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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: 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 2021 (the “**Year**”), the Group is expected to record a profit attributable to equity shareholders of the Company in the range of approximately RMB30 million to RMB40 million for the Year, representing a decrease of approximately 54% to 66% as compared to that for the year ended 31 December 2020 (“**Prior Year**”).

Based on information currently available, the expected reduction in consolidated net profit for the Year is mainly due to a year-by-year increase in the cost of exclusive underwriting rights of advertisement for the Group’s TV media resources management business compared to that of Prior Year, as well as a decrease in the Group’s revenue in the second half of 2021 compared to that of the first half of 2021 as a result of a continuous slowdown in the macroeconomy growth and sluggish demand in the advertising market.

As the Company is still in the process of finalising the annual results of the Group for the Year, 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 and audit committee. Further details of the Group’s financial results and performance will be disclosed in the Company’s annual results announcement for the Year which is expected to be published in late March 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, 25 February 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.*