

The Cash Register Keeps ringing for this Company. Glory Star NASDAQ: \$GSMG sold 37 M USD in 18 days on CHEERS E-Mall

Brands Products such as: Apple, TCL, and Hisense were sold

BEIJING, CHAOYANG, CHINA, June 23, 2021 /EINPresswire.com/ -- Glory Star New Media Group Holdings Limited ([NASDAQ: GSMG](#)) a leading digital media platform and content-driven e-commerce company in China, today announced that during the Company's Mid-Year Sales Event held from June 1 to June 18, 2021 (the "6.18 Shopping Festival" or the "Mid-Year Sales Event"), the Gross Merchandise Value ("GMV")

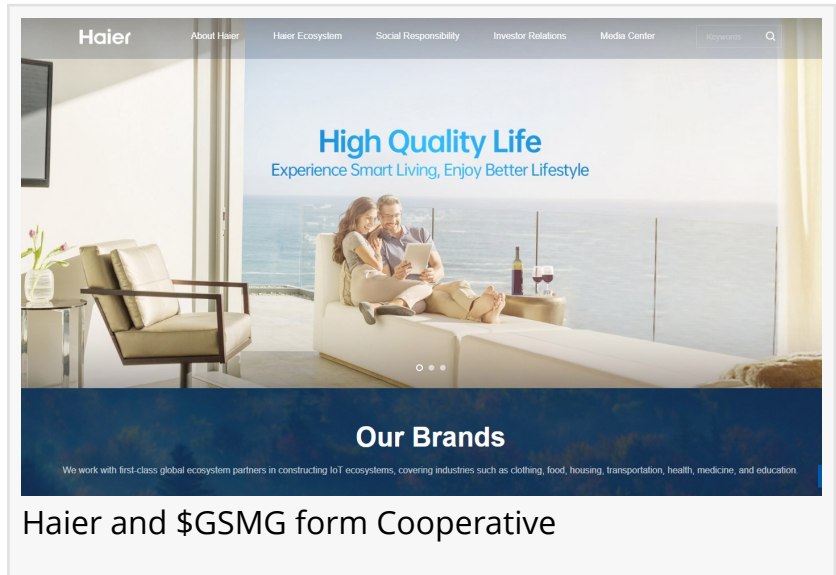
of its CHEERS e-Mall grew by approximately 380% year over year to RMB 240 million. The Company's outstanding results during the 6.18 Shopping Festival were mainly driven by its execution of innovative marketing campaigns, an increased number of stock-keeping units

("SKUs") carried by its CHEERS e-Mall, alongside quality brand selections, favorable demographic trends, and established synergies between its CHEERS e-Mall and CHEERS video application.

“

As we enter an era of exponential growth in the content-driven new retail industry, we remain well-positioned to capitalize on this sizable market opportunity and deliver lasting shareholder value”

Mr. Bing Zhang, Chairman and Chief Executive Officer of GSMG



brands included Apple, TCL, and Hisense, while the top-selling SKU categories included gold

jewelry, computers, communications, and consumer electronics, and home appliances.

Glory Star's CHEERS e-Mall has been gaining traction with consumers and has continuously delivered strong GMV performance for the Company since its launch in April 2019. It achieved outstanding performance in 2020, during which its GMV grew by 581% year over year to US\$132 million

GSMG Highlights:

▣ Partnered with JD.com as a Premium Entertainment Provider for China.

▣ Strategic Cooperation with the Haier Group (Owns GE Appliance division)

▣ GSMG Beat the Street recently with 88% Revenue Growth and proves they are a Media Giant.

▣ Focus on eCommerce as a Leading Supply Chain Solution Provider.

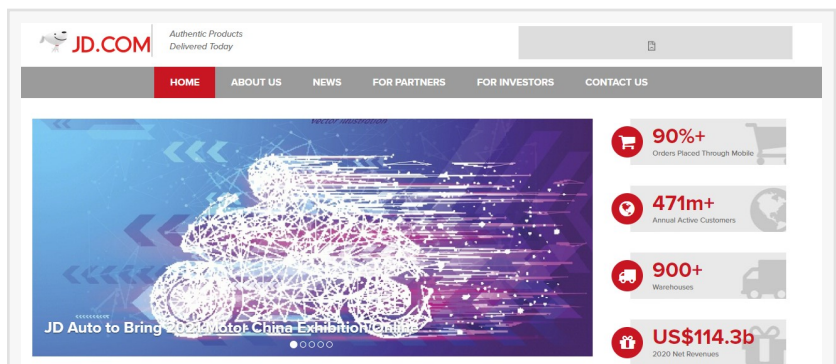
▣ Program Content for Multiple International Luxury Brands.

▣ Agreement with E-Surfing Media for 5G and AR Technologies.

▣ Agreement with ByteDance to Develop Joint Programming Objectives.

▣ In-Vehicle Interactive Content Application for New Energy Vehicles.

▣ GSMG via YMT will Service 88 Countries with 100 Million Registered Users that will add Many Employees to GSMG



Introduction to JD.com

JD.com is China's largest online retailer and its biggest overall retailer, as well as the country's biggest Internet company by revenue. JD.com sets the standard for online shopping through its commitment to quality, authenticity, and its vast product offering covering everything from fresh food and apparel to electronics and cosmetics. Its unrivalled nationwide fulfillment network covers 99% of China's population, and provides standard same- and next-day delivery – a level of service and speed that is unmatched globally.

\$GSMG cooperative with JD.com



\$GSMG



\$GSMG cooperative with China Mobile

About Glory Star New Media Group Holdings Limited

Glory Star New Media Group Holdings Limited is a leading mobile entertainment operator in China. Glory Star's ability to integrate premium lifestyle content, including short

videos, online variety shows, online dramas, live streaming, its Cheers lifestyle video series, e-Mall, and mobile app, along with innovative e-commerce offerings on its platform enables it to pursue its mission of enriching people's lives. The Company's large and active user base creates valuable engagement opportunities with consumers and enhances platform stickiness with thousands of domestic and international brands.



\$GSMG #Technology

For More Info: WWW.TOPNASDAQ.COM

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