

# Sino Vision's Transformation Moves into High Gear

Sino Vision (08086), which has gone through rapid transformation after gaining controlling shares, has just announced its first quarter results as of March 31, 2018. Losses are inevitable, but looking closely at the numbers, its newly acquired businesses have provided profitable contributions, implying improved future performance.

Sino Vision completed the acquisition of Sense Media – a company specializing in media business, including comprehensive brand marketing, planning and design. It is able to carry out product design and business operations for licensed intellectual property and brands by leveraging on the vast resources in Greater China Region, and on Sense Media's powerful operating liquidity.

Sense is also a pioneer in the 'IP+AR+Food&Beverage' business concept in China. And its licensed IP rights for "Le Petit Chef", "Little Ice Cream Parlor", and "Dinner Story: Marco Polo", have brought in new business opportunities and revenue for Sino Vision. Since the acquisition of Sense Media, relevant businesses have contributed approximately 12.13 million yuan in revenue. Meanwhile, the acquisition of Strong Network Group was completed this January, and Strong Network Group launched the business of sportswear apparel distribution in February – a move which has brought in about 16.4 million yuan in revenue.

So far, Sense Media's 'Le Petit Chef IP series' can be found in 17 cities and regions, including Hong Kong, Taipei, Shanghai, Beijing, Shenzhen and Sanya, with partnership established with more than 20 five-star hotels and high-end restaurants. It's clear that this project has become a darling for major brands to cooperate with.

Sino Vision is gearing up for IP cooperation in film and television, culture, sports and other industries with a strong sales network in the Greater China Region, further expanding its business domain and footprint as a smart property rights and service provider. It is believed that most of Sino Vision's future revenue will come from newly acquired businesses, gradually taking over from its original e-commerce operations. This will enable the company to emerge from its previous losses, and at the same time, make a clean break with its online operations.