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XINHUA NEWS MEDIA HOLDINGS LIMITED
新華通訊頻媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 309)

PROFIT WARNING

This announcement is made by the board (the "**Board**") of directors (the "**Directors**") of Xinhua News Media Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**"), pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined in the Listing Rules) in Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The Board hereby informs the shareholders of the Company and potential investors that, based on the preliminary assessment by the Group's management on the unaudited management accounts of the Group for the six months ended 30 September 2018, the Group is expected to record a further loss for the six months ended 30 September 2018 (the "**Current Reporting Period**") as compared to the six months ended 30 September 2017. Based on the information currently available, the Board considers that the loss was mainly attributable to increase in operating expenses in the Current Reporting Period.

The Company is in the process of finalising the interim results for the Current Reporting Period. The above information is only a preliminary assessment by the Group's management of the unaudited management accounts of the Group and according to the information currently available to the Group which has not been audited or reviewed by the Company's auditors or audit committee. The unaudited consolidated interim results of the Group for the Current Reporting Period are expected to be published by the end of November 2018.

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

By order of the Board
Xinhua News Media Holdings Limited
Chan Chun Wo
Co-Chairman & Executive Director

Hong Kong, 23 November 2018

As at the date of this announcement, the Board comprises six executive Directors, namely, Mr. Lo Kou Hong, Mr. Chan Chun Wo, Mr. David Wei Ji, Mr. Huang Wen Kai, Ms. Chen Ming and Mr. Li Bing; and four independent non-executive Directors, namely, Mr. Wang Qi, Mr. Tsang Chi Hon, Mr. Ho Hin Yip and Ms. Lee Suen.