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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)

INSIDE INFORMATION
EXPECTED SIGNIFICANT DECREASE IN LOSS
AND
RESUMPTION OF TRADING

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 (the **"Listing Rules"**) on The Stock Exchange of Hong Kong Limited (the **"Stock Exchange"**) 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 Group is expected to record a substantial decrease in the unaudited consolidated loss attributable to owners of the Company for the six months ended 30 June 2019 as compared with the unaudited consolidated loss attributable to owners of the Company recorded in the corresponding period in 2018. The expected decrease in the unaudited consolidated loss attributable to owners of the Company was mainly attributable to (i) an absence of the recognition of impairment loss on goodwill of approximately RMB 114,366,000 for the acquisition of Asia Television Limited and its subsidiaries as recognised in the same period last year; and (ii) a decrease in the cost of sales of approximately RMB43,335,000 as compared to the same period of the last year due to the adoption of stringent cost control measures.

As the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2019, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the consolidated management accounts of the Group, which have not been reviewed and audited by the Company's auditor or the audit committee of the Company, and on the information available for the time being, and hence is subject to further adjustments. Financial information and other details of the Group will be disclosed in the interim results announcement of the Group for the six months ended 30 June 2019, which is expected to be released before the end of August 2019.

SUSPENSION AND RESUMPTION OF TRADING IN THE SHARES

At the request of the Company, trading in the shares of the Company on the Stock Exchange was suspended with effect from 3:30 p.m. on 26 August 2019 pending the release of this announcement. An application has been made by the Company to the Stock Exchange for resumption of trading in the shares of the Company on the Stock Exchange with effect from 9:00 a.m. on 27 August 2019.

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, 26 August 2019

As at the date of this announcement, the Board comprises Mr. Deng Junjie, Mr. Wang Jiasi, Mr. Chan Wai Kit, Mr. Sze Siu Bun, Ms. Sun Tingting and Mr. Lin Wan Qaing as executive Directors, Ms. Han Xingxing, Mr. Li Yu and Ms. Wong Chi Yan as independent non-executive Directors.