

[For Immediate Release]



## 2025 INTERIM RESULTS ANNOUNCEMENT

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### Continuous Optimizing Business Structure & Moderately Controlling Scale Costs

#### *Financial Highlights*

<i>(All amounts are denominated in thousands of RMB, unless otherwise specified)</i>	For the six months ended 30 June		
	2025	2024	YoY
Revenue	<b>183,368</b>	333,120	-45%
Gross profit	<b>52,615</b>	70,523	-25%
Profit attributable to equity shareholders of the Company	<b>32,948</b>	29,879	+10%
Earnings per share - Basic and diluted (RMB)	<b>7.1 cents</b>	6.5 cents	+9%

(25 August 2025 - Hong Kong) China's leading media operation group, SinoMedia Holding Limited ("SinoMedia" or the "Company", and together with its subsidiaries, collectively referred to as the "Group", stock code: 00623), announced its interim results for the six months ended 30 June 2025.

In the first half of 2025, trade frictions and tariff issues brought many uncertainties to economic growth, leading consumers remained cautious about the macroeconomic outlook. The domestic market still faced challenges of insufficient effective demand and consumption downgrading. According to market research data released by CTR Media Intelligence, in the first half of 2025, overall advertising market spending grew by 0.6% year-on-year. In the face of an increasingly complex market environment, during the period under review, the Group maintained flexibility and innovation, optimized its business structure, strived to overcome market pressure, and firmly pushed forward the building of brand marketing capabilities with cross-screen creative communication services as the core, committed to providing clients with high-quality and diversified creative products and communication services.

During the period under review, revenue from TV media resources management amounted to RMB91.5 million, representing a year-on-year decrease of 48%. In response to the pressure and challenges posed by weakening consumer demand, and to balance the risks and opportunities facing the advertising market, the Group has further optimized and adjusted its television media resources and moderately controlled scale costs. Since the beginning of the year, it has reduced to underwrite advertising resources of certain TV programs. At the same time, the Group strived to maintain stable development of such business by optimizing marketing strategies, integrating marketing resources, improving incentive measures, and other means to enhance operational efficiency and product competitiveness.

Revenue from content operations and other integrated communication services amounted to RMB36.4 million, representing a year-on-year decrease of 17%. During the period under review, focusing on the market demand of family consumption, the Group continued to develop its content marketing business centered on the R&D and production of video content, and provide tailor-made creative video contents for clients, to realize the brand

communication value of clients. Due to influence of the commission settlement cycle of media suppliers, the commission income earned during the period under review decreased compared with the same period last year.

Revenue from digital marketing and internet media amounted to RMB41.9 million in aggregate, representing a year-on-year increase of 56%. During the period under review, the Group actively explored the use of artificial intelligence algorithms as an engine to continuously integrate high-quality traffic, optimize advertising placement strategies, and improve advertising placement efficiency. Revenue of digital marketing decreased compared to the same period last year, due to the reductions in advertising budgets of the first half year by certain clients.

As of 30 June 2025, the Group maintained a robust financial position, with cash and bank deposit balance of RMB1.02 billion, and recorded total assets and net assets of RMB2.59 billion and RMB2.23 billion respectively.

Regarding future development, Mr. Chen Xin, Chairman of the Group, stated: “Faced with the challenges of prominent consumption stratification and fierce competition in the advertising industry, the Group will continue to integrate its own advantages to improve operational efficiency, strengthen the core competitiveness in creative communication and brand strategy, and focus on providing in-depth integrated marketing services. The Group will also keep a constant eye on and capture changes in consumer demand and technological innovation, enhance connections with the terminal consumer market, and strive to expand diversified business growth through rigorous cost control and prudent operation and management. Meanwhile, the Group will also further expand the path for strategic implementation, lay out in industries that can directly reach global end-consumer groups through brand investment management business, and continuously achieve high-quality and sustainable growth for shareholders.”

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### **Profile of SinoMedia**

SinoMedia was founded in 1999 and listed on the main board of the Hong Kong Stock Exchange in 2008. As a leading media operation group in China, SinoMedia focuses on conducting cross-media investment and operation with creative video communication as its core capability, so as to meet the demands of the client market for the communications of cross-screen among television + Internet + mobile Internet. The Group currently owns business sections including CCTV advertising agency business, brand advertising creative planning, film and television program investment and production, Internet precision marketing and other business segments. SinoMedia is an early pioneer in China’s city image and tourism brand creative communication field and has remained a leader in the field for years. It is also one of the leaders in brand advertising services for industries such as finance and insurance, automobiles and consumer goods. Over the past twenty years, SinoMedia has provided comprehensive and professional creative communication services for more than 3,000 clients in total at home and abroad.

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