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 中國創意
Creative China
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 the Company pursuant to Rule 17.10 of 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 wishes to inform the Shareholders and potential investors that it is expected the annual results of the Group for the year ended 31 December 2022 may record a significant increase in profit as compared to the profit in the corresponding period in 2021. This positive profit alert announcement is only based on the preliminary review on the management accounts of the Group, which has not been reviewed by the audit committee nor the auditors of the Company.

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

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 the 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).

After preliminary review by the Company’s management of the unaudited management accounts of the Group and the information currently available to the Board, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that it is expected the annual results of the Group for the year ended 31 December 2022 (the “**Year**”) may record a significant increase in profit as compared to the profit for the year ended 31 December 2021. The Company expects to record

a profit attributable to the owners of the Company of approximately RMB45 million for the Year as compared to a profit attributable to the owners of the Company of approximately RMB24 million for the year ended 31 December 2021. The Board believes that such increase in profit is primarily attributable to the transfer of (i) original program serials and movie script copyrights; and (ii) distribution and income rights of imported film projects.

As at the date of this announcement, the Company is still in the process of finalising the audited annual results of the Group for the year ended 31 December 2022. The information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited management accounts of the Group and the information currently available to them which are subject to finalization and adjustments, and has not been reviewed by the audit committee nor the auditors of the Company. The audited annual results of the Group for the year ended 31 December 2022 are expected to be announced on 23 March 2023.

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, 14 March 2023

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Philip Jian Yang as executive director; 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 of Hong Kong Limited at www.hkexnews.hk on the “Latest Company Announcements” page for at least seven days from the date of its publication and will be published on the website of the Company at www.ntmediabj.com.