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**天泓文创**

Icon Culture Global Co.Ltd

**Icon Culture Global Company Limited**

**天泓文創國際集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8500)**

## **PROFIT WARNING**

This announcement is made by Icon Culture Global Company Limited (the “**Company**” and 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 (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders (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 three months ended 31 March 2022 (the “**Period**”) and information currently available to the Board, the Group is expected to record a net profit of not less than RMB1.2 million for the Period (the three months ended 31 March 2021: RMB5.4 million). The decrease was mainly due to (i) the decrease in revenue generated from traditional offline media advertising services which has higher profit margin as some of the customers that were affected by the COVID-19 pandemic had substantially reduced their traditional offline media advertising budget during the Period; and (ii) the increase in staff costs and rental expense as the Group continued to expand the service capabilities for live-streaming e-commerce business.

As at the date of this announcement, the Company is still in the process of finalising the financial results of the Group for the Period. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available and the unaudited consolidated management accounts of the Group, which have not been audited by the auditor of the Company or reviewed by the audit committee of the Company. The above information may be subject to possible adjustments, if any. Shareholders and potential investors should read the first quarterly results announcement for the three months ended 31 March 2022 of the Group carefully, which are expected to be announced on or around 12 May 2022.

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

By Order of the Board  
**Icon Culture Global Company Limited**  
**Chow Eric Tse To**  
*Chairman and executive Director*

Hong Kong, 24 April 2022

*As at the date of this announcement, the executive Directors are Mr. Chow Eric Tse To (Chairman), Ms. Cai Xiaoshan, Mr. Lau Tung Hei Derek, Ms. Liang Wei (Chief Executive Officer) and Mr. Liu Biao; and the independent non-executive Directors are Mr. Lee Siu Hang Foster, Ms. Tam Hon Shan Celia and Mr. Tian Tao.*

*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 ‘‘Latest Listed Company Information’’ page of the GEM website at [www.hkgem.com](http://www.hkgem.com) for at least seven days from the date of its publication. This announcement will also be published and will remain on the website of the Company at [www.iconspace.com](http://www.iconspace.com).*