SinoMedia®

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: 623)

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 (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 latest unaudited consolidated management accounts of the Group, the Group is expected to record a net profit in the range of RMB6 million to RMB10 million for the six months ended 30 June 2017 as compared to the net loss of approximately RMB56 million recorded for the corresponding period in 2016.

Based on information currently available, the expected turnaround from loss to profit for the six months ended 30 June 2017 is mainly due to (i) increased investment in market development and optimizing in marketing strategies; and (ii) improvement in operational efficiency by adjusting the less efficient business of the Group.

As the Company is still in the process of finalising the interim results for the six months ended 30 June 2017, the information contained in this announcement is only based on the preliminary assessment by the management of the Company of information currently available and is not based on any figures or information audited or reviewed by the Company's auditors and audit committee. Shareholders and potential investors of the Company are advised to read carefully the interim results announcement of the Group for the six months ended 30 June 2017 which is expected to be published on 28 August 2017.

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

On behalf of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 11 August 2017

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, Mr. Lian Yuming, Ms. Wang Xin and Mr. He Hui David as independent non-executive directors.