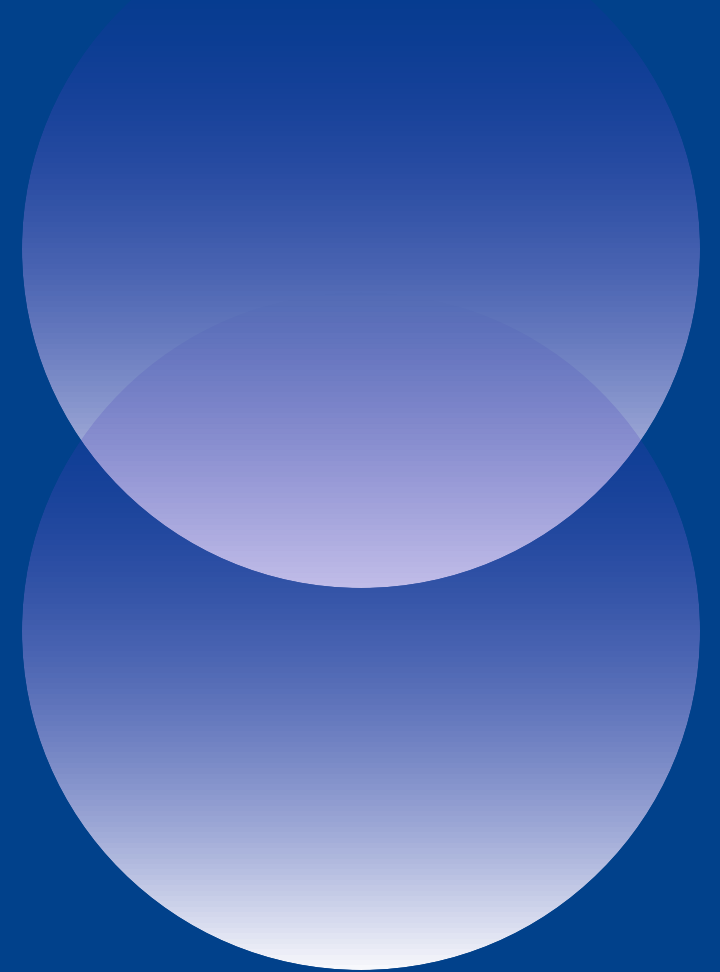


Zhongshan (Beijing)
Cultural Industry Co., Ltd.

Corporate Introduction

Oct. 25



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About ZHONGSHAN

Industry Segments

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Zhongshan (Beijing) Cultural Industry Co., Ltd.

- Zhongshan Culture is subordinate to the China Association for Science and Technology (CAST, national ministerial-level unit), serving as the operator of CAST Science and Technology Museums, and Tier-1 strategic partner of the National Stadium (Bird's Nest) and Tiananmen Cultural Tourism IP.
- As a state-owned enterprise integrating technology and culture, Zhongshan Culture actively responds to national cultural development policies, and is committed to building itself into an ecological economic platform in the fields of culture, technology, and sports. It has participated in organizing numerous large-scale performances and events. The Group will continue to increase investment, fully focus on the deep integration of digitalization and cultural industries, form an innovative development model driven by both technology and culture, and better serve the high-quality development of local cultural tourism undertakings.



Group intro: CHINA ASSOCIATION FOR SCIENCE AND TECHNOLOGY(CAST)

- The China Association for Science and Technology (CAST) is a mass organization of China's science and technology workers, a constituent unit of the Chinese People's Political Consultative Conference (CPPCC), and undertakes functions such as promoting the development of national science and technology and safeguarding the rights and interests of science and technology workers.
- It is an important force in promoting the development of Chinese science and technology. CAST is composed of national societies, associations, and research institutes (214 in total), as well as local science and technology associations (4,470 at the provincial level, 8,879 at the municipal level, and 9,646 at the county level) and grassroots organizations.

Technology Reconstructing Culture

Tech Platform

- Digital Venue Management System (applied to the modular operation of national-level venues)
- Construction of the Cultural Data Platform: Integrates user and consumer data, channel construction & sharing, and product supply chain systems to provide replicable solutions for IP product.

Culture Experience

- International-level Cultural & Sports event (e.g., international football commercial matches, international marathons, Waterbomb Music Festival)
- Immersive Cultural Experience (e.g., AR Livehouse performances, LBE experiences)
- Digital Content (e.g., development of innovative commercialization models for digital virtual idols)

Industrial Network

- Industry-Academia-Research-Application Innovation Consortium (in collaboration with CAST)
- Venue digital infrastructure (activate state-owned assets in key cities)
- Develop live house partnership for performances, and an artist management resource coordination platform.
- IP peripheral ecosystem (product development, online sales, offline activities, logistics management, and community operation)

Industry Segments

CAST resources

government & cultural tourism

Ministry of Education collaboration

SOE strategic cooperation

Decoding Cultural Trends

Technology Capability Adaptation

Application innovation

Stadium Management

IP Incubation

Performances and Events

Digitalization of entertainment

Digital Retail

Large sports venues

Tiananmen Cultural Tourism IP

international sports events

digital public fitness gyms

Digital retail offline stores

local science & technology museums

local cultural and tourism IP

concert investment

virtual idol performances

integrated operation of online channels

Livehouse venues

celebrity merchandise

Live House tours

international online digital performances

celebrity peripheral pop-up stores

study & research education bases

virtual idol IP

Large music festivals

LBE large-space projects

supply chain system support

Synergistic Development of Business Formats

Key Project Introduction

Co-Operation of national Stadium and venue

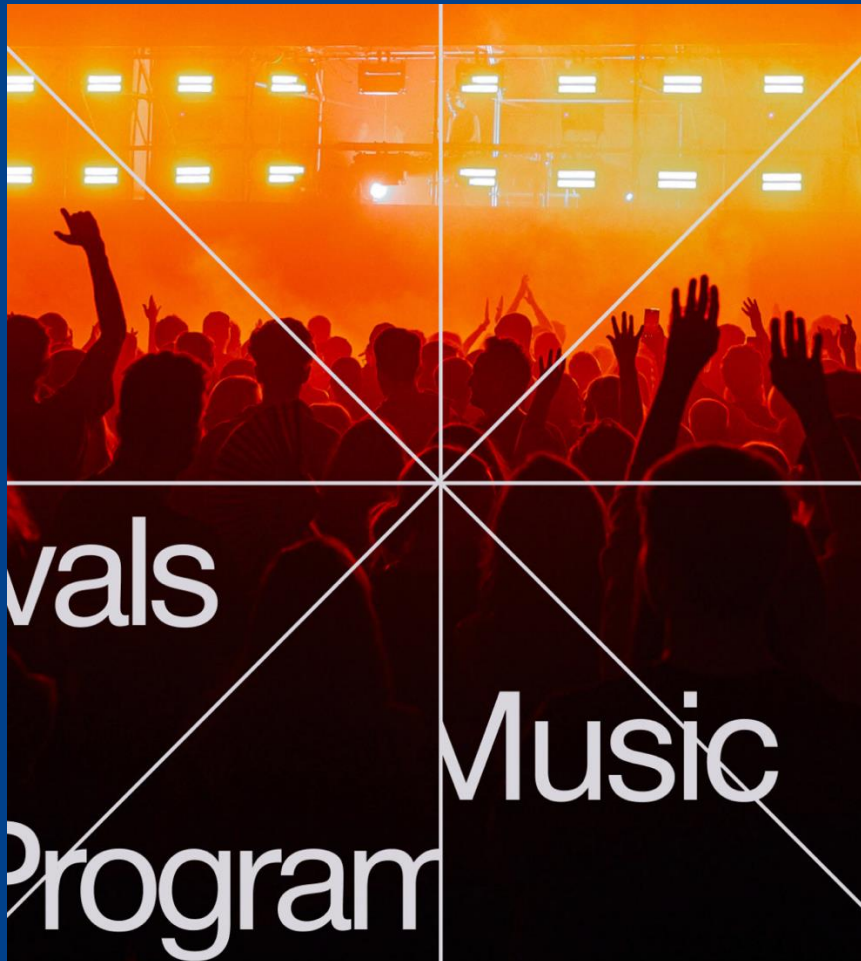


Zhongshan and the Bird's Nest: Co-building a New Chapter of Corporate Activities

- Zhongshan Culture has established a strategic partnership with the National Stadium (Bird's Nest) to build a cultural and sports industry landscape with a forward-looking vision.
- As a Tier-1 strategic partner of the Bird's Nest, we rely on this world-class landmark venue to create a full-scenario commercial ecosystem integrating top-tier event planning, brand strategy incubation, and high-end business social interaction.
- We provide full-cycle solutions tailored to enterprises' personalized needs (from event strategy to scenario implementation), including customized industry summits, brand strategy conferences, high-end business banquets, and immersive team empowerment projects.

Key Project Introduction

Cultural Performance Organization & Resource Integration



Music Festival, Cultural and Entertainment IP Incubation, Implementation and Operation

- Zhongshan Culture reconstructs the cultural and entertainment industry ecosystem, focusing on building an international-level music festival IP matrix, immersive indoor music theaters, and a IP incubation system for the cultural and entertainment industry.
- Relying on the Group's resources, we have created a "Music × Art × Commerce × Cultural Tourism" multi-dimensional business integration model.
- Driven by the "Music +" ecological engine, we promote industrial innovation and build a full-dimensional cultural and entertainment scenario covering the full-case operation of international music festivals, the renewal of urban music landmarks, and celebrity art curation.

Key Project Introduction

Music Festival Cooperation

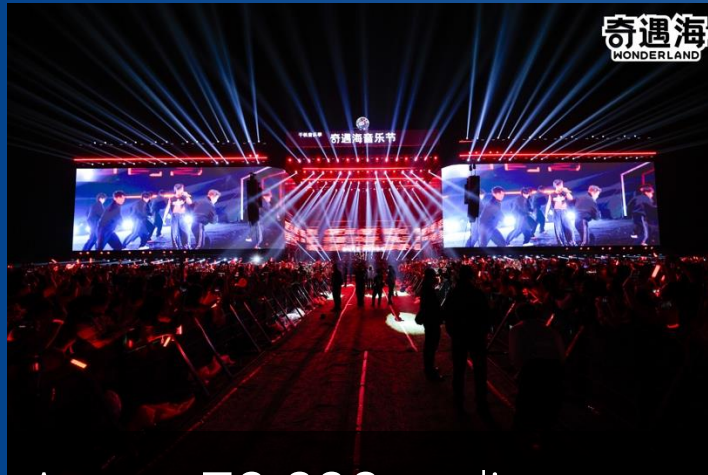


Zhongshan Culture has introduced world-renowned music festivals and established deep collaborations with domestic music festival labels. By integrating international music trends with local culture and digital art exhibitions, it has created a "Music plus" ecosystem model.

Each event can generate billions of consumption increments, enabling cities to gain international communication visibility and cultural capital premium in the social media era. This achieves a triple fission of artistic value, commercial potential, and urban brand influence.

Key Project Introduction

Beijing Wonderland Music Festival 2025



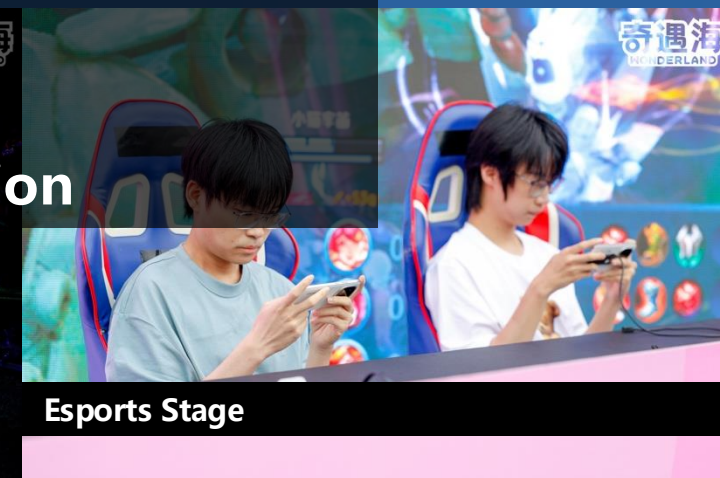
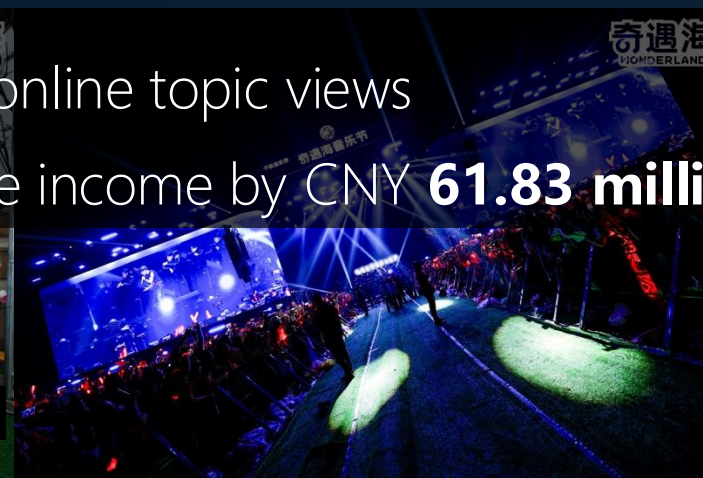
Attract **70,000** audiences

generate over **900 million** online topic views

Boosted local comprehensive income by CNY **61.83 million**



Automotive Brand Sponsorship

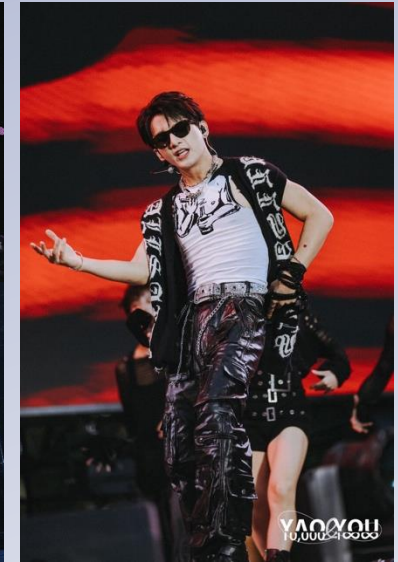
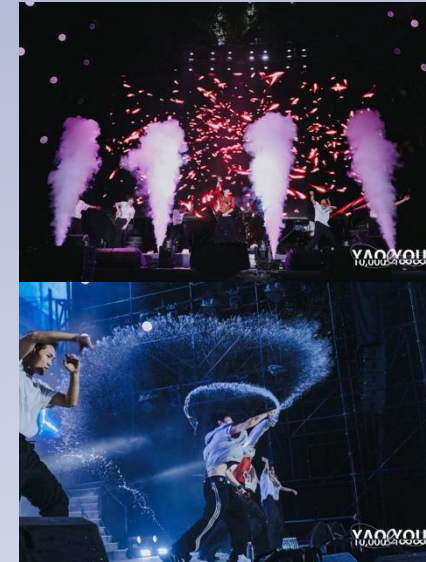


Esports Stage

Key Project Introduction

YAO&YOU "One in a Million" Concert

The event's Weibo topic surpassed **100 million views** and garnered over **100,000 discussions**.



YAO Chen, as an "outdoor enthusiast" and "adventure player", created a creative exhibition for the 10,000th day of his life to interact deeply with fans.

Featured a special stage for the 10,000th day of life and an ultra-long 3.5-hour immersive themed cultural performance.

Key Project Introduction

Partners



Chinese traditional cuisine、 Hamburger、 Pizza、 Hot dog、 Taco、 Coffee and more

Key Project Introduction

Strategic Partner of Tiananmen Cultural Tourism IP



As the strategic partner of the Tiananmen Cultural Tourism IP, Zhongshan Culture aims to take "cultural decoding + innovative expression" as the core path, and build a four-in-one multi-dimensional development system:

1. Cultural and creative product development
2. Digital interactive exhibitions
3. Co-branding
4. Red cultural tourism experiences

We transform the cultural charm and patriotic spirit behind Tiananmen into cultural symbols popular among young people.

IP Cooperation System

Product Licensing

**Packaging
Authorization**

Gifts and Premiums

Digital Asset

Brand Marketing

**Intellectual Property
Cooperation**

Scenario Marketing

Cultural Tourism

Key Project Introduction

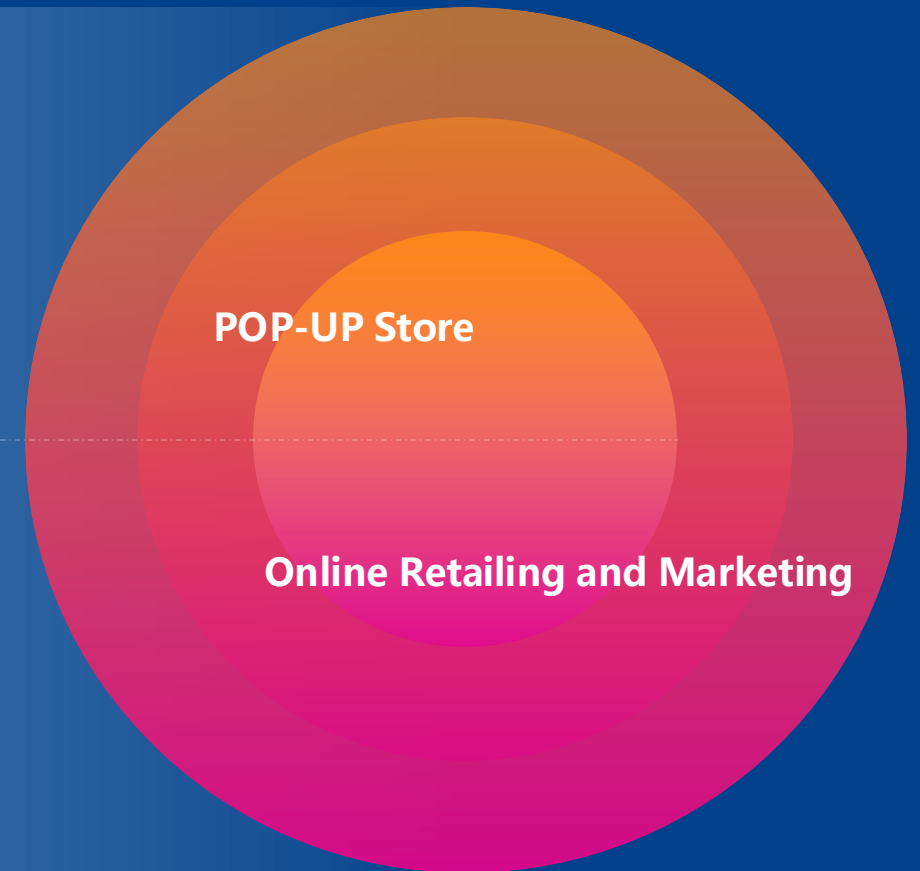
Celebrity Merchandise

POP-UP Store

- Retail stores cover core cities nationwide, enabling rapid offline distribution of celebrity peripherals and accurate access to K-pop fan gathering.
- Pop-up stores and exhibitions, and increase exposure and conversion by aligning with celebrities' activity and events.

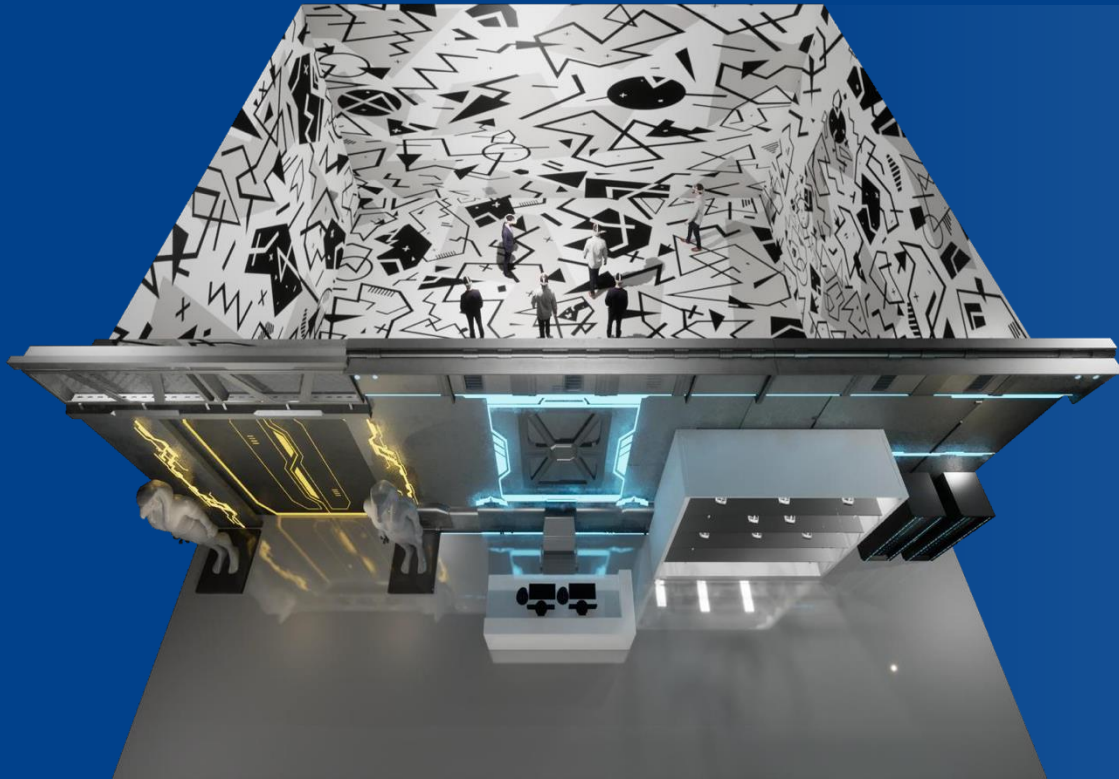
Online Retailing and Marketing

- In-depth cooperation with platforms such as Xiaohongshu, Tiktok China and Tmall to build a matrix of e-commerce.
- Collaborate with cross-border channels/platforms (e.g., music festivals, local markets) to expand brand influence.



Key Project Introduction

Fully Immersive Location-Based Entertainment



The fully immersive LBE (Location-Based Entertainment) project achieves highly interactive entertainment through physical scenario VR construction.

Key Project Introduction

Fully Immersive Location-Based Entertainment

Unleashing New Cultural and Content Experience through VR technology

- Brand:** Provide a "Technology + Content + Operation" solution to create sustainable and profitable immersive consumption business.
- Innovation:** Deconstruct cultural genes with digital technology, build a parallel universe.
- Achievements:** Currently available content covers three major series of LBE large-space IP



Different types of content provide varies educational and entertainment experiences.

巡展内容

大唐穿越记

古风、穿越、仙侠、探险题材的沉浸式大空间VR项目

玩家在博物馆参观唐代文物时意外触发了蓄积千年的灵根之力，误入仙界，遇见了和蔼可亲的老神仙和他古灵精怪的小徒弟琉璃。老神仙告诉玩家想要回到现实必须前往大唐长安寻找办法，指派作为见习神仙的少女琉璃陪同玩家一同前往。

对人间充满好奇的琉璃，被荷花楼舞榭所吸引，怂恿玩家与李白对诗赢得观看机会，这一举动意外的打乱了历史进程……



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巡展内容

戏鬼

国风恐怖惊悚类沉浸式大空间VR项目

在偏远的两镇，若干年前有一支小有名气的剧团在一场离奇的火灾中消失。

传说，这场大火是当家花旦吴曼含所放，但她放火的原因却一直是个谜。剧团火灾中，许多人丧生，变为废墟的住宅成为了祭奠逝者的场所，由吴曼含恨意凝聚成的恶鬼在附近来回游荡寻找自己的孩子。



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巡展内容

重返金字塔

LBE大空间VR项目

项目体验以中埃联合考古为故事背景，观众扮演中方考古队员从金字塔旁的狮身人面像进入从未允许涉足的秘密通道，踏上不平凡的旅程。

在金字塔内部，观众将跟随导游及埃及神话中的智慧和学习之神·托特，探秘金字塔内部结构，揭开猎户星座与金字塔的神秘联系。



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巡展内容

火星任务

沉浸式体验火星科考探险的大空间VR项目

观众扮演的大空间科考队员从休眠仓醒来，他们将携带重要的生物密封舱前往中国火星探测基地，准备激活基地的新能源系统，火星探测基地将成为人类探索宇宙的新港口。

在基地工作人员梅的引导下，观众于空间站内游览太空景色，了解火星常识。飞船离港时突发事故，观众乘坐逃生舱避险。偏航的逃生舱掉在了封存探测站附近，太阳风暴狂泻，观众失去梅的引导，哨站内观众遇到了机器人42，作为火星上的老员工，42熟知这里的一切，就这样观众与这位又黏人又活泼的机器人踏上了旅程。42驾驶飞行器带领观众穿过奇异广阔的火星，找到火星车，准备前往基地，火星尘暴突然来袭……



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巡展内容

三星堆的召唤

LBE大空间VR项目

三星堆，距今约4800年至2800年，三星堆文物，如青铜神树、面具和金杖等，以其独特的造型和精湛的工艺，展现了古蜀人丰富的想象力和高超的技艺。

三星堆的发现，实证了古蜀文明是中华文明的重要组成部分，极大地丰富了中国古代文明的多样性。然而，许多未解之谜仍待探索，如这些文物的具体用途、古蜀人的生活方式等，这些都为三星堆增添了神秘色彩。利用LBE大空间技术，近距离感受三星堆文化的震撼，探寻三星堆遗迹的秘密。



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金字塔探秘·LBE大空间沉浸展

《金字塔探秘》于今年8月在南昌落地，累计接待观众**3000余位**，并与南昌地标景点“南昌之星”摩天轮形成双联动，在国庆期间取得营业佳绩。

国庆消费数据回顾

LBE大空间显示出极大的市场吸引力和热度，国庆期间营收收入突破	50万元
门票售罄快速售罄，客流人次创历史新高，七天内单日人数	3000人
现场人气超热，现场几乎满座，国庆期间上座率稳定	100%
排队等候成为常态，游客们排队不嫌，国庆期间排队时间长达	3小时



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Key Project Introduction Digital Retailing

Build a fully digital new retail operation ecosystem based on the Pan-Middle Platform ERP System.



New retail training system and system

The professional personnel training digital management system trains, manages, assesses and empowers

Store Management:

Schedule Management

Customer Insights

Certification Center

System radar

Message notifications

X-POS System (Full-Scenario Digital Retail System)

Focuses on offline physical store operation, providing store location services, multi-terminal in-store ordering/payment.

1-Hour Reach: Supports 9 instant retail platforms to help brands launch instant retail quickly.

Channel Integration: With the business middle platform as the base, it provides online-offline integrated capabilities.

Key Project Introduction

Digital Operations for Venues

Zhongshan has built a diversified and strategic investment layout through group industrial investment and operation. It aims to promote the sustainable growth and industrial upgrading of the Group's business segments via capital operation and industrial.



International Schools



Binhai New Area Cultural Center



Xiamen Airlines Carnival Hotel



Olympic Community National Fitness Center



RH CENTRAL

Brand Partner

SAMSUNG



UNITREE



cleer[®]

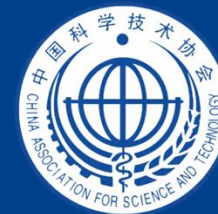


And more...

Business Planning



Zhongshan Culture will continue to adhere “Technology Reshapes Cultural Ecology”. Leveraging its full industrial chain operational capabilities and driven by the dual engines of “technology + culture”. This will form a diversified ecosystem covering digital venue operations, the development and operation of cultural and sports events, digital innovation in the entertainment and sports industry. The ecosystem will drive the upgrading and value-added innovation of the cultural, sports and tourism industries, providing a new engine for meeting the national needs of cultural and entertainment demands, and promoting the collaborative development of regional economies.

A decorative graphic on the left side of the slide consists of two overlapping circles. The top circle is a lighter shade of blue, and the bottom circle is a darker shade of blue. They overlap in the center, creating a darker blue intersection.

THANK YOU

Zhongshan (Beijing)
Cultural Industry Co., Ltd.