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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 unaudited consolidated management accounts of the Group for the year ended 31 December 2025 (the “**Year**”), the Group is expected to record a total revenue of approximately RMB382 million for the Year, as compared to the total revenue of RMB612 million for the year ended 31 December 2024 (the “**Previous Year**”). The Group is further expected to record a profit in the range of approximately RMB72 million to RMB85 million for the Year, as compared to the profit of RMB106 million for the Previous Year. Based on information currently available, the expected decrease in total revenue and profit for the Year is primarily attributable to the Group’s adjustments to its business structure and scale in response to market changes, as well as increased investment in the application field of artificial intelligence with a focus on future business expansion.

As the Company is still in the process of finalising the annual results for the Year, the information contained in this announcement is only based on the preliminary assessment by the management of the Company on information currently available, and is not based on any figures or information audited or reviewed by the Company’s auditors and audit committee. Further details of the Group’s financial results and performance will be disclosed in the Company’s annual results announcement which is expected to be published in late March 2026.

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

By order of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 10 March 2026

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