

Special Award for Medium and Established Enterprises – Medialink Group Limited 中型企業特別獎 – 羚邦集團有限公司



Report Summary

Provided by Medialink Group Limited

Company Background

Medialink Group Limited (2230.hk) is an international IP management company based in Hong Kong with operations in Mainland China, Taiwan, Japan and Southeast Asia. With nearly 30 years of experience in the media content distribution and brand licensing business, the Group is the leading dynamic market mover trusted by some of the world's most renowned brands, and the first of its kind company listed on the mainboard of the Hong Kong Stock Exchange since 2019.

The Group's media content distribution business brings animation series, variety shows, drama series and feature films to audiences across the world working with over 91 platforms and entertainment giants. The Group's brand licensing business work with brands across sectors such as toys, apparel, food and beverages and shopping malls. Among our many industry leading clients are Alipay (digital collectables), Lancôme, NetEase Games, Tencent and Uniqlo.

The Group also develops its own online media content platform Ani-One® Asia, which has more than 2.75 million subscribers and more than 440 million views on its YouTube channel as of 15 September 2022, Ani-Kids®, an edutainment VOD channel, and e-commerce platforms Ani-Mall® and Whateversmiles®.

Leadership

Our organizational structure provides employees at all levels with a thorough understanding of their roles and responsibilities, and enables us to ensure the effective allocation of resources and efficient operation of our day-to-day business.

Our senior staff members lead with our core values of "Passion, Persistence and Partnership". They engage with employees at the Group's regional annual and regular town hall meetings, and our corporate vision is also shared with staff through employees' handbook, internal emails, our website and social media channels.

The composition of our Board of Directors is reflective of our commitment to diversity, with its members drawn from varied professional backgrounds and a gender ratio of three men to four women.

報告摘要

本報告摘要由羚邦集團有限公司提供

公司背景

羚邦集團有限公司 (2230.HK) 是一家國際知識產權 (「IP」) 管理公司，總部位於香港業務遍及中國、台灣、日本及東南亞。憑藉近30年的媒體內容發行和品牌授權業務經驗，深受全球多個知名品牌信賴，亦是自2019年以來首家在香港聯交所主板上市的同類公司。

集團的媒體內容發行業務與逾91個平台及知名娛樂巨頭合作，為全球觀眾帶來動畫、綜藝、電視劇及電影；品牌授權業務與多個品牌合作，橫跨玩具、服裝、食品飲料及商場等行業，當中包括支付寶 (數字藏品)、Lancôme、網易遊戲、騰訊及Uniqlo等多個行業領先客戶。

集團亦發展自有線上平台 Ani-One® Asia，截至2022年9月15日，其在YouTube上擁有逾2.75百萬位訂閱量及逾440百萬次播放量，亦設有益智點播 Ani-Kids® 頻道，電子商務平台 Ani-Mall® 及 Whatsmiles®。

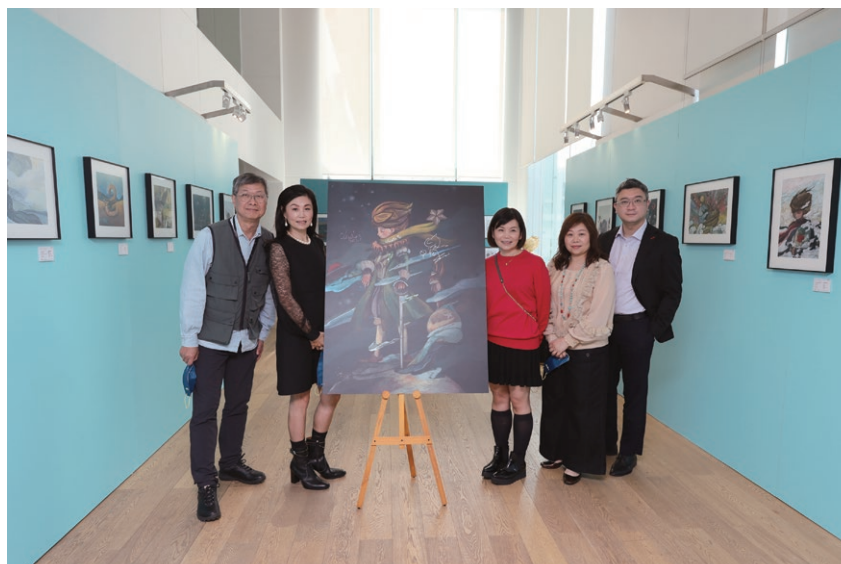
領導才能

我們的組織架構有助僱員了解其角色及職責，確保集團能有效分配資源及經營日常業務。

高級僱員堅守「熱誠、堅持及合作」的核心價值，並與其他僱員參與集團的年度及定期區域全員大會，且透過員工手冊、內部電郵、公司網站及社交媒體分享企業願景。

董事會來自不同專業背景，比例為三男四女，反映集團對多元化的承諾。

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“Le Petit Prince - Le Havre” Exhibition held by Medialink in Harbour City.
羚邦集團於海港城舉行“小王子「星の流浪曲 Le Havre」畫展”。

Strategy

Our corporate strategy is developed leveraging the rich experience of both our company and board members and senior management team. In 2019 we established a comprehensive five-year, seven-pillar growth strategy, which focuses on refining and expanding our entire IP management ecosystem and ultimately ensures our sustainability.

While this strategy guides our long-term development, we adopt a pragmatic and flexible approach to our operations. Our short-term plan is set annually and is adjusted according to current trends and micro and macro economic factors. The adaptability of our operation proved particularly useful in the wake of COVID-19 when we made timely changes to our strategy, such as accelerating the development of our own e-commerce platforms, in order to mitigate the negative effects of the pandemic.

Customers

Our client relationships are based on mutual transparency and close communication. We arrange regular meetings and onsite visits with our customers to ensure their needs are being met and ask that they provide us with reports detailing viewership and other performance indicators for analysis purposes. We also make use of surveys, interviews and focus groups to determine the needs of licensees.

In addition to maintaining a master list of existing customers to help identify new opportunities, we frequently participate in trade shows and online webinars to conduct in-depth market research and reach new potential customers.

策略

我們根據公司、董事會成員及高級管理團隊的豐富經驗制定企業策略。於2019年，我們制定五年增長戰略及七大支柱，專注完善及擴展IP管理生態系統，以確保可持續發展。

該策略引導我們的長期發展，亦因應業務採取務實及靈活的方針。我們每年制定短期計劃，根據當前趨勢及微觀和宏觀經濟因素進行及時調整，如加快發展自有電子商務平台，業務的適應性在疫情減退時尤其適用，以減輕疫情的負面影響。

客戶

客戶關係建基於彼此透明度和緊密溝通。與其安排定期會議及實地探訪，以確保滿足其需要，且要求其提供收視率報告及表現指標以作分析。我們亦透過調查、訪問及焦點小組確定授權方的需要。

除維持現有客戶基礎以發掘新機會外，我們亦參與貿易展覽及線上研討會，以進行深入市場研究及接觸潛在客戶。

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Measurement, Analysis, and Knowledge Management

We hold regular meetings with various departments to gather new insights, proposals and feedback and analyze the Group's KPIs. This information is shared with other teams via departmental meetings before being put into writing and added to the Group's shared drives which can be accessed by all staff members. The insights are also reviewed and discussed at Executive Committee and Board of Directors meetings.

Workforce

We attach great importance to the satisfaction and well-being of our employees, and, as a result, around 10% of our workforce has been with us for more than 10 years.

We conduct annual performance appraisals to identify the strengths and weaknesses of every employee and to provide actionable objectives to improve their performance where necessary. These sessions also allow us to ensure our people are being fairly compensated and have job satisfaction.

In addition to a fixed salary, all employees are entitled to annual leave, paid sick leave, maternity leave, paternity leave and compassionate leave and a discretionary year-end bonus, as well as other benefits such as medical and dental insurance, and eligible to participate in the Group's share award scheme.

We also provide an array of self-development opportunities, including training programs covering everything from media skills to ESG requirements.

Operations

Medialink's business operations focus on the distribution of high-quality media content and the facilitation of lucrative and appropriate licensing arrangements.

Our Standard Operating Procedures were formed using the feedback gained through our close working relationships with customers, suppliers, and partners, enabling us to develop the most efficient work processes.

We review the Group's sales performance on a weekly basis to ensure our operations remain effective, and we also regularly monitor our workflow and work procedures to improve operational efficiency.

評估、分析和知識管理

與各部門定期舉行會議，以收集新見解、建議及反饋，並分析關鍵績效指標。於記錄前，我們會透過部門會議與其他團隊分享，並將其放至共享檔案。各項見解亦會於執行委員會及董事會會議上進行檢討及討論。

工作團隊

我們重視員工的滿足感和福祉，約10%僱員已任職逾10年。

我們進行年度表現評估以識別其長短處，並在需要時制定可行目標協助其改善表現。這些環節讓我們確保其獲得公平的報酬及工作滿足感。

除固定薪酬外，其均享有年假、有薪病假、產假、侍產假及恩恤假、酌情年終花紅及醫療和牙科保險等福利，並有權參與股份獎勵計劃。

我們亦提供一系列自我發展機會，涵蓋媒體技能以至ESG要求的培訓課程。

營運

我們的業務營運專注於分銷優質媒體內容及促進具盈利能力及合適的授權安排。

標準營運程序是根據與客戶、供應商及合作夥伴緊密合作所得的反饋所制定，使我們能夠開發出最有效的工作流程。

我們每週檢討銷售表現，以確保業務保持高效，亦定期監察工作流程及程序，以提高營運效率。

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Results

Given the relationship-driven nature of our industry, Medialink's success is largely dependent on forging strong relationships with content and brand owners. The fact that some of our business partners have been working with us for decades, is, therefore, a testament to our high service standards and effective operations.

The Group's commitment to excellence and effective corporate strategy are continually reflected in its performance results and business achievements. Despite the uncertain economic environment and the ongoing impact of COVID-19, in 2021/2022 financial year, the Group's total revenue grew by 18.7% to HK\$397.9 million while profit up 10% to HK\$42.4 million.

The Group's own Ani-One® channel is expanding at an impressive rate, having recently entered 10 new territories and reached 440 million YouTube views as of 8 September 2022. Many of the Group's co-investment projects have achieved excellent results in recent years, with titles such as "KIKI & NUNA (奇奇和努娜)" (Season 1) and "One Second Champion (一秒拳王)" winning both critical acclaim and an array of national and international awards.

Our dedication to excellence extends to the fulfillment of our corporate social responsibility, and this has been recognized through the receipt of a number of accolades over the years. Recent awards garnered include the Outstanding Caring Award from the Industry Cares Recognition Scheme 2021, Directors Of The Year Awards 2021 in the Listed Companies Categories by The Hong Kong Institute of Directors, Market Leadership in Brand Licensing at The Market Leadership Award 2021 by Hong Kong Institute of Marketing Recognition.

業績

鑒於行業的性質以關係為導向，故我們的成功很大程度上取決於與內容及品牌擁有者建立的穩固關係。部分業務夥伴已與我們合作數十年，證明我們的服務優秀，營運效率超卓。

集團對卓越及有效企業策略的承諾，持續反映在業績及業務成就上。儘管經濟環境不明朗，並受疫情影響，集團於2021/2022財年的總收入仍增長18.7%至397.9百萬港元，溢利亦提高10%至42.4百萬港元。

Ani-One®發展一日千里，最近已進入10個新地區，截至2022年9月8日YouTube觀看次數達440百萬。多個共同投資項目近年均取得好成績，如「奇奇和努娜」(第一季)及「一秒拳王」等，囊括多項國家及國際獎項。

我們的努力亦伸展至企業社會責任的履行，多年來獲表揚，如2021「工業獻愛心」表揚計劃中榮獲「卓越關懷獎」、香港董事學會頒發的「上市公司類別」的「2021年度董事獎」、於香港市務學會2021年市場領袖獎中榮獲「品牌授權市場領袖獎」。



Medialink Group Limited (2230.HK) listed on the Main Board of The Stock Exchange of Hong Kong Limited on 21 May 2019.

羚邦集團 (2230.HK) 2019年5月21日於香港交易所主板上市。