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**柠萌影视**

**Linmon Media Limited**

**檸萌影視傳媒有限公司**

*(An exempted company incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 9857)**

**CONTINUING CONNECTED TRANSACTIONS  
RENEWAL OF THE LITERATURE WORK COPYRIGHT PURCHASE  
FRAMEWORK AGREEMENT**

**RENEWAL OF THE LITERATURE WORK COPYRIGHT PURCHASE FRAMEWORK  
AGREEMENT**

References are made to the announcements of the Company dated 2 September 2022 and 9 August 2023 in relation to the entering into of the Existing Literature Work Copyright Purchase Framework Agreement with Jinjiang Original and the amendment of its annual caps. Taking into account that the Existing Literature Work Copyright Purchase Framework Agreement will expire on 31 August 2024 and its annual caps will expire on 31 August 2024, and the Company intends to continue to carry out the transactions with Jinjiang Original under the agreement after 31 August 2024. Accordingly, based on the actual business needs, the Board hereby announces that the Company renewed the Literature Work Copyright Purchase Framework Agreement with Jinjiang Original on 27 March 2024, and the New Literature Work Copyright Purchase Framework Agreement will be effective from 1 September 2024 to 31 December 2025. Pursuant to which, Jinjiang Original and/or Jinjiang Members and associates agreed to licence all or part of the adaptation rights of their specific literature works to the Group for the production, promotion and distribution of drama series and other commercial works, and the Group agreed to pay copyright licensing fees to Jinjiang Original and/or Jinjiang Members and associates. The Existing Literature Work Copyright Purchase Framework Agreement remains valid until the New Literature Work Copyright Purchase Framework Agreement comes into effect.

**LISTING RULES IMPLICATIONS**

As at the date of this announcement, Tencent Mobility, a wholly-owned subsidiary of Tencent, is a substantial Shareholder of the Company holding approximately 18.95% interest in the Company. As Tencent is the controlling shareholder of China Literature which in turn holds 50% interest in

Jinjiang Original, Jinjiang Original constitutes a connected person of the Company under Rules 14A.07 and 14A.13 of the Listing Rules. As such, the entering into the New Literature Work Copyright Purchase Framework Agreement and the transactions contemplated thereunder constitute continuing connected transactions of the Company under Chapter 14A of the Listing Rules.

In respect of the transactions contemplated under the New Literature Work Copyright Purchase Framework Agreement, as the applicable percentage ratios calculated pursuant to Chapter 14A of the Listing Rules in respect of the highest annual cap for the copyright licensing fees payable by the Group to Jinjiang Original and/or Jinjiang Members and associates exceed 0.1% but are less than 5%, such transactions are subject to the reporting, announcement and annual review requirements but are exempt from the independent Shareholders' approval requirement under Chapter 14A of the Listing Rules.

## **NEW LITERATURE WORK COPYRIGHT PURCHASE FRAMEWORK AGREEMENT**

### **Date of Execution**

27 March 2024

### **Parties**

The Company; and

Jinjiang Original

### **Subject Matters**

The Group agreed to purchase the copyright of the literature works from Jinjiang Original and/or Jinjiang Members and associates, who agreed to, as the copyright owner, legal right owner or legal agent of the literature works, grant to the Group all or part of the adaptation rights of the literature works (including the adaptation rights of live-action drama series, animation adaptation rights and game adaptation rights) for the production, promotion and distribution of drama series (including but not limited to movies and TV series) and other commercial works (including animations and games), and both parties may cooperate in the development of physical peripheral derivatives for the drama series produced. The Group pays copyright licensing fees to Jinjiang Original and/or Jinjiang Members and associates for the development and production of drama series, animation games and other commercial works with respect to the licensed literature works.

### **Term**

For the period from 1 September 2024 to 31 December 2025.

## **Specific Agreements**

The parties may from time to time enter into specific agreements in accordance with the terms of the New Literature Work Copyright Purchase Framework Agreement for the copyright of certain literature works, which set out the detailed terms of the transactions contemplated under the New Literature Work Copyright Purchase Framework Agreement (including the specific scope of licensing, details of services and payment requirements). The terms of the specific agreements will be negotiated between the parties on an arm's length basis.

## **Pricing Policy**

The parties agree that the copyright licensing fees under the New Literature Work Copyright Purchase Framework Agreement will be determined based on the specific circumstances of the purchase of the literature work copyright and the principles of fairness and reasonableness. In particular, the copyright licensing fees will be determined after arm's length negotiations between the parties with reference to the market price and various commercial factors, including the validity period and limitations of the copyrights, popularity and commercial potential of the literature works. Given the uniqueness of each literature work, the above commercial factors are not applicable to all types of literature works and there is no quantitative formula to determine the purchase price of the copyrights of the literature works due to the diversity and uniqueness of each literature work, which shall be determined after arm's length negotiations between the parties taking into account the applicable commercial factors.

## **INTERNAL CONTROL MEASURES**

In order to ensure that the terms of the New Literature Work Copyright Purchase Framework Agreement are fair and reasonable, or on terms no less favourable to the Group than those available from independent third parties, and that the continuing connected transactions are conducted on normal commercial terms, the Group has adopted the following internal control procedures:

- (i) the Group has adopted and implemented a management system on connected transactions. Under such system, the audit committee of the Board is responsible for reviewing the compliance with relevant laws, regulations, the Company's policies and the Listing Rules in respect of the continuing connected transactions. In addition, the audit committee of the Board, the Board and various other internal departments of the Company (including but not limited to the finance department and the compliance and legal department) are jointly responsible for evaluating the fairness of the terms, the pricing policy and the annual caps under the New Literature Work Copyright Purchase Framework Agreement;
- (ii) the audit committee of the Board, the Board and various other internal departments of the Company will also regularly monitor the performance and transaction progress of the New Literature Work Copyright Purchase Framework Agreement. In addition, the management team of the Company also regularly reviews the pricing policy of the New Literature Work Copyright Purchase Framework Agreement;

- (iii) the independent non-executive Directors and the auditors will conduct annual review of the continuing connected transactions under the New Literature Work Copyright Purchase Framework Agreement and provide annual confirmations to ensure that the transactions are conducted in accordance with the terms of the agreement, on normal commercial terms and in accordance with the relevant pricing policies, in compliance with the requirements under Rules 14A.55 and 14A.56 of the Listing Rules;
- (iv) when considering the licensing fees received by the connected persons to the Company, the Company will continue to study the prevailing market conditions and practices and make reference to the prices and terms of similar transactions between the Company and independent third parties to ensure that the prices and terms offered by the above connected persons through mutual commercial negotiations (as the case may be) are fair and reasonable and no less favourable to the Group than those offered by independent third parties; and
- (v) in considering any subsequent renewal or amendment to the New Literature Work Copyright Purchase Framework Agreement, the interested Directors and Shareholders shall abstain from voting on the resolutions approving such transactions at the Board meetings or the Shareholders' meetings (as the case may be), and the independent non-executive Directors and the independent Shareholders have the right to consider whether the terms of the non-exempt continuing connected transactions (including the proposed annual caps) are fair and reasonable, on normal commercial terms and in the interests of the Company and the Shareholders as a whole. If the approval of the independent non-executive Directors or the independent Shareholders is not obtained, the Group will not proceed with the transactions under the New Literature Work Copyright Purchase Framework Agreement unless such transactions constitute exempted continuing connected transactions under Rule 14A.73 of the Listing Rules.

## **HISTORICAL ANNUAL CAPS AND HISTORICAL AMOUNTS**

For the period from 2 September 2022 to 31 December 2022, for the year from 1 January 2023 to 31 December 2023 and for the period from 1 January 2024 to 31 August 2024, the annual caps for the transactions contemplated under the Existing Literature Work Copyright Purchase Framework Agreement are set out below:

| <b>For the<br/>period from<br/>2 September<br/>2022 to<br/>31 December<br/>2022<br/>(RMB'000)</b> | <b>For the<br/>year from<br/>1 January<br/>2023 to<br/>31 December<br/>2023<br/>(RMB'000)</b> | <b>For the<br/>period from<br/>1 January<br/>2024 to<br/>31 August<br/>2024<br/>(RMB'000)</b> |
|---|---|---|
|---|---|---|

|   |        |        |        |
|---|--------|--------|--------|
| Copyright licensing fees payable by the Group to<br>Jinjiang Original and/or Jinjiang Members and<br>associates | 40,000 | 17,000 | 27,000 |
|---|--------|--------|--------|

For the period from 2 September 2022 to 31 December 2022, for the year from 1 January 2023 to 31 December 2023 and for the period from 1 January 2024 to 29 February 2024, the historical amounts of copyright licensing fees paid by the Group to Jinjiang Original and/or Jinjiang Members and associates under the Existing Literature Work Copyright Purchase Framework Agreement are set out below:

| <b>For the<br/>period from<br/>2 September<br/>2022 to<br/>31 December<br/>2022<br/>(RMB'000)</b> | <b>For the<br/>year from<br/>1 January<br/>2023 to<br/>31 December<br/>2023<br/>(RMB'000)</b> | <b>For the<br/>period from<br/>1 January<br/>2024 to<br/>29 February<br/>2024<br/>(RMB'000)</b> |
|---|---|---|
|---|---|---|

|  |   |       |   |
|--|---|-------|---|
| Copyright licensing fees paid by the Group to<br>Jinjiang Original and/or Jinjiang Members and<br>associates | 0 | 5,279 | 0 |
|--|---|-------|---|

#### **ANNUAL CAPS AND BASIS FOR DETERMINING THE ANNUAL CAPS**

The annual caps for the transactions contemplated under the New Literature Work Copyright Purchase Framework Agreement for the period from 1 September 2024 to 31 December 2024 and for the year from 1 January 2025 to 31 December 2025 are set out below:

| <b>For the<br/>period from<br/>1 September<br/>2024 to<br/>31 December<br/>2024<br/>(RMB'000)</b> | <b>For the<br/>year from<br/>1 January<br/>2025 to<br/>31 December<br/>2025<br/>(RMB'000)</b> |
|---|---|
|---|---|

Copyright licensing fees payable by the Group to Jinjiang

|   |        |        |
|---|--------|--------|
| Original and/or Jinjiang Members and associates | 18,000 | 35,000 |
|---|--------|--------|

The above annual caps have been determined after taking into account the Group's latest procurement strategy and business arrangement for literature works and the following factors, including: (1) the number and price of copyrights that are under negotiation or expected to be cooperated between the Group and Jinjiang Original; (2) the validity period of the copyrights that are under negotiation or expected to be cooperated between the Group and Jinjiang Original, the popularity and commercial potential of the literature works; and (3) the increase in the price of premium IP resources brought by the recent broadcasting of popular drama series with similar genre.

## **REASONS FOR AND BENEFITS OF RENEWAL OF THE LITERATURE WORK COPYRIGHT PURCHASE FRAMEWORK AGREEMENT**

The Company believes that certain premium IP resources of Jinjiang Original have great commercial potential. The cooperation with Jinjiang Original will help the Company obtain and utilise premium IP resources to develop more premium drama series, thereby further enhancing the Company's revenue, which is in the interests of the Company and its Shareholders as a whole.

## **OPINIONS OF THE BOARD**

Having considered the above factors, the Directors (including the independent non-executive Directors) are of the view that the entering into the New Literature Work Copyright Purchase Framework Agreement and the transactions contemplated thereunder are in the interests of the Company and its Shareholders as a whole. The terms of the New Literature Work Copyright Purchase Framework Agreement and the annual caps thereunder are fair and reasonable, and the transactions contemplated thereunder are on normal commercial terms and in the ordinary and usual course of business of the Company.

As Mr. Sun Zhonghuai, a non-executive Director, is considered to have a material interest in the transactions contemplated under the New Literature Work Copyright Purchase Framework Agreement by virtue of his senior management position in Tencent, he has abstained from voting on the relevant Board resolution approving the New Literature Work Copyright Purchase Framework Agreement.

Save as disclosed above, none of the other Directors has a material interest in the transactions contemplated under the New Literature Work Copyright Purchase Framework Agreement and none of the other Directors is required to abstain from voting on the relevant Board resolution.

## **LISTING RULES IMPLICATIONS**

As at the date of this announcement, Tencent Mobility, a wholly-owned subsidiary of Tencent, is a substantial Shareholder of the Company holding approximately 18.95% interest in the Company. As Tencent is the controlling shareholder of China Literature which in turn holds 50% interest in Jinjiang Original, Jinjiang Original constitutes a connected person of the Company under Rules 14A.07 and 14A.13 of the Listing Rules. As such, the entering into the New Literature Work Copyright Purchase Framework Agreement and the transactions contemplated thereunder constitute continuing connected transactions of the Company under Chapter 14A of the Listing Rules.

In respect of the transactions contemplated under the New Literature Work Copyright Purchase Framework Agreement, as the applicable percentage ratios calculated pursuant to Chapter 14A of the Listing Rules in respect of the highest annual cap for the copyright licensing fees payable by the Group to Jinjiang Original and/or Jinjiang Members and associates exceed 0.1% but are less than 5%, such transactions are subject to the reporting, announcement and annual review requirements but are exempt from the independent Shareholders' approval requirement under Chapter 14A of the Listing Rules.

## **INFORMATION ON THE PARTIES**

### **The Group**

The Group is a PRC drama series company with an abundant reserve of original IPs focusing on creating high-ratings drama series. The Group is committed to the full value chain operation of drama series, including investment, production, distribution, promotion and derivatives licensing.

### **Jinjiang Original**

Jinjiang Original is a service company that provides an interactive communication channel and creation platform for literature creators and publishers, and owns various excellent IP resources. Jinjiang Wenxuecheng (晉江文學城), which is owned and operated by Jinjiang Original is one of the most influential female-oriented original literature websites in Mainland China. Its main businesses include the creation of drama series, games and other copyrights, electronic copyright business, overseas copyright cooperation and physical publication business, etc. To the best of the Company's knowledge having made reasonable inquiries, Jinjiang Original is held as to 50%, 30% and 20% by China Literature, Ms. Huang Yanming and Mr. Liu Xudong respectively, of which China Literature is a company listed on the Main Board of the Stock Exchange (stock code: 772) and is principally engaged in online literature and IP incubation businesses.

## DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

|   |   |
|---|---|
| “associate(s)”  | has the meaning ascribed to it under the Listing Rules  |
| “Board”   | the board of Directors of the Company   |
| “China Literature”  | China Literature Limited, an exempted company incorporated in the Cayman Islands on 22 April 2013, the shares of which are listed on the Main Board of the Stock Exchange (stock code: 772), and a subsidiary of Tencent    |
| “Company”   | Linmon Media Limited (檸萌影視傳媒有限公司), an exempted company incorporated in the Cayman Islands with limited liability on 10 June 2021, the shares of which are listed on the Main Board of the Stock Exchange (stock code: 9857) |
| “connected person(s)”   | has the meaning ascribed to it under the Listing Rules  |
| “Director(s)”   | the director(s) of the Company  |
| “Existing Literature Work Copyright Purchase Framework Agreement” | the framework agreement dated 2 September 2022 entered into between the Company and Jinjiang Original in relation to the purchase of copyright of literature works  |
| “Group”   | the Company, its subsidiaries and the consolidated affiliated entities  |
| “Hong Kong”   | Hong Kong Special Administrative Region of the PRC  |
| “Jinjiang Members”  | subsidiaries and consolidated affiliated entities of Jinjiang Original  |
| “Jinjiang Original”   | Beijing Jinjiang Original Networking Technology Co., Ltd., a company incorporated in the PRC on 13 March 2006 which is owned as to 50% of its interest by China Literature as at the date of this announcement              |
| “Listing Rules”   | the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, as amended, supplemented or otherwise modified from time to time  |

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| “New Literature Work Copyright Purchase Framework Agreement” | the framework agreement dated 27 March 2024 entered into between the Company and Jinjiang Original in relation to the purchase of copyright of literature works   |
| “PRC”  | the People’s Republic of China, which for the purpose of this announcement, excludes Hong Kong, the Macau Special Administrative Region and Taiwan  |
| “RMB”  | Renminbi, the lawful currency of the PRC  |
| “Shareholder(s)”   | holder(s) of shares of the Company  |
| “Stock Exchange”   | The Stock Exchange of Hong Kong Limited   |
| “subsidiary(ies)”  | has the meaning ascribed to it under the Listing Rules  |
| “substantial shareholder(s)”                                 | has the meaning ascribed to it under the Listing Rules  |
| “Tencent”  | Tencent Holdings Limited, a limited liability company organized and existing under the laws of the Cayman Islands, the shares of which are listed on the Main Board of the Stock Exchange (stock code: 700), Tencent and its subsidiaries are principally engaged in the provision of communications, social networking, digital content, gaming, online advertising, financial technology and business services in the PRC |
| “Tencent Mobility”   | Tencent Mobility Limited, a private company limited by shares incorporated in Hong Kong, which holds approximately 18.95% interest in the Company and is a subsidiary of Tencent  |
| “%”  | per cent  |

By order of the Board  
**Linmon Media Limited**  
**Su Xiao**  
*Chairman*

Beijing, PRC  
27 March 2024

*As at the date of this announcement, the executive directors of the Company are Mr. Su Xiao, Ms. Chen Fei, Ms. Xu Xiao’ou and Mr. Zhou Yuan; the non-executive directors of the Company are Mr. Sun Zhonghuai and Mr. Zhang Rong; and the independent non-executive directors of the Company are Ms. Long Yu, Mr. Jiang Changjian and Ms. Tang Songlian.*