

[For Immediate Release]

GOLDEN BRIDGE GROUP HOLDINGS LIMITED
金橋集團控股有限公司

2026 INTERIM RESULTS ANNOUNCEMENT

**Steadily Advancing Business Restructuring and
 Prudently Deploying Strategic Investments**

Financial Highlights

<i>(All amounts are denominated in RMB'000, unless otherwise specified)</i>		For the six months ended 30 June		
		2026	2025	Change
Revenue		114,897	183,368	–37%
Profit from operations		306,317	15,014	+1,940%
Profit attributable to equity shareholders of the Company		314,308	32,948	+854%
Earnings per share - Basic and diluted (RMB)		67.2 cents	7.1 cents	+846%
Interim dividend per share (HKD)		20.0 cents	—	N/A

(28 August 2026 — Hong Kong) Golden Bridge Group Holdings Limited (“GoldenBridge Gp” or the “Company”, together with its subsidiaries, the “Group”; stock code: 0623) announced its interim results for the six months ended 30 June 2026.

In the first half of 2026, global economic growth became even more uneven as geopolitical risks continued to escalate. The domestic market was characterized by an imbalance in supply and demand structure, while structural economic adjustments and the transition from old to new growth drivers continued, and consumers remained cautious about the macroeconomic outlook. In response to economic fluctuations and market shifts, the Group deepened its engagement in the core business of cross-screen creative communication, and strengthened brand marketing capabilities, in order to deliver more targeted creative products and communication services to clients. While maintaining its focus on media operations, the Group enhanced its innovation-driven and diversified synergy development strategy, steadily advancing business structure optimization and upgrades, and prudently carrying out strategic investment initiatives in cutting-edge technologies and the consumer goods industry.

During the period under review, the Group’s strategic investment in Shenzhen Xunce Technology Co., Ltd. (Stock Code: 3317) yielded favorable returns. Gains from the disposal of investments and changes in the fair value of financial assets totaled approximately RMB320 million, further enhancing the Group’s risk-resilience and laying a more solid foundation for the Group to achieve diversified and sustainable development.

For the first half of the year, revenue from the Group’s TV advertising and integrated communication business amounted to RMB62,789 thousand, representing a year-on-year decrease of 42%, mainly attributable to fluctuations in market demand and adjustments in the scale of media resources. Revenue from the Group’s digital marketing and content operations business totaled RMB40,445 thousand, representing a year-on-year

decrease of 34%, mainly attributable to reductions in advertising budgets by certain clients. The rental income generated from the investment properties amounted to RMB11,663 thousand, representing a year-on-year decrease of 14%.

As at 30 June 2026, the Group maintained a solid overall financial position, with cash and bank deposit balances of approximately RMB950 million, and total assets and net assets of approximately RMB2.19 billion and RMB1.97 billion, respectively.

Looking ahead, Mr. Chen Xin, Chairman of the Group, stated that: “We remain confident in the long-term positive outlook for our future development. The Group will uphold its business philosophy of steady yet proactive growth, continue to integrate its own advantages to strengthen the core competitiveness in creative communication and brand strategy, and focus on providing in-depth integrated marketing services. Furthermore, the Group will intensify its investment in AI by exploring and promoting the research, development, and application of brand AI marketing technologies such as AIGC and GEO, thereby providing clients with multidimensional products and services. We will continue to monitor developments in technological innovation and consumer demand, capitalize on market opportunities, and deploy strategic investments, with an aim to create greater medium-to-long-term value for our partners and shareholders through the diversified growth of our business operations.”

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About GoldenBridge Gp

GoldenBridge Gp (formerly known as SinoMedia) was founded in 1999 and listed on the Main Board of The Stock Exchange of Hong Kong in 2008. The business segments of GoldenBridge Gp include industrial strategic investment, CCTV advertising agency operations, integrated communication, digital marketing, content creative operations, property leasing, and others. The Group is a pioneer and long-standing leader in the field of creative communications for China's city branding and tourism promotion, and is also one of the leading providers of brand advertising services for industries such as financial services and insurance, automobiles, and consumer goods. Over the past two decades, the Group has provided comprehensive and professional creative communications services for more than 3,000 domestic and international clients. The Group has years of successful experience in strategic investments, and has successively participated in pre-IPO projects including China Feihe (6186.HK), Bloks (0325.HK), and PaXini Tech, as well as IPO projects including Zijin Gold International (2259.HK), Xunce (3317.HK), and Zhongji Innolight (3308.HK).

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