



Baosheng Media Group Holdings Limited

5,000,000 Ordinary Shares

This free writing prospectus relates to the initial public offering of ordinary shares of Baosheng Media Group Holdings Limited (the "Company") and should be read together with the preliminary prospectus dated October 20, 2020 (the "Preliminary Prospectus") that was included in Amendment No. 3 to the Registration Statement on Form F-1 (File No. 333-239800), which can be accessed through the following web link:

https://www.sec.gov/Archives/edgar/data/1811216/000110465920116437/tm2033351d1_f1a.htm

The Company has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the Company has filed with the SEC for more complete information about the Company and this offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov. Alternatively, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by contacting Univest Securities, LLC at 212-343-8888.



Baosheng Media Group Holdings Limited

Investor Presentation

(Nasdaq Ticker: BAOS)

January 2021

SEC File Number 333-239800

Free Writing Prospectus Statement

This free writing prospectus relates to the proposed public offering of ordinary shares ("Ordinary Shares") of Baosheng Media Group Holdings Limited ("we", "us", or "our") and should be read together with the Registration Statement we filed with the Securities and Exchange Commission (the "SEC") for the offering to which this presentation relates and may be accessed through the following web link:

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The Registration Statement has not yet become effective. Before you invest, you should read the prospectus in the Registration Statement (including the risk factors described therein) and other documents we have with the SEC in their entirety for more complete information about us and the offering. You may get these documents for free by visiting EDGAR on the SEC website at <http://www.sec.gov>.

Alternatively, we or our underwriter will arrange to send you the prospectus if you contact Univest Securities, LLC via email: IBAssistDesk@univest.us, or contact Baosheng Media Group Holdings Limited via email: baos-ir@bsacme.com.

Forward Looking Statements

This presentation contains forward-looking statements that reflect our current expectations and views of future events, all of which are subject to risks and uncertainties. Forward-looking statements give our current expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. You can find many (but not all) of these statements by the use of words such as “approximates,” “believes,” “hopes,” “expects,” “anticipates,” “estimates,” “projects,” “intends,” “plans,” “will,” “would,” “should,” “could,” “may” or other similar expressions in this prospectus. These statements are likely to address our growth strategy, financial results and product and development programs. You must carefully consider any such statements and should understand that many factors could cause actual results to differ from our forward-looking statements. These factors may include inaccurate assumptions and a broad variety of other risks and uncertainties, including some that are known and some that are not. No forward-looking statement can be guaranteed and actual future results may vary materially. Factors that could cause actual results to differ from those discussed in the forward-looking statements include, but are not limited to:

- assumptions about our future financial and operating results, including revenues, income, expenditures, cash balances and other financial items;
- our ability to execute our growth, and expansion, including our ability to meet our goals;
- current and future economic and political conditions;
- our ability to compete in the highly-competitive advertising service industry;
- our capital requirements and our ability to raise any additional financing which we may require;
- our ability to attract clients and further enhance our brand recognition;
- the future development and spread of COVID-19
- our ability to hire and retain qualified management personnel and key employees in order to enable us to develop our business;
- trends and competition in the advertising service industry; and
- other assumptions described in this prospectus underlying or relating to any forward-looking statements.

We describe certain material risks, uncertainties and assumptions that could affect our business, including our financial condition and results of operations, under “Risk Factors.” We base our forward-looking statements on our management’s beliefs and assumptions based on information available to our management at the time the statements are made. We caution you that actual outcomes and results may, and are likely to, differ materially from what is expressed, implied or forecast by our forward-looking statements. Accordingly, you should be careful about relying on any forward-looking statements. Except as required under the federal securities laws, we do not have any intention or obligation to update publicly any forward-looking statements after the distribution of this prospectus, whether as a result of new information, future events, changes in assumptions, or otherwise.

Offering Summary

Issuer	Baosheng Media Group Holdings Limited
Offering Type	Initial Public Offering
Proposed Listing/Symbol	Nasdaq Capital Market – "BAOS" (approved subject to completion of the offering)
Ordinary Shares Offered	5,000,000 Ordinary Shares
Offering Price	\$5.00 - \$6.00
Gross Proceeds	\$25-30 million (Assuming no exercise of over-allotment option and excluding 300,000 Ordinary Shares)
Over-allotment	15%
Pre-offering Shares Outstanding	20,400,000 Ordinary Shares
Use of Proceeds	<ul style="list-style-type: none">• Approximately 59.3% for expanding our business scale and securing authorized agency status of additional media• Approximately 18.5% for building our own network of Key Opinion Leaders ("KOLs")• Approximately 12.2% for expanding our manpower and talent pool• Approximately 10.0% for general working capital
Underwriter	Univest Securities, LLC

See offering documents for further risks and disclosures. There is no guarantee that any specific outcome will be achieved. Investments may be speculative, illiquid and there is a risk of loss.

A Key Player in Fast-Growing Market



Among the top 5 independent online advertising service providers in China by gross revenue¹

Fiscal Year 2019 Summary

6+ year
Operating History

75
Employees

17.8
Million Revenue

16.0 Million
Gross Profit

90%
Gross Margin

11.2 Million
Net Income

63%
Net Profit Margin

Source: ¹ Frost & Sullivan entitled "China Online Advertising Market Study, Independent Market Research Report" on July 2019 (the "Frost & Sullivan Report").
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Investment Highlights

Customer Focus - Diversified service offering through multi-channel online marketing solutions and optimization services

Business Model - Profitable and scalable business model with strong financial performance

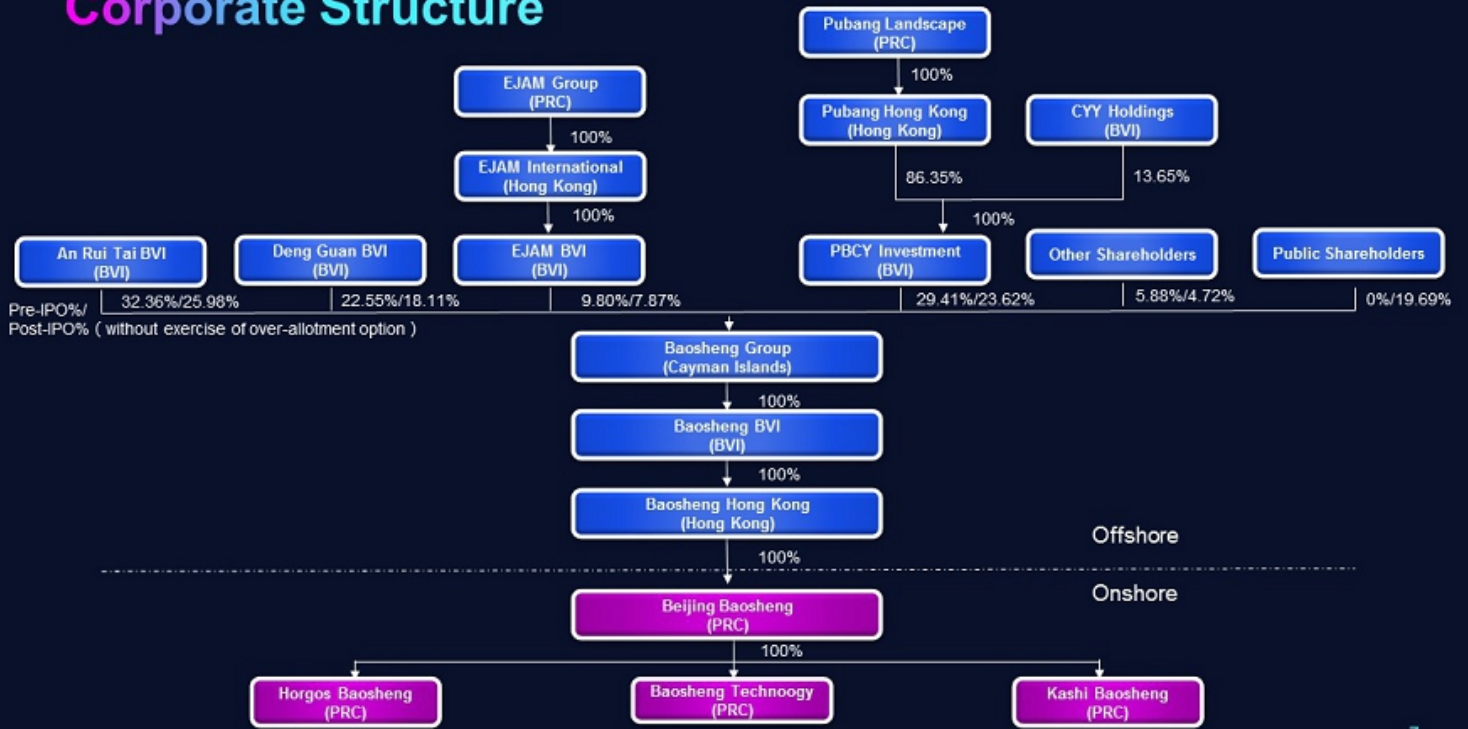
Positioning - Well positioned in growth market and success in strategy execution

Influence - Solid and extensive partnerships with increasing market recognition



Leadership - Experienced and visionary management team

Corporate Structure



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Business Value Chain

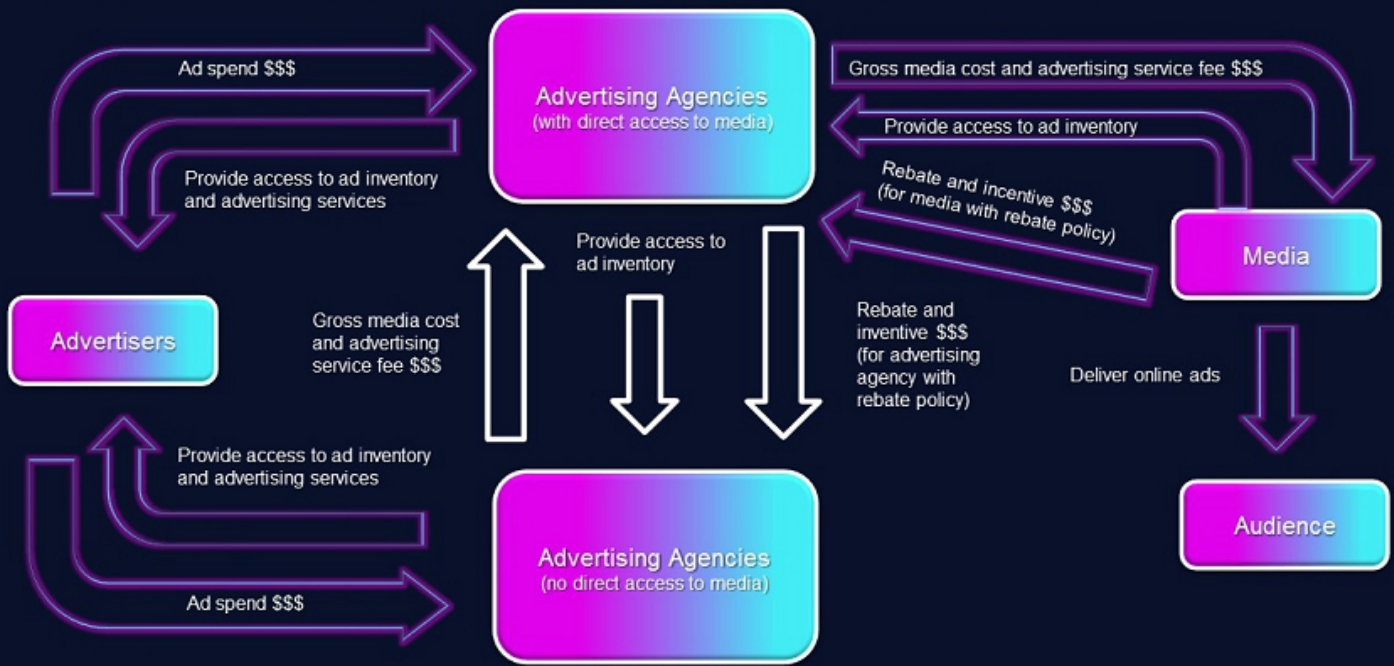
Value to Advertisers: As an online marketing service provider, we connect advertisers and online media, helping advertisers to manage their online marketing activities in the following ways:

- advising on advertising strategies, budget and choice of advertising channels
- procuring ad inventory
- offering ad optimization services
- administrating and fine-tuning the ad placement process

Value to Media (or their authorized agencies): As an authorized agency of media, we create value to media businesses in the following ways:

- identifying advertisers to buy their ad inventory
- facilitating payment arrangements with advertisers
- assisting advertisers in handling ad deployment logistics with media
- engaging in other marketing and promotion activities aimed at educating and inducing advertisers to use online advertising

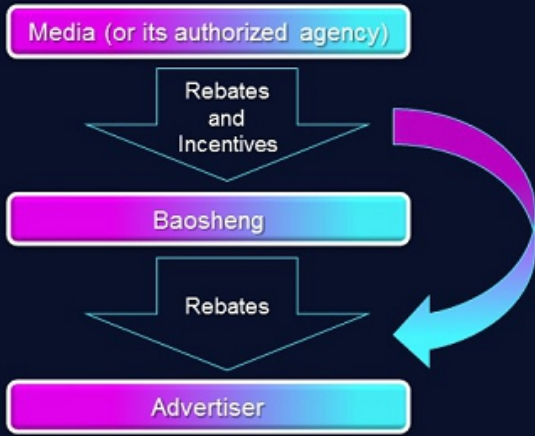
Business Value Chain and Interrelationships



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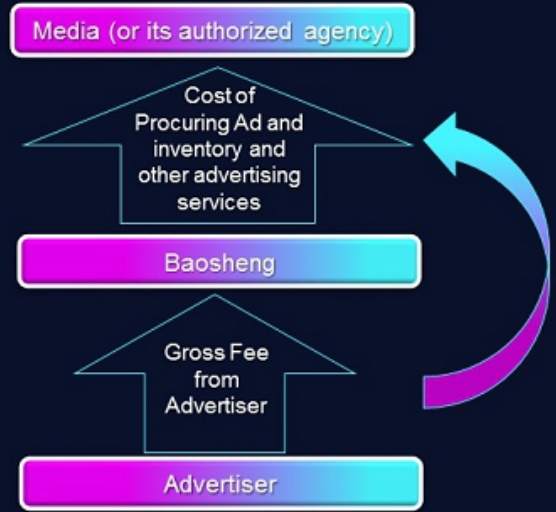
Profitable and Scalable Business Model with Strong Financial Performance

Rebates and Incentives Model



Our revenue as the difference between the rebates and incentives we receive from media (or its authorized agency) and the rebates we offer to our advertiser.

Net Fees Revenue Model



Our revenue as the difference between the gross fee we charge our advertisers and the costs incurred on advertiser.

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Diversified Service Offering Through Multi-Channel Online Marketing Solutions and Optimization Services

Type	Description	Media's Principal Pricing Model	Our Principal Revenue Model
Search Engine Marketing ("SEM") Services			
Search Ads	Search ads are normally located at the top, or on the side of the search results page, or the related products of the search engine operators.	Auction-based ads: mainly cost per click ("CPC") Non-auction-based ads: mainly cost per time ("CPT")	Rebates and Incentives
Non-SEM Services			
In-Feed Ads	In-feed ads are advertisements that match the format, appearance and function of the platform upon which they appear, typically placed on short video sharing, social media and newsfeed platforms.	Mainly cost per mile ("CPM"), CPC	Rebates and Incentives
Mobile App Ads	Mobile app ads are displayed in apps with various formats such as banner ads, button ads, open screen ads, and interstitial ads.	Mainly CPT, cost per acquisition ("CPA")	Net fees; Rebates and Incentives
Social Media Ads	Social media ads take the form of contents appearing in the designated blogs or social media accounts with suitable target audience.	Mainly CPT	Net fees

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Our Service and Operational Flow

- **Sourcing advertisers**

- ✓ approach potential advertisers based on market intelligence
- ✓ exploit industry connections
- ✓ new businesses from existing advertisers
- ✓ referrals from advertisers (including advertising agency) and media

- **Submission of proposal (for social media marketing services only)**

Acquiring Advertisers

- **Identify target audience and objectives**
- **Advertise on advertising strategies, ad type and media selection**
- **Optimize advertisement**

Pre-launch

- **Advertisers place ad request with us**
- **Procure advertisement services and/or inventory for advertisers**

- ✓ from media directly as authorized agency
- ✓ from authorized agency of (or agency having direct access with) relevant media
- ✓ from influencer agency and/or other service providers (for social media marketing services only)

- **Analyze the effectiveness of advertising campaign**

- **Review and continue to optimize the advertising campaign**

Campaign Launch and Performance Review

Ad Offering Samples



Ranked Search Ads



Display Search Ads



In-Feed Ads



Mobile App Ads



Social Media Ads

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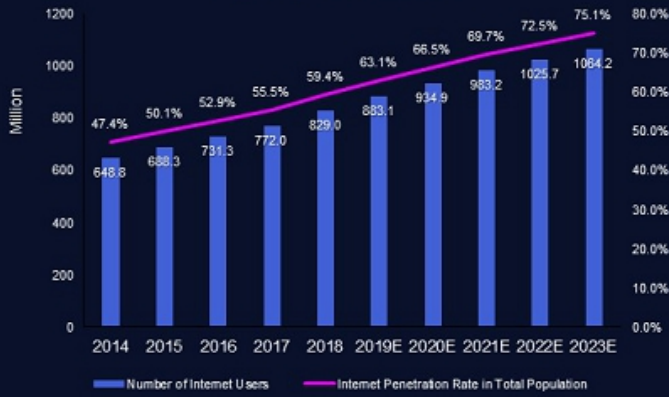
Extensive Partnerships with Increasing Market Recognition



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Industry Overview

Number of Internet Users and Penetration Rate (China), 2014-2023E¹



CAGR
Number of Internet Users **2014-2018** **2019E-2023E**
 6.3% 4.8%

Number of Mobile Internet Users and Penetration Rate (China), 2014-2023E¹

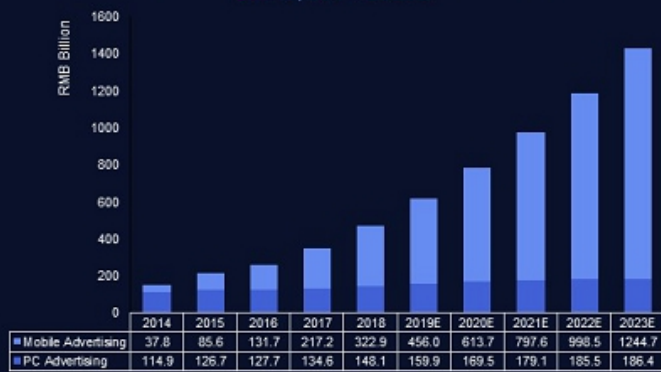


CAGR
Number of Mobile Internet Users **2014-2018** **2019E-2023E**
 10.1% 5.0%

Source: ¹ China Internet Network Information Center; National Bureau of Statistics of the PRC; Frost & Sullivan Report

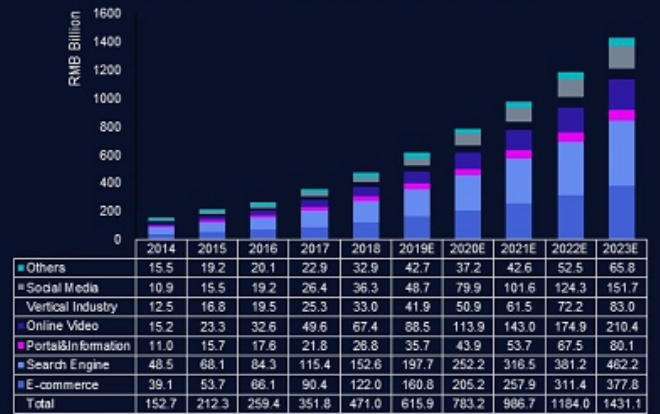
Industry Overview

Market Size Breakdown of Online Advertising in China, 2014-2023E¹



CAGR	2014-2018	2019E-2023E
PC Advertising	6.6%	3.9%
Mobile Advertising	71.0%	28.5%
Total	32.5%	23.5%

Market Size Breakdown of Online Advertising Market by Media Type (China), 2014-2023E¹

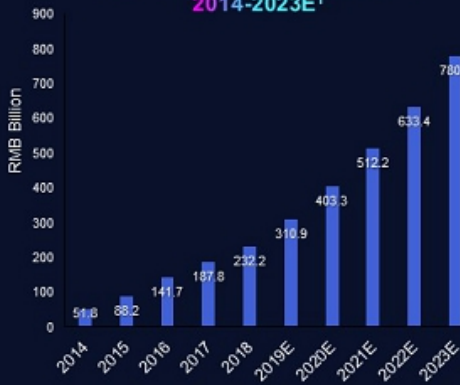


CAGR	2014-2018	2019E-2023E
E-commerce	32.9%	23.8%
Search Engine	33.2%	23.7%
Portal & Information	25.0%	22.4%
Online Video	45.1%	24.2%
Vertical Industry	27.4%	18.6%
Social Media	35.2%	32.9%
Others	20.8%	11.4%

Source: ¹Frost & Sullivan Report

Industry Overview

Market Size of Online Display Advertising Market in China, 2014-2023E¹



Market Size of Search Engine Advertising in China, 2014-2023E¹



Market Size of Influencer Advertising Market in China, 2014-2023E¹



CAGR

2014-2018

2019E-2023E

Online Display Advertising Market

45.5%

25.9%

CAGR

2014-2018

2019E-2023E

Search Engine Advertising Market

33.2%

23.7%

CAGR

2014-2018

2019E-2023E

Influencer Advertising Market

131.1%

26.6%

Source: ¹Frost & Sullivan Report

Market Drivers



Increasing Internet Users, Especially Mobile Internet Users



Rising Demands For Online Marketing



Increasing Online Marketing Expenditure By Brand Owners



Growing Number of Search Engine Users Drives The Increasing Demand Of SEM

Well Positioned Growth Market Strategies



Expanding our business scale and securing authorized agency status of additional media

To capture the potential growth of the online advertising service market, we intend to continuously expand our advertiser base, increase the amount of advertising spend from our advertisers. Securing access to popular media with authorized agency status will in turn help us attract more advertisers to use our services. This would create a virtuous cycle to fuel the growth of our advertiser and media bases.



Building our own network of KOLs to further develop our social marketing services

Top KOLs (Key Opinion Leaders) across various social media platforms have now become a new advertising channel for advertising campaigns. We have years of experience in executing social media marketing campaigns and established relationships with many KOLs and their agencies. We endeavor to monetize networks of KOLs and develop them into our own revenue generating media resources.



Expanding our manpower and talent pool to support our pursuit of business growth

We will expand our operation teams to serve a growing advertiser base and maintain relationships with an increasing number of media, including expansion of senior managers, teams of all the functional departments, and a global business team in the coming year.

Experienced and Visionary Management Team



Wenxiu Zhong *Chairperson of the board and Chief Executive Officer*

- Over 14 years of experience in the advertising industry.
- Bachelor's degree in computer and application from Hebei University of Science and Technology in 2006.



Sheng Gong *National Sales Director of SEM Advertising*

- Over 10 years of experience in business development and sales and marketing in the media industry in China.
- Bachelor's degree in computer application from Beijing Jianshe University in 2004.



Zuohao Hu *Independent Director Nominee*

- Over 30 years of teaching and research experience in the field of business management.
- Currently serves as the executive associate director of the China Business Research Center at School of Economics and Management of Tsinghua University.
- Master's degree in mechanics from Zhejiang University in the PRC in 1988 and doctorate degree in economics from Kyoto University in Japan in 2000.



Yue Jin *Chief Financial Officer*

- Over 10 years of financial experience.
- Bachelor's degree in accounting from Capital University of Economics and Business in Beijing in 2003.



Yu Zhong *Independent Director Nominee*

- Over 14 years of experience in legal practice.
- Bachelor's degree in law and master's degree in law from Sun Yat-sen University in 1998 and 2005, respectively.



Adam (Xin) He *Independent Director Nominee*

- Served as the CFO for a Fortune Global 500 conglomerate, Wanda America Investment Holding Co, since May 2012.
- Bachelor's degree and master's degree in taxation from Central University of Finance and Economics in Beijing in 1993 and 2001, and a master's degree in accounting from Seton Hall University in New Jersey in 2017. Mr. Adam (Xin) He is a Certified Public Accountant both in China and in New York state.

Future Trends for Online Advertising Industry

Further Expansion of Publishing Channels and Media Resources

Growing Demand from Advertisers from Various Industry Sectors

Further Development of the Influencer Economy

Precision Advertising Becoming Increasingly Favorable

Competitive Landscape of Online Advertising Service Market in China

Competitive Strengths



Capacity of offering multi-channel online marketing solutions

We offer marketing channels ranging from deploying search ads on search engines, short video ads on video sharing platforms, to banners ads on popular websites.

Solid advertiser base spanning a wide range of industries

The number of advertisers we served grew from 364 in 2018 to 438 in 2019, industries varying from e-commerce and online service platforms, online travel agencies, to financial services, online gaming, car services and other advertising agencies,

Capability of offering optimization services of various ad formats

We have strong optimization teams serving clients to improve the return of investment of their marketing expenditures by creating, implementing and refining marketing campaigns

Established relationships with media as their authorized agency

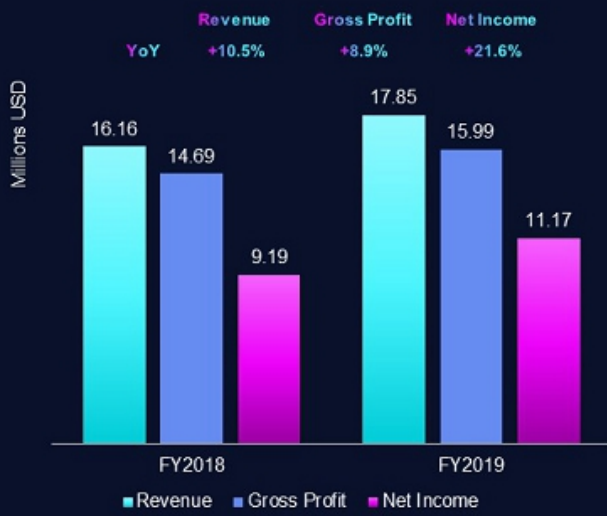
We have been an authorized agency of Sogou since 2016, and secured the authorized agency status with additional media, such as Sogou and sm.cn, video sharing platforms such as BoBo Video and Kuaishou Video, as well as other mobile apps, browsers, and e-commerce platforms.

Experienced and visionary management team

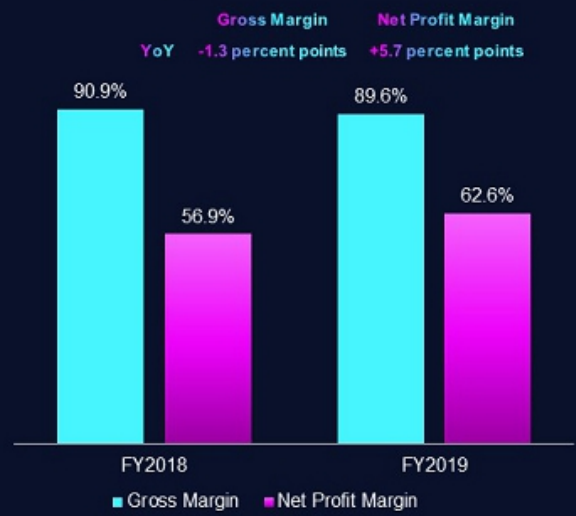
The experience and resource of management team of company in online advertising industry make big impact, which gives us distinctive competitive advantage in the industry.

Financial Highlights

Revenue, Goss Profit and Net Income



Gross Margin and Net Profit Margin

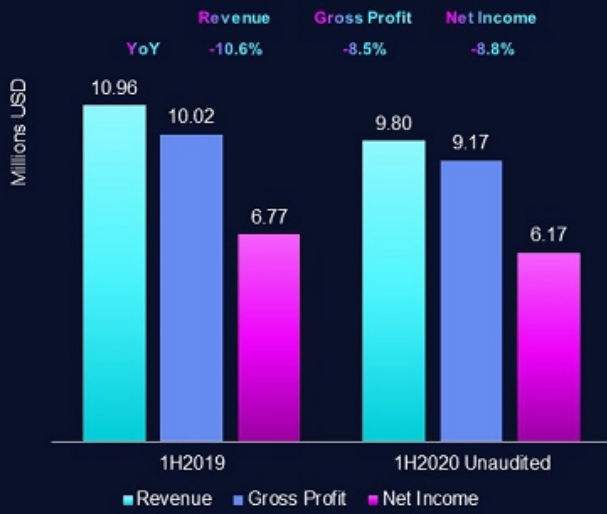


Note: Fiscal year end is December 31.

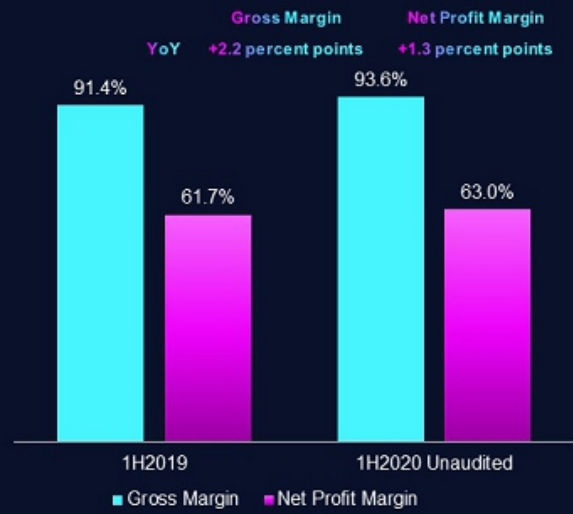
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Financial Highlights

Revenue, Goss Profit and Net Income



Gross Margin and Net Profit Margin

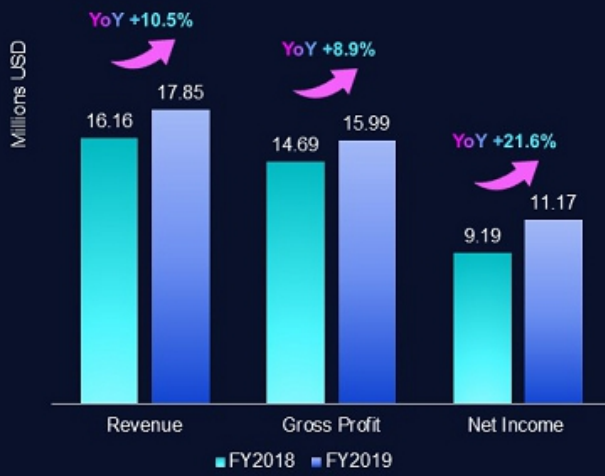


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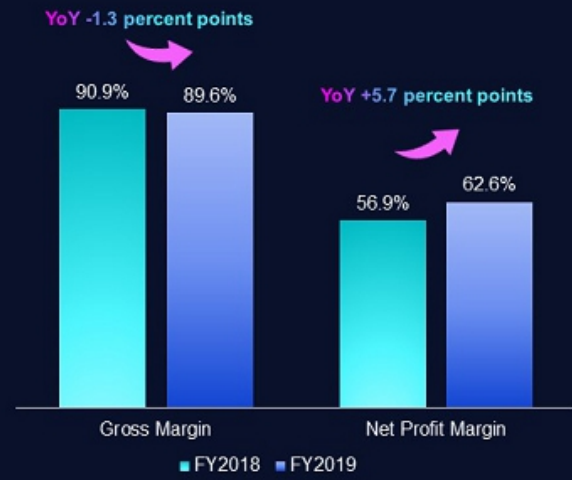
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Revenue, Goss Profit and Net Income



Gross Margin and Net Profit Margin



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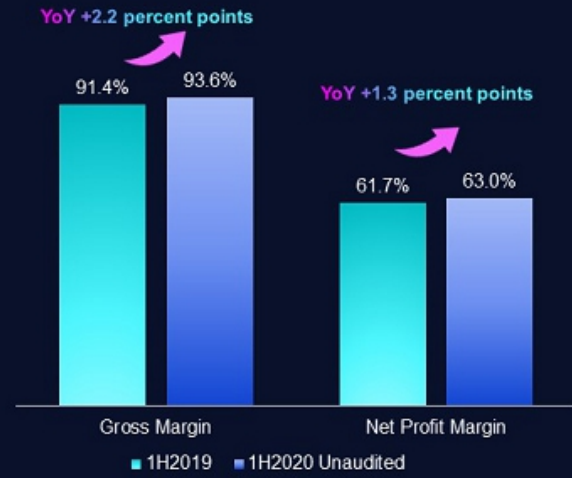
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Financial Highlights

Revenue, Goss Profit and Net Income



Gross Margin and Net Profit Margin

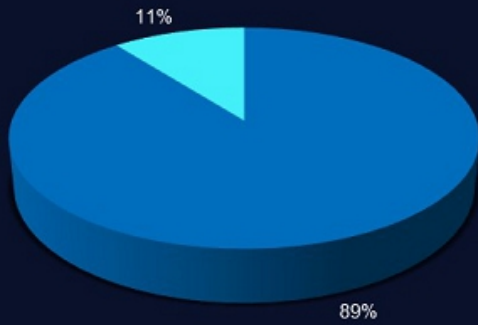


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Financial Highlights

Revenue Breakdown
(Fiscal Year 2019)



- Rebates and incentives offered by publishers
- Net fees from advertisers

Revenue Breakdown by Services
(Fiscal Year 2019)



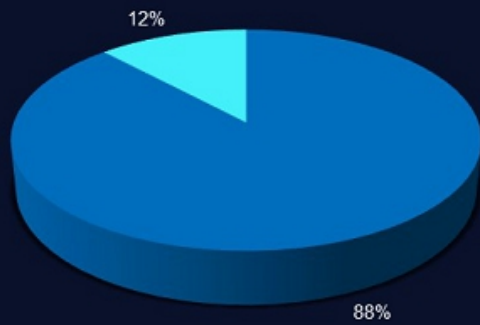
- Revenue from SEM services
- Revenue from Non-SEM services

Note: Fiscal year end is December 31.

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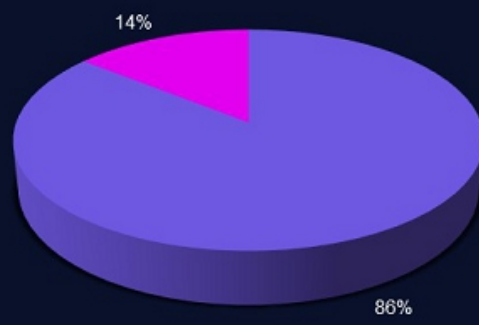
Financial Highlights

Revenue Breakdown
(1H2020 Unaudited)



- Rebates and incentives offered by publishers
- Net fees from advertisers

Revenue Breakdown by Services
(1H2020 Unaudited)



- Revenue from SEM services
- Revenue from Non-SEM services

Note: Fiscal year end is December 31.

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Contact



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