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**SinoMedia**<sup>®</sup>

**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: 623)**

## **POSITIVE PROFIT ALERT**

This announcement is made by SinoMedia Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) 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 and potential investors of the Company that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group, the Group is expected to record a profit attributable to equity shareholders of the Company in the range of approximately RMB8 million to RMB15 million for the six months ended 30 June 2020 as compared to the loss attributable to equity shareholders of the Company of approximately RMB97 million recorded for the corresponding period in 2019. Based on information currently available, the expected turnaround from loss to profit for the six months ended 30 June 2020 is mainly due to the investment income on disposal of equity securities and the changes in fair value of equity securities. Due to the impact of the outbreak of COVID-19 and the prolonged weak advertising market, the TV media resources management business of our Group is still loss-making.

As the Company is still in the process of finalising the interim results for the six months ended 30 June 2020, 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 interim results announcement which is expected to be published in late August 2020.

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

On behalf of the Board  
**SinoMedia Holding Limited**  
*Chairman*  
**Chen Xin**

Hong Kong, 31 July 2020

*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.*