Starrise Media Holdings Limited
星 宏 傳 媒 控 股 有 限 公 司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1616)

PROFIT WARNING

This announcement is made by Starrise Media Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions of 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 would like 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, it is expected that the Group will record (a) a significant decrease in revenue for the six months ended 30 June 2020 by approximately 80% to 90% as compared to the corresponding period of 2019; and (b) a loss attributable to equity shareholders of the Company in a range of approximately RMB17 million to RMB19 million for six months ended 30 June 2020, as compared to the profit attributable to equity shareholders of the Company of approximately RMB29.2 million recorded for the corresponding period of 2019.

Based on the information currently available, the Board believes that the decrease in revenue and the increase in loss attributable to equity shareholders of the Company for the six months ended 30 June 2020 were mainly attributable to the adverse impact of the COVID-19 outbreak, inter alia, delaying the production schedule of films and television dramas engaged by the Group, which were originally scheduled to start during the first half of 2020.

The Company is still in the process of finalising the Group's financial information for the six months ended 30 June 2020. This announcement is only based on the information currently available to the Board and the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2020, which has not been audited or reviewed by the Company's auditors and may be subject to significant changes and adjustments. The actual financial results of the Group for the six months ended 30 June 2020 may be different from what is disclosed in this announcement. Further details of the Group's financial results and performance for the six months ended 30 June 2020 will be disclosed in the 2020 interim results announcement of the Company which is expected to be published by the Company on around 28 August 2020.

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

By order of the Board
Starrise Media Holdings Limited
LIU Dong
Chairman

Beijing, the PRC, 12 August 2020

As at the date of this announcement, the Board comprises eight Directors, namely Mr. LIU Dong, Mr. LIU Zongjun, Ms. CHEN Chen, Mr. HE Han and Mr. TAN Bin as executive Directors; and Mr. LAM Kai Yeung, Ms. LIU Chen Hong and Mr. KWOK Pak Shing as independent non-executive Directors.