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中國創意
CreativeChina

Creative China Holdings Limited
中國創意控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 8368)

POSITIVE PROFIT ALERT

This announcement is made by Creative China Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**") and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2020 (the "**Year 2020**") and the information currently available to the Board, the Company expects to record a profit attributable to the owners of the Company of approximately RMB27 million for the Year 2020 as compared to a profit attributable to the owners of the Company of approximately RMB1.6 million for the year ended 31 December 2019 (the "**Year 2019**"). The Board considers that the expected increase in the Group's net profit for the Year 2020 is mainly attributable to (i) transfer of original movie script copyright; (ii) online advertising; (iii) relevant business derived from artist management; and (iv) an improvement in gross profit margin.

As at the date of this announcement, the Company is still in the process of preparing and finalising the annual results for the Year 2020. The information contained in this announcement is based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group and the current information available for the Year ended 31 December 2020, which has not been audited or reviewed by the Company's independent auditors or the audit committee of the Company, and may be subject to adjustments. Shareholders and potential investors are advised to refer to details in the results announcement of the Company for the Year 2020 which is expected to be published on 24 March 2021.

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

By order of the Board
Creative China Holdings Limited
Philip Jian Yang
Chairman and Executive Director

Hong Kong, 19 March 2021

As at the date of this announcement, the Board comprises Mr. Philip Jian Yang and Ms. Yang Jianping as executive directors; Mr. Yang Shiyuan, Mr. Ge Xuyu and Mr. Wang Yong as non-executive directors; and Ms. Fu Yuehong, Mr. Yau Yan Yuen and Mr. Tan Song Kwang as independent non-executive directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the website of the Stock Exchange at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting and on the Company's website at www.ntmediabj.com.