

A hand is shown pointing at a piano keyboard. A large, colorful, abstract graphic overlay is positioned on the right side of the image. The graphic is white with a yellow dot above the text, a blue dot to the left, and a yellow horizontal line below. The text 'Kuke Music Holding Limited (NYSE: KUKE)' is written in bold black font. Below the text is a cartoon character wearing a top hat and a suit, standing on a piano key. The year '2021Q4' is written in yellow below the character. The background is a blurred piano keyboard.

Kuke Music Holding Limited
(NYSE: KUKE)

2021Q4

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KUKE Business Segments



Smart Music Learning Solutions

51.0%*



Licensing and Subscription

17.2%*



Live Music Events

31.8%*



The World's Largest Independent Classical Music Platform

(*Percentage of 2021Q4 Revenue)

KUKE's Achievements

The largest classical music library in China¹



>2.8 million

Music and audiobook tracks

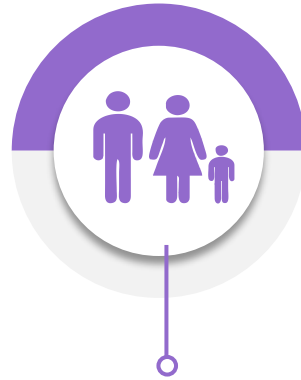
The most reputable live classical music event in China¹



650

Live classical music performances

Healthy growth of active students of smart music learning business¹



32,424

Active Students

Steady increase of institutional subscribers across China¹



802

Institutional subscribers

The largest classical music licensing service provider in China²



46.6%

Market share

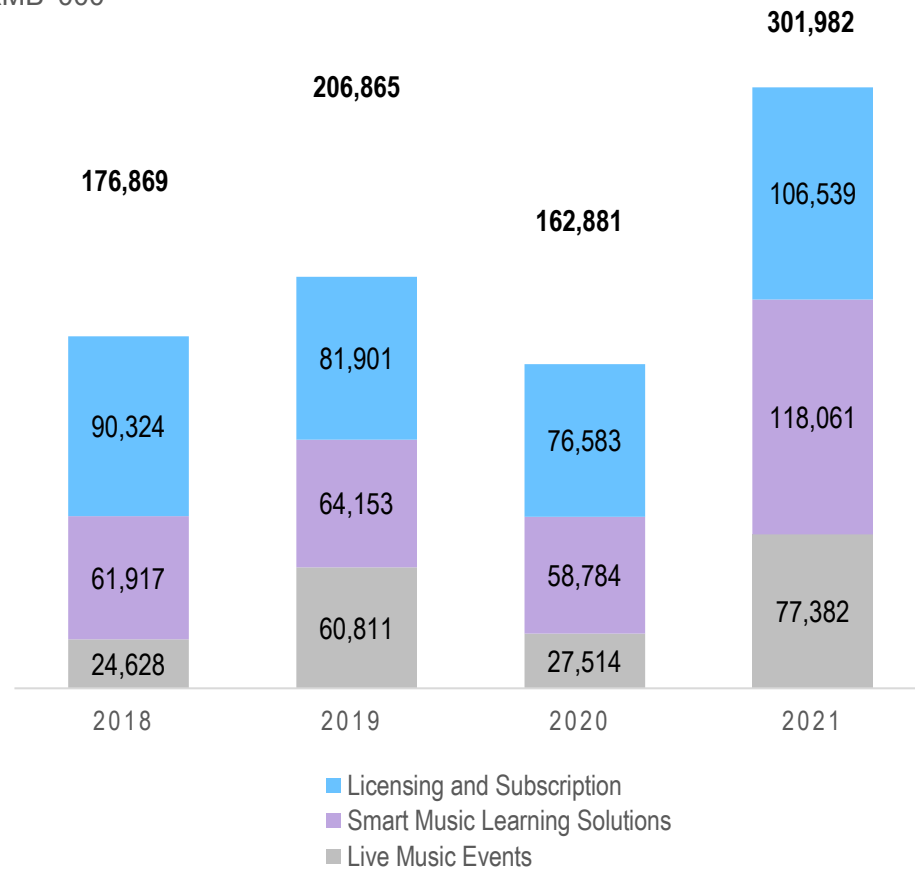
1. As of Dec 31, 2021

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

Growth Fueled by Diversified Revenue Sources

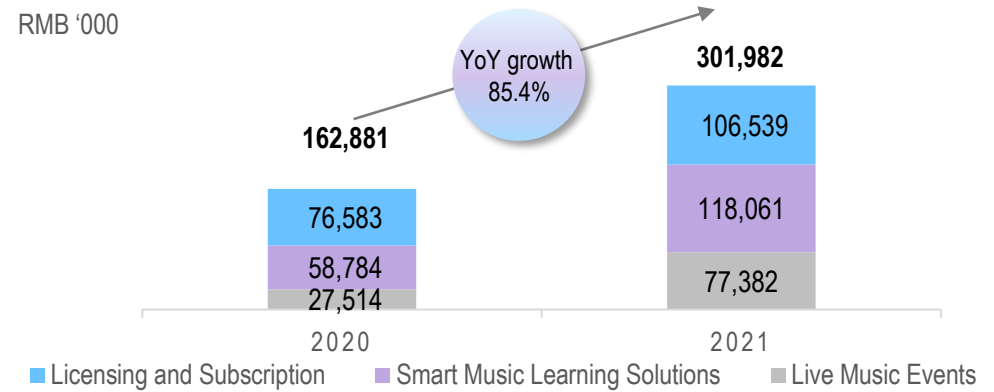
Revenue

RMB '000



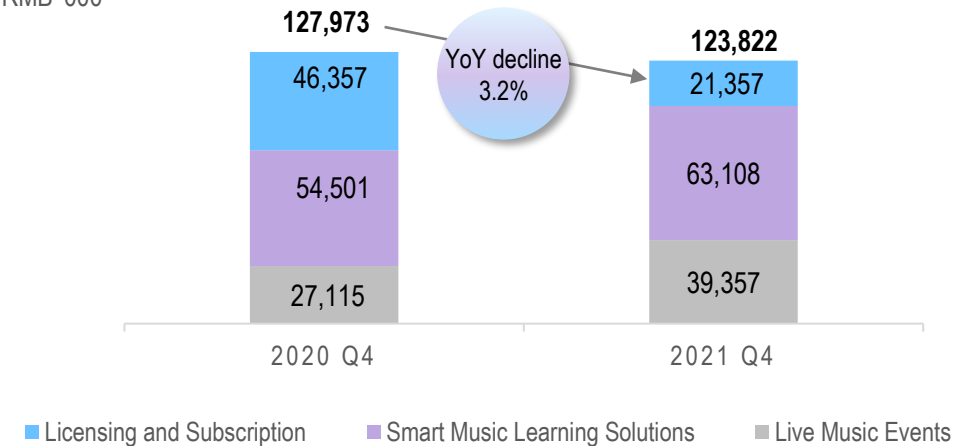
YoY Revenue Growth – Full Year

RMB '000



YoY Revenue Decline – The Fourth Quarter

RMB '000

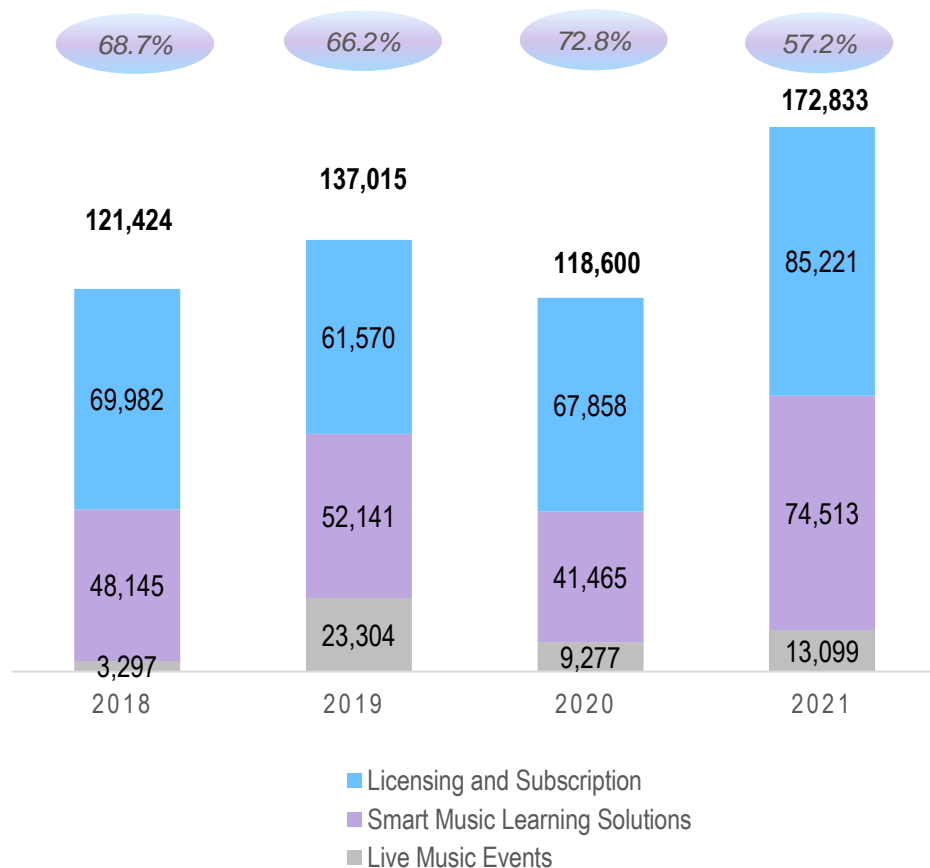


(1) Beijing International Music Festival merged with Kuke Music after February 29, 2020

Gross Profit and Gross Profit Margin Analysis

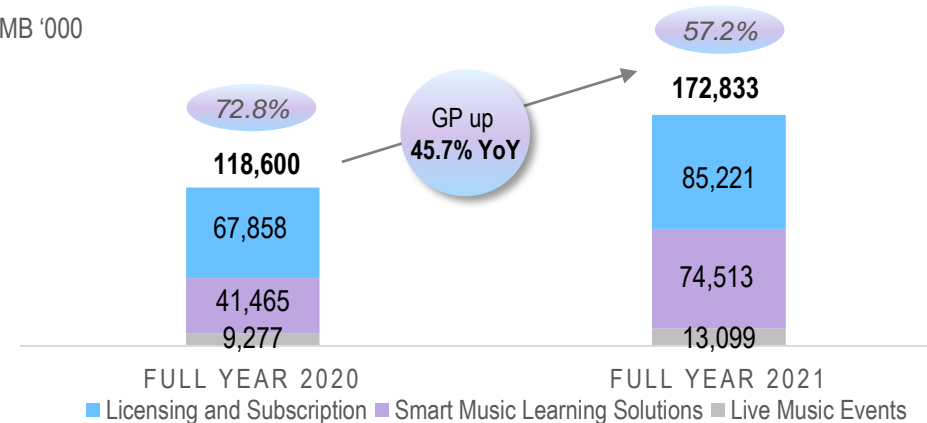
Gross Profit and Gross Profit Margin

RMB '000



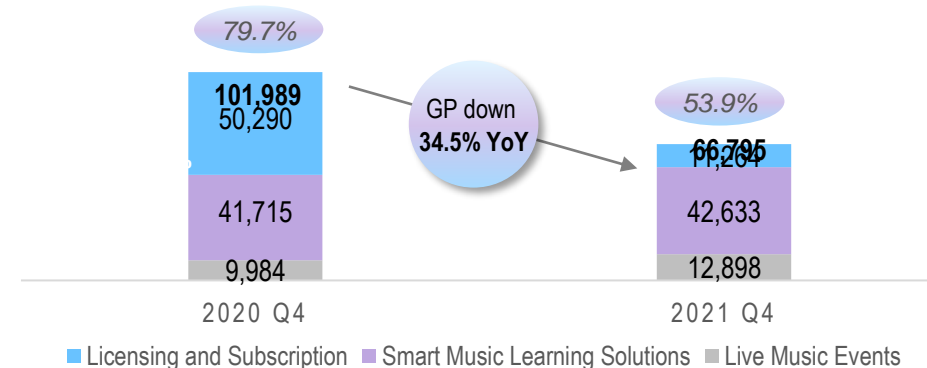
YoY Gross Profit Growth – Full Year

RMB '000



YoY Gross Profit Decline - The Fourth Quarter

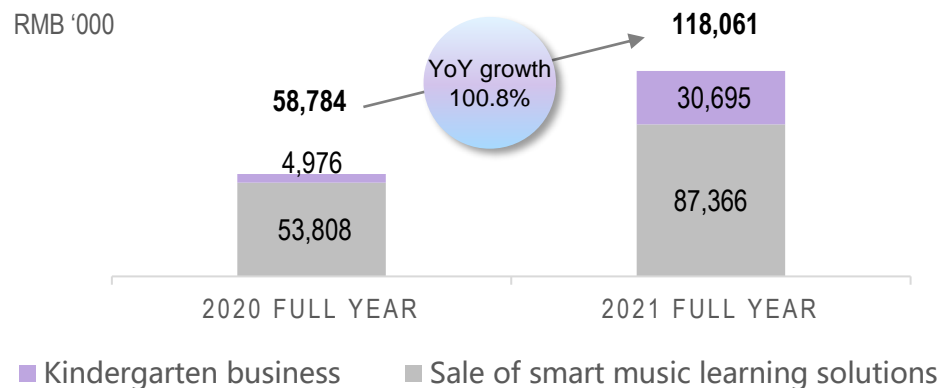
RMB '000



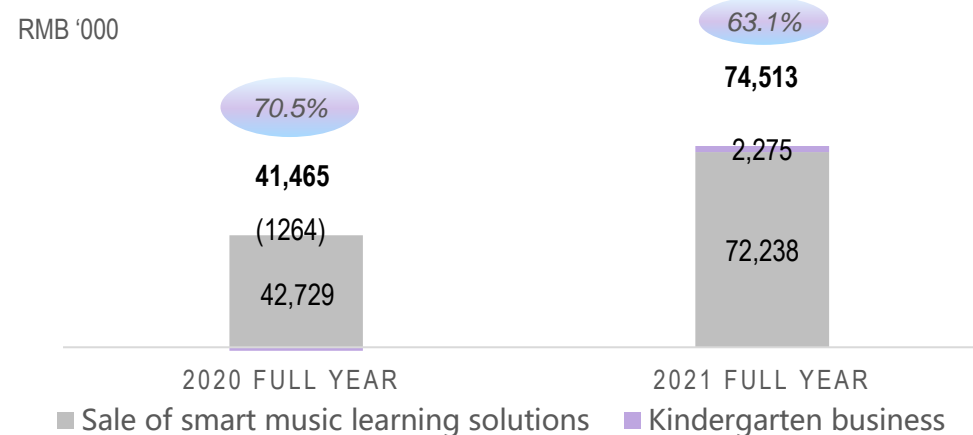
(1) Beijing International Music Festival merged with Kuke Music after February 29, 2020

Smart Music Learning Solutions Revenue and Gross Profit

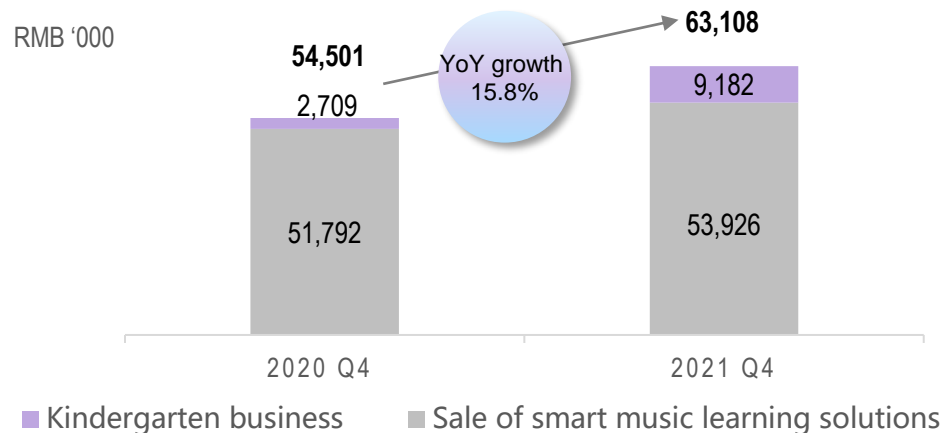
YoY Growth in Smart Music Learning Revenue:
Full Year



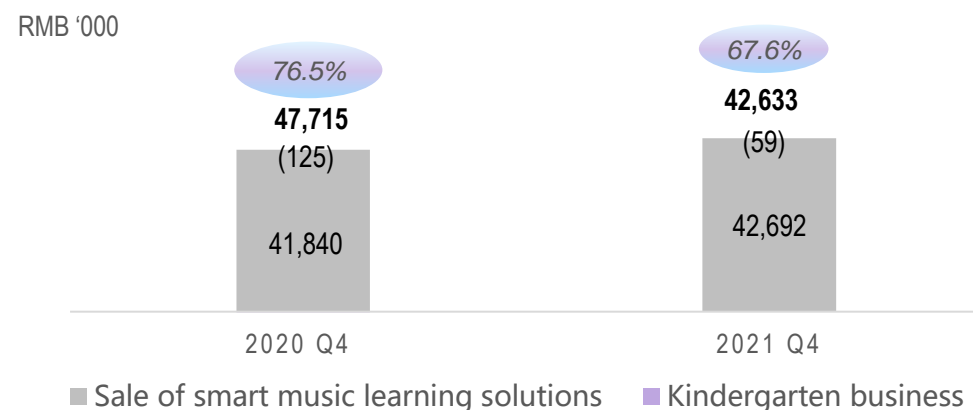
YoY Growth in Smart Music Learning Gross Profit:
Full Year



YoY Growth in Smart Music Learning Revenue:
The Fourth Quarter



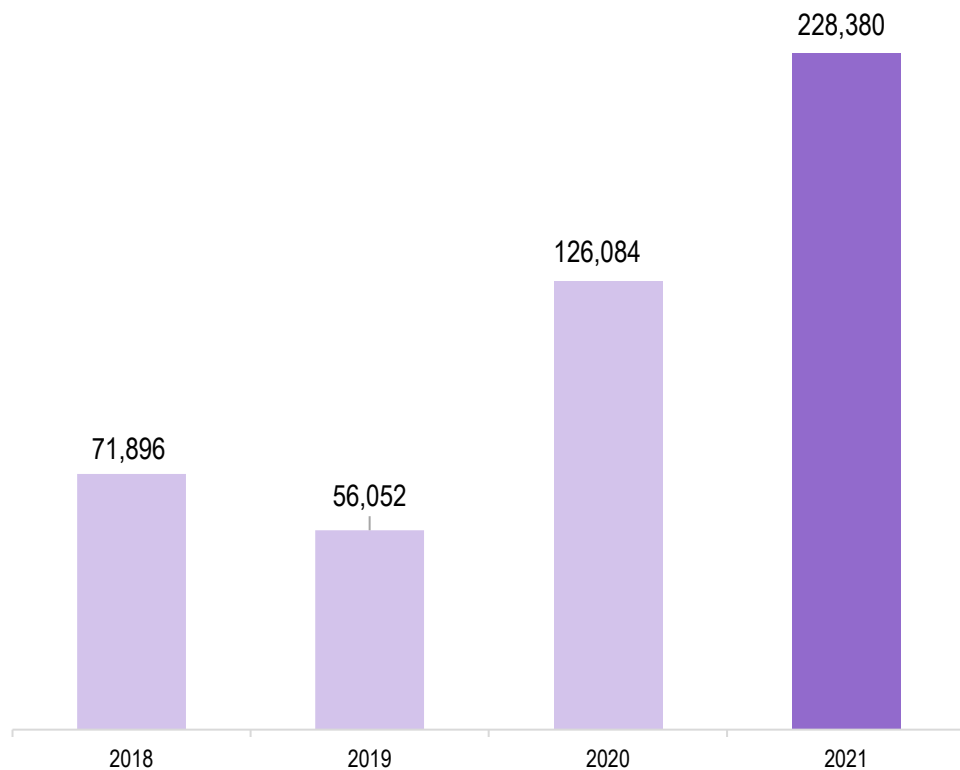
YoY Growth in Smart Music Learning Gross Profit:
The Fourth Quarter



Operating Expenses

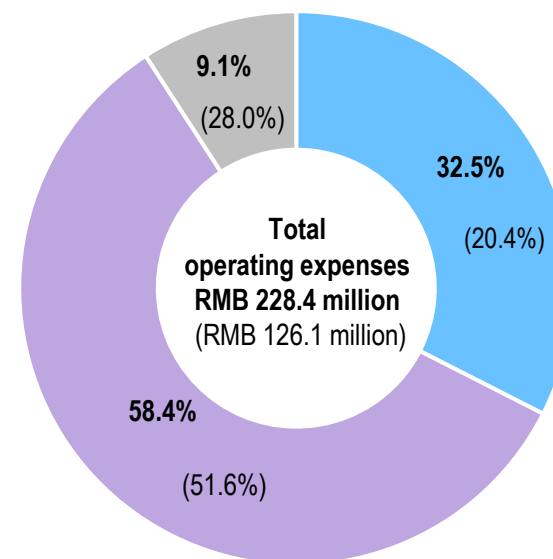
Operating Expenses

RMB '000



YoY Operating Expenses: Full Year

Jan-Dec 2021 (Jan-Dec 2020)



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

Q4 Non-IFRS Results: Profit Grows Further

2021 Q4 Non-IFRS Profit

RMB '000





Thanks!