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SinoMedia[®]

SINOMEDIA HOLDING LIMITED

中視金橋國際傳媒控股有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00623)

PROFIT WARNING

This announcement is made by SinoMedia Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group, the Group is expected to record a consolidated net loss in the range of approximately RMB20 million to RMB30 million for the six months ended 30 June 2022 (“**Relevant Period**”) as compared to the net profit of approximately RMB40.8 million recorded for the corresponding period in 2021. Based on information currently available, the expected net loss for the Relevant Period is mainly due to a significant decrease in revenue in the first half of 2022 as compared to the corresponding period in 2021 as a result of cautious and shrinking spending on advertising of certain clients and sluggish demand of the overall advertising market affected by the epidemic in mainland China.

As the Company is still in the process of finalising the unaudited consolidated results of the Group for the six months ended 30 June 2022, the information contained in this announcement is only based on the preliminary assessment made by the management of the Company of information currently available and is not based on any figures or information audited or reviewed by the Company’s auditors. Further details of the Group’s financial results and performance will be disclosed in the Company’s interim results announcement which is expected to be published in late August 2022.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
SinoMedia Holding Limited
CHEN Xin
Chairman

Hong Kong, 5 August 2022

As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan and Mr. Li Zongzhou as executive directors, and Mr. Qi Daqing, Ms. Ip Hung, Dr. Tan Henry and Dr. Zhang Hua as independent non-executive directors.