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ASIA TELEVISION HOLDINGS LIMITED

亞洲電視控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 707)

PROFIT WARNING

This announcement is made by Asia Television Holdings Limited (the **“Company”**, together with its subsidiaries, the **“Group”**) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited 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 of the Company (the **“Board”**) wishes 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, the Company is expected that the Group will record a net loss for the six months ended 30 June 2018 as compared with the net profit recorded in the corresponding period in 2017. It was mainly attributable to (i) significant increase in cost of sales, administrative, selling and operating expenses and finance costs for the newly expansion of the media and entertainment business segment; (ii) fair value loss arising from the financial assets through profit or loss; and (iii) potential impairment loss to be made for some assets.

As the Company is still in the process of finalising the interim results of the Group for the reporting period, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the management accounts of the Group and on the information available for the time being. Financial information and other details of the Group will be disclosed in the interim results announcement of the Group for the reporting period.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares or other securities of the Company.

By order of the Board

Asia Television Holdings Limited

Deng Junjie

Chairman

Hong Kong, 20 August 2018

As at the date of this announcement, the Board comprises Mr. Deng Junjie, Mr. Law Kin Fat and Mr. Sze Siu Bun as executive Directors, Ms. Han Xingxing, Mr. Cheung Ngai Lam and Mr. Li Yu as independent non-executive Directors.