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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)**

## **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 unaudited consolidated management accounts of the Group for the year ended 31 December 2020 (the “**Year**”), the Group is expected to record a profit attributable to equity shareholders of the Company in the range of approximately RMB70 million to RMB90 million for the Year, representing an increase of approximately 165% to 240% as compared to that for the year ended 31 December 2019. Based on information currently available, the expected significant increase of consolidated net profit for the Year was 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, the overall advertising market remained weak. The TV media resources management business of the Group suffered losses in the Year due to the impact of the epidemic. However, the Group timely adjusted and optimized business structure, effectively controlled business costs and expenses and maintained financial stability.

As the Company is in the process of finalizing 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 the unaudited consolidated management accounts of the Group, which have not been 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 2021.

**Shareholders and potential investors of the Company 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, 26 February 2021

*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.*