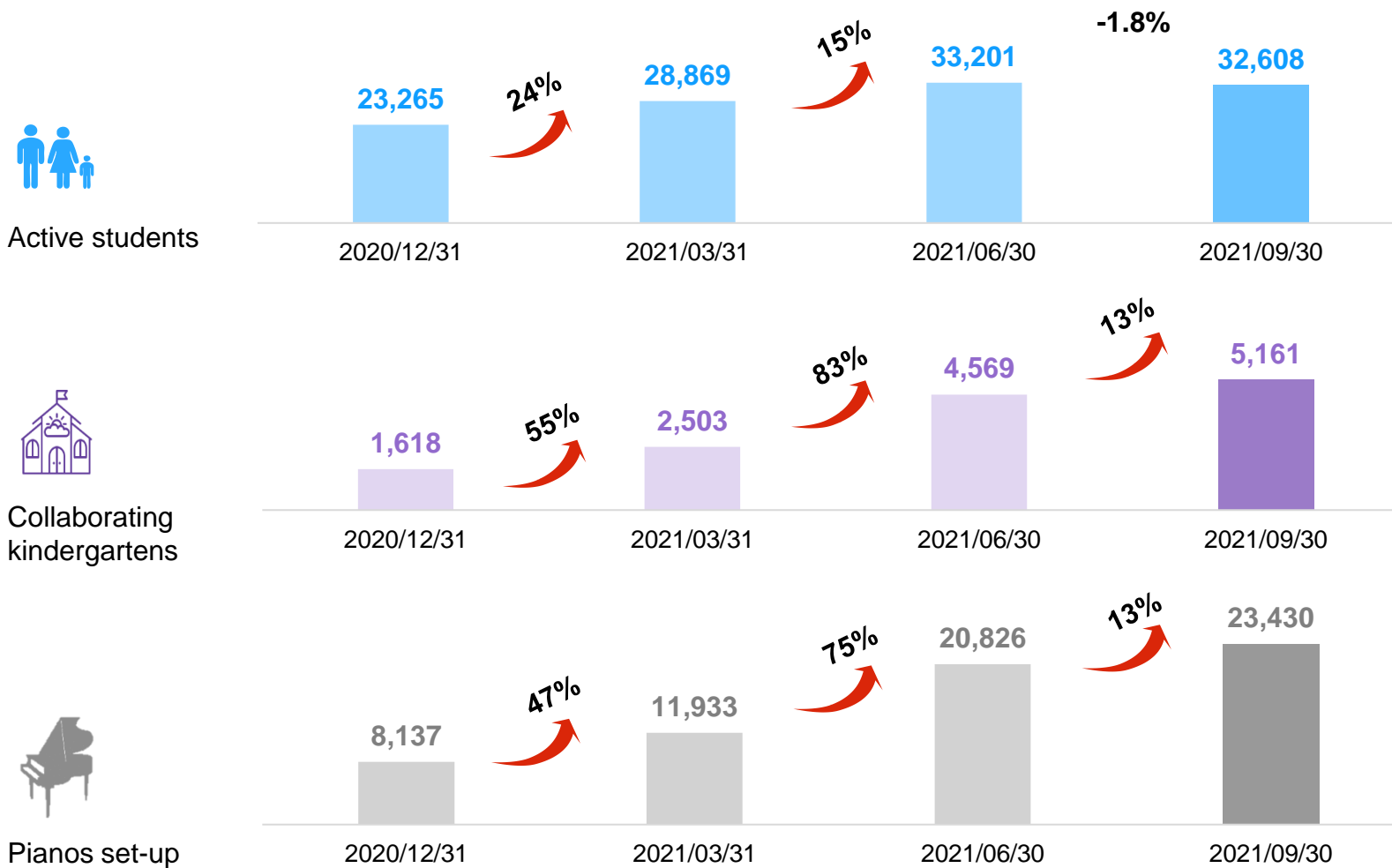
**13.3%**

**Market share**

1. As of Sep 30, 2021

2. Data from 2019. Source: Frost & Sullivan Industry Report

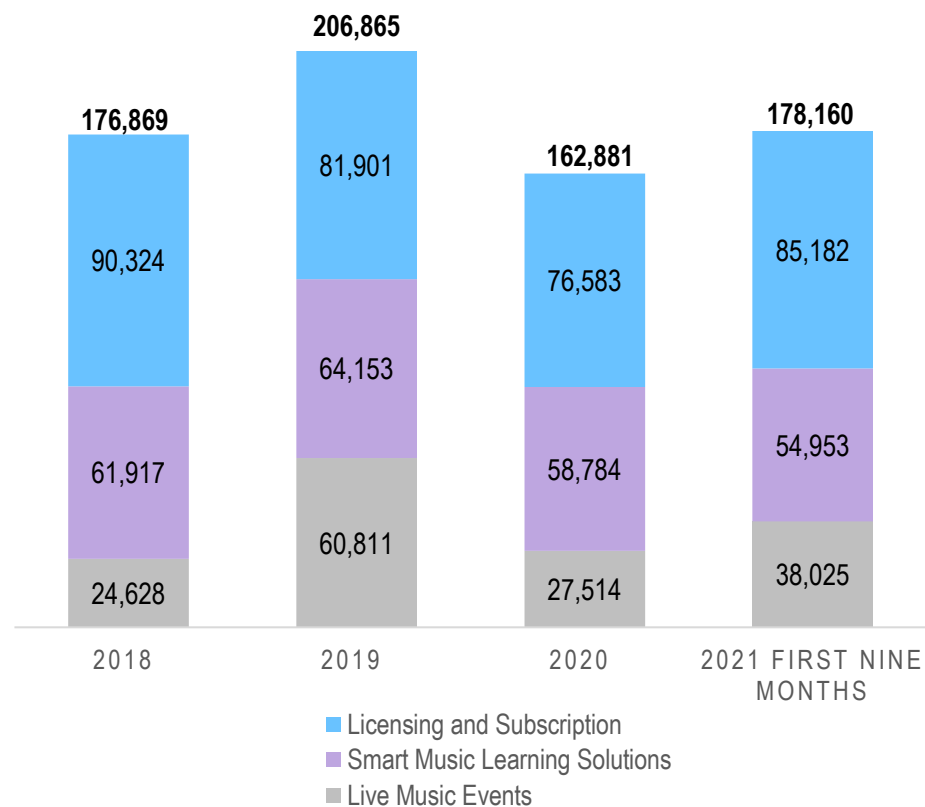
# Healthy Growth of Smart Music Learning Solutions Business



# Growth Fueled by Diversified Revenue Sources

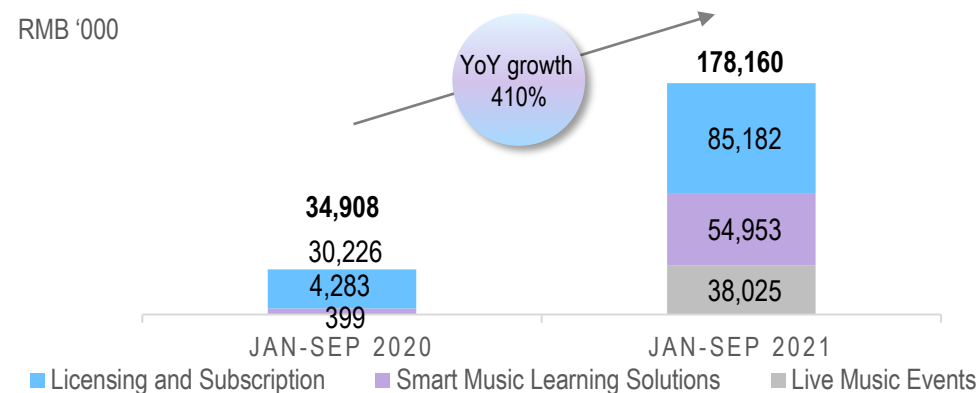
## Revenue

RMB '000



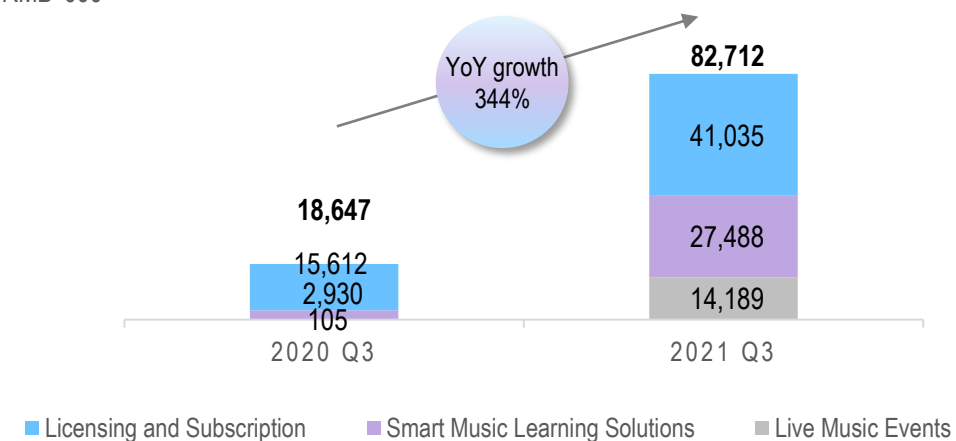
## YoY Revenue Growth – First Nine Months

RMB '000



## YoY Revenue Growth – The Third Quarter

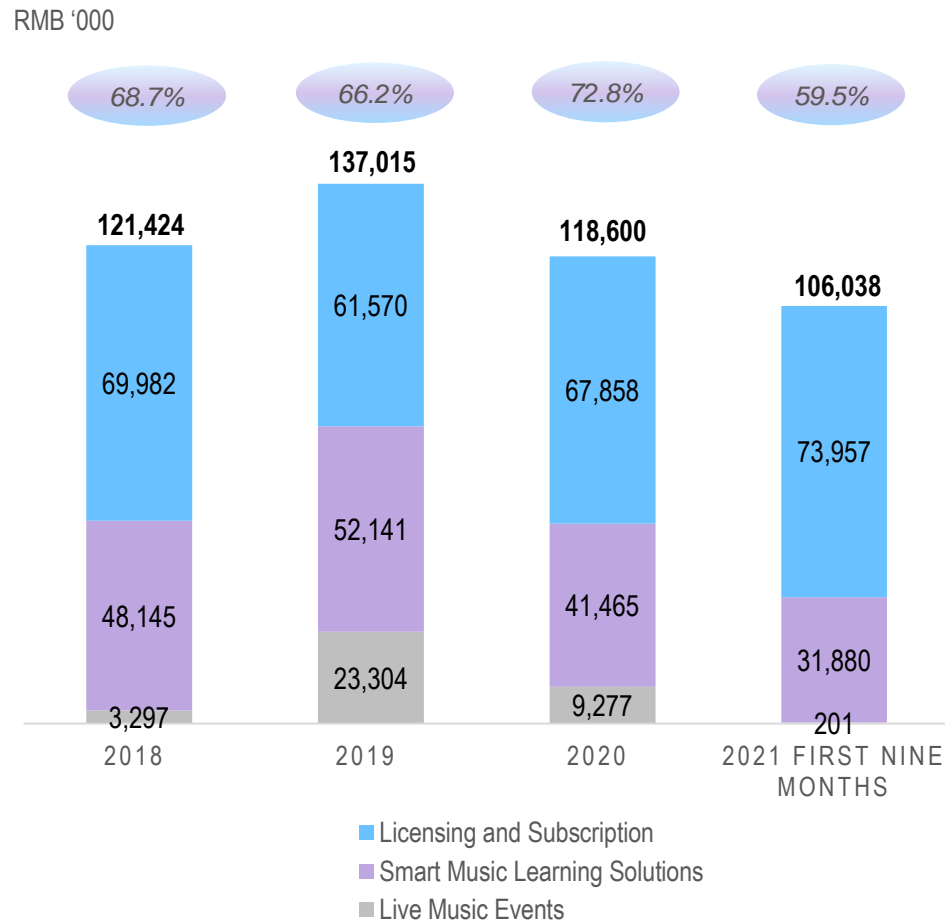
RMB '000



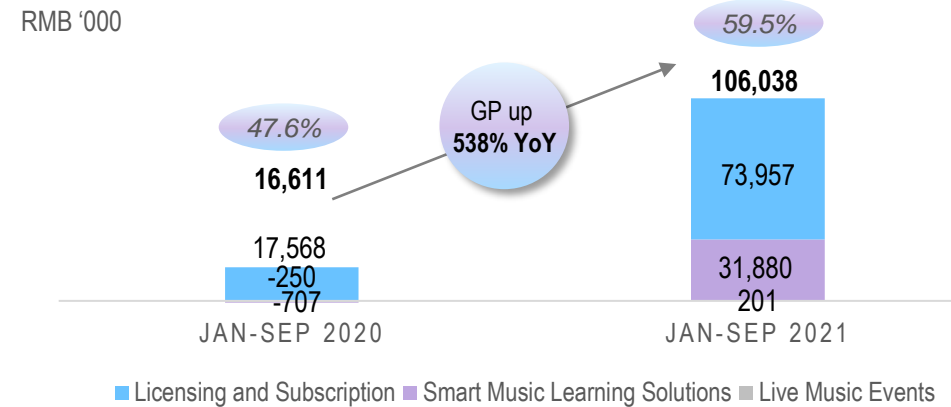
(1) Beijing International Music Festival merged with Kuke Music after February 29, 2020

# Gross Profit and Gross Profit Margin Analysis

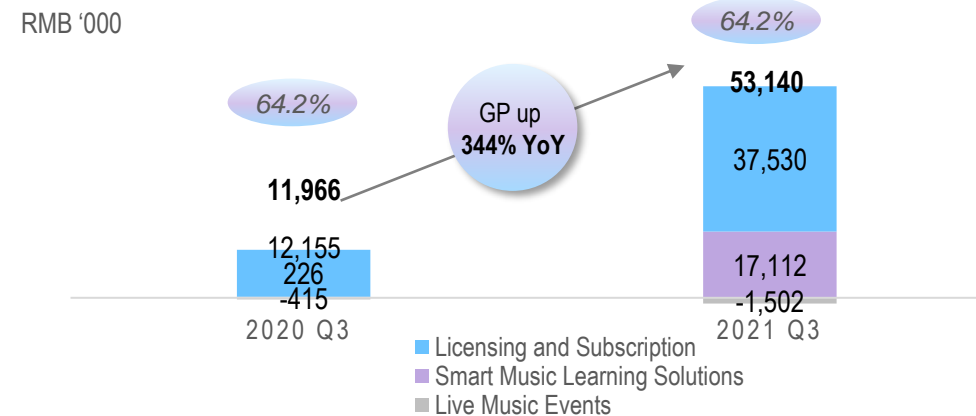
## Gross Profit and Gross Profit Margin



## YoY Gross Profit Growth – First Nine Months



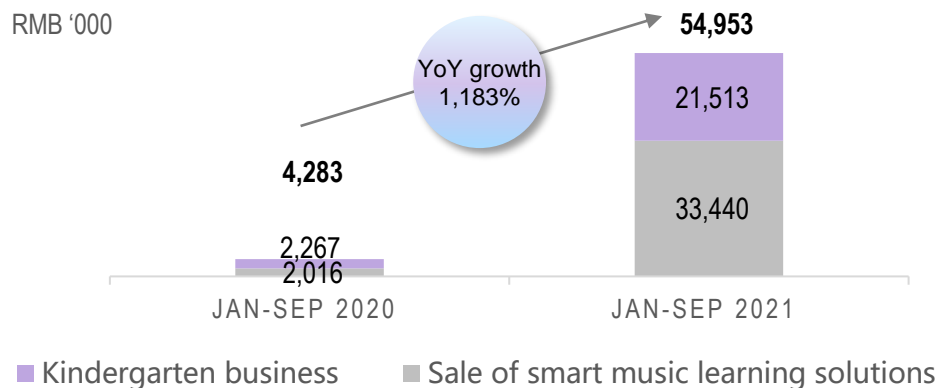
## YoY Gross Profit Growth - The Third Quarter



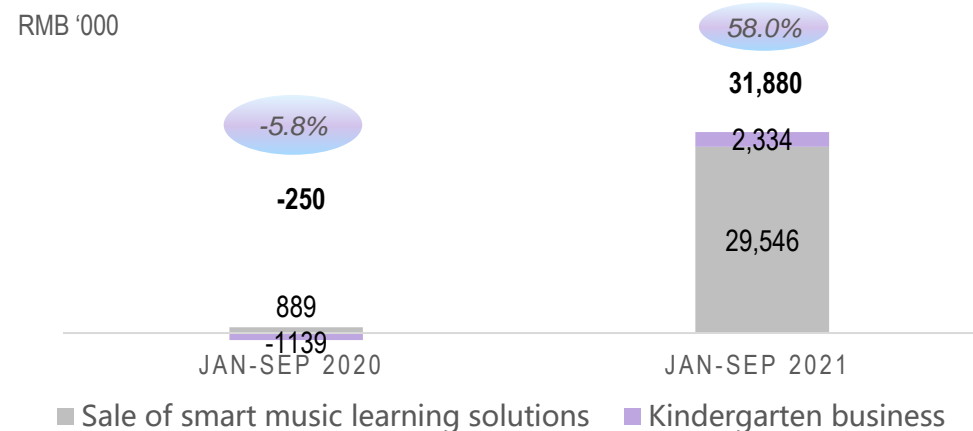
(1) Beijing International Music Festival merged with Kuke Music after February 29, 2020

# Smart Music Learning Solutions Revenue and Gross Profit

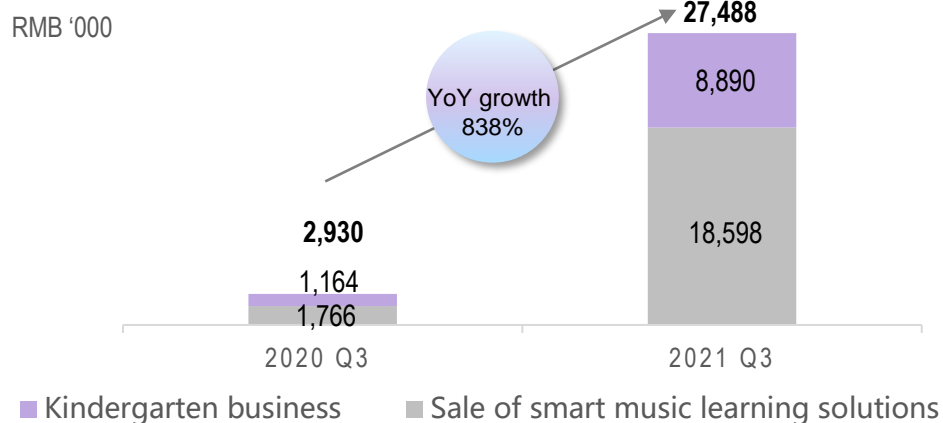
YoY Growth in Smart Music Learning Revenue:  
First Nine Months



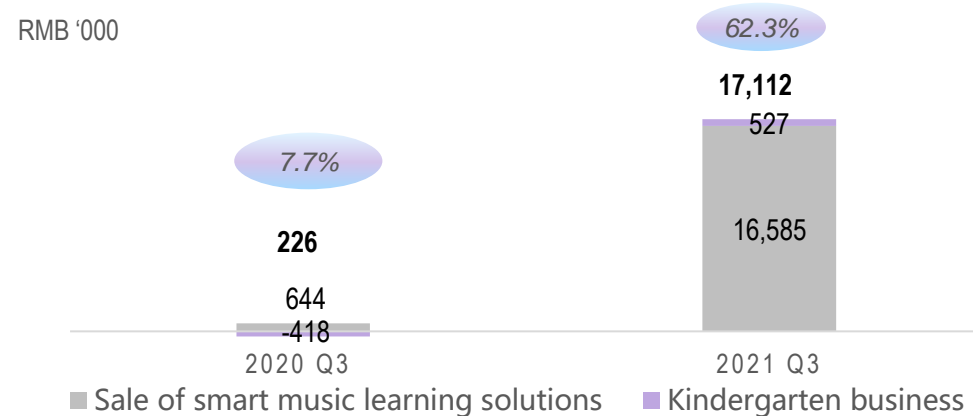
YoY Growth in Smart Music Learning Gross Profit:  
First Nine Months



YoY Growth in Smart Music Learning Revenue:  
The Third Quarter



YoY Growth in Smart Music Learning Gross Profit:  
The Third Quarter

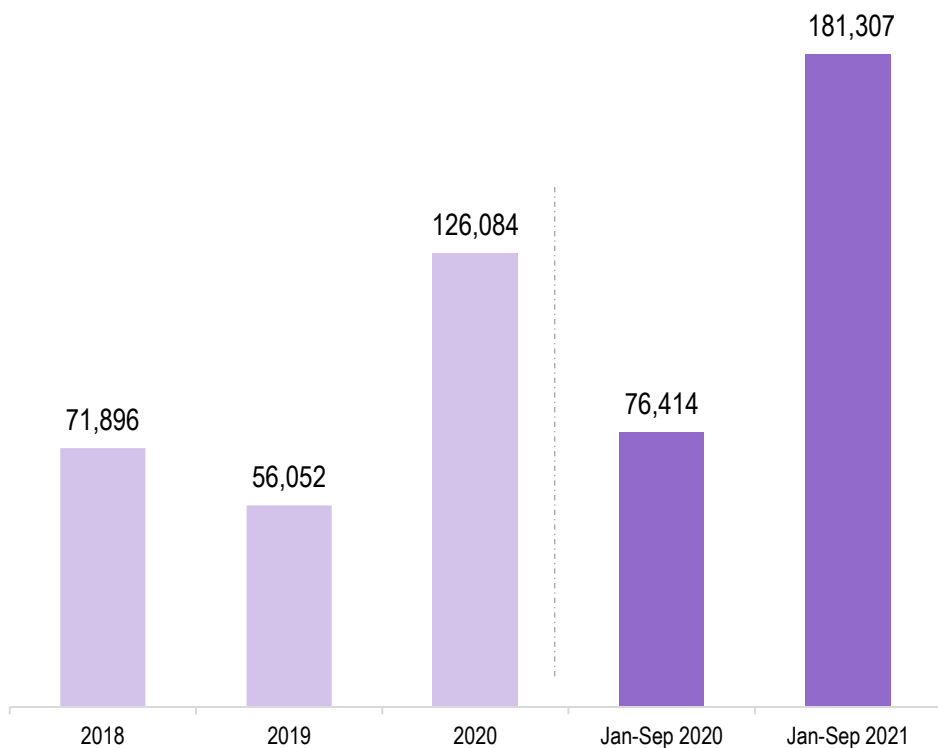




# Operating Expenses

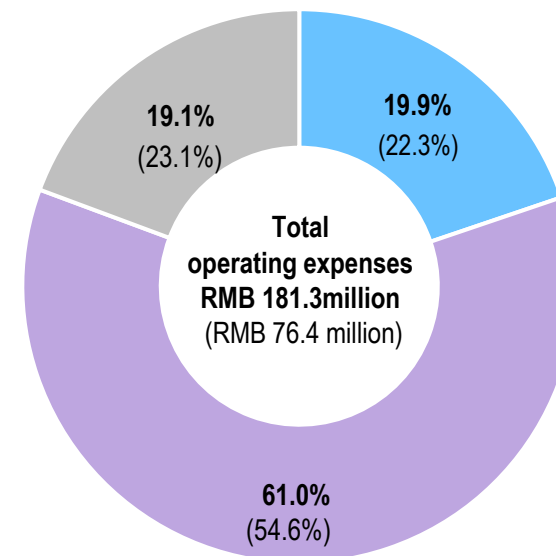
## Operating Expenses

RMB '000



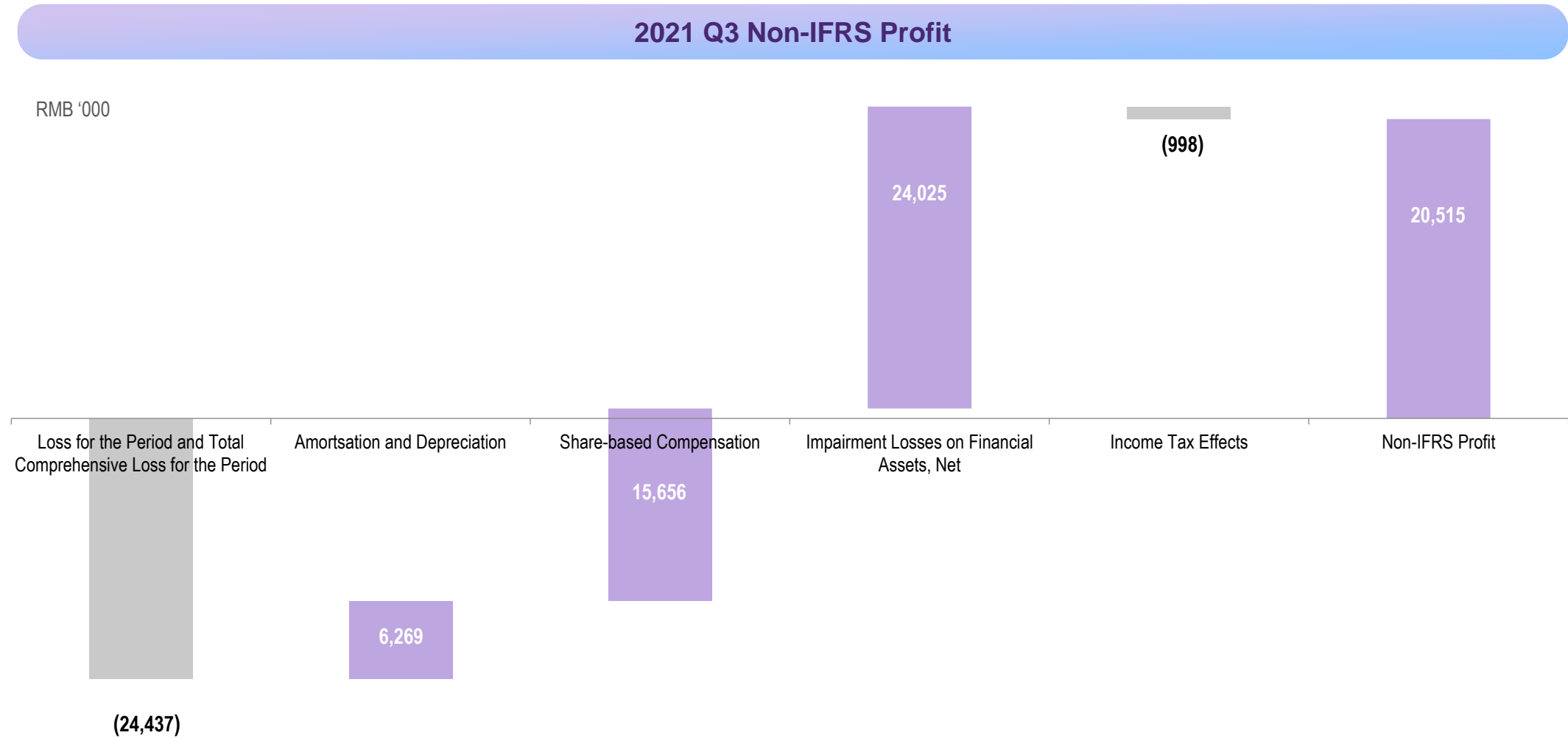
## YoY Operating Expenses: First Nine Months

Jan-Sep 2021 (Jan-Sep 2020)



- Selling and Distribution Expenses
- Administrative Expenses
- Impairment Losses on Financial Assets

# Q3 Non-IFRS Results: Profit Grows Further





**Thanks!**