

[For Immediate Release]



2025 ANNUAL RESULTS ANNOUNCEMENT

Steady Progress in Business Adjustment, Proactive Innovation to Shape the Future

Financial Highlights

<i>(All amounts are denominated in thousands of RMB, unless otherwise specified)</i>	For the year ended 31 December		
	2025	2024	YoY
Revenue	382,288	612,517	-38%
Profit from operations	67,745	122,072	-45%
Profit attributable to equity shareholders of the Company	80,043	106,961	-25%
Earnings per share - Basic and diluted (RMB)	17.1 cents	23.2 cents	-26%
Recommended final dividend per share (HK\$)	11.0 cents	11.0 cents	-
Recommended special dividend per share (HK\$)	-	24.0 cents	N/A

(31 March 2026 - Hong Kong) – SinoMedia Holding Limited ("SinoMedia" or the "Company", together with its subsidiaries, the "Group", stock code: 00623) announced its annual results for the year ended 31 December 2025.

In 2025, the global economy was affected by complex variables and geopolitical risks, with no easing of international trade frictions. Domestically, structural economic adjustments and the transition between old and new growth drivers continued. The recovery of consumer spending remained constrained by various factors, and the momentum of economic repair was still unstable. The advertising market also faced changes brought about by technological innovation. The application of AI technology across the entire marketing chain became increasingly widespread, and advertisers' interest in innovative marketing services empowered by AI continued to grow.

During the year under review, the Group deepened its core business of cross-screen creative communication and continued to promote business structure adjustments. The Group's TV advertising and integrated communication business recorded revenue of RMB 219,783 thousand, a year-on-year decrease of 44%, impacted by fluctuations in market demand and adjustments in the scale of media resources. Revenue from digital marketing and content operations totaled RMB 137,153 thousand, a year-on-year decrease of 26%, affected by reduced advertising budgets from some clients. Investment property leasing income was RMB 25,352 thousand, a year-on-year decrease of 28% due to adjustments in rental prices.

Facing market fluctuations and industry changes, the Group embraced transformation with an open attitude, actively aligning with the technological development trend of the AI wave. It regards the research, development, and application of AI technology as a significant potential driver for business development. During the year, the Group increased investment in technological equipment and talent, strengthened its technological research and development capabilities, and explored the application and integration of Generative Artificial Intelligence (AIGC) in areas such as advertising creativity, content production, intelligent bidding, and marketing services, thereby enhancing advertising production efficiency and placement effectiveness. Concurrently, the Group actively explored building a more stable and growth-oriented business portfolio through strategic investments. During the year under review, the Group

strategically invested in Shenzhen Xunce Technology Co., Ltd. (Stock Code: 3317), a company specializing in real-time data processing and analysis. This move aims to seek deep integration of AI agents and data technology applications with the Group's business, and explore providing technological support for the intelligent product upgrade of the Group's operations. The Group also made measured investments in the gold sector to diversify its strategic asset structure and enhance its asset resilience against risks and asset return rates.

As at 31 December 2025, the Group's overall financial position remained robust. Cash and bank balances amounted to approximately RMB 660 million, while total assets and net assets stood at approximately RMB 2.00 billion and RMB 1.90 billion, respectively. The Group maintained a healthy overall cash flow position, providing solid financial support for business expansion.

Commenting on the future development, Mr. Chen Xin, Chairman of the Group, said, "We remain confident in the long-term positive prospects for our development. The Group will uphold a business philosophy that equally emphasizes innovation and stability, adapt to trends in technological advancement, strengthen the competitiveness of our core businesses, build a talent system suited for diversified development, and enhance our ability to proactively forecast and swiftly respond to market changes. We will seize development opportunities, continue to increase investment in AI technology research and product innovation capability building, actively promote the expansion of new businesses driven by AI agents and data technology applications, and strive to achieve diversified and sustainable growth for the Group."

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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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