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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)

POSITIVE PROFIT ALERT

This announcement is made by Xinhua News 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 (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

After preliminary review by the management of the Company based on the management accounts of the Group, the board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company and potential investors that the unaudited interim results of the Group are expected to record a significant increase in net profit after tax for the six months ended 30 September 2020 as compared to the corresponding period in 2019. Based on the information currently available, the Board considers that such increase in profits is primarily attributable to (1) the receipt of subsidies under the Employment Support Scheme launched by the Hong Kong SAR Government; and (2) decrease in staff costs and other operating expenses.

The Company is still in the process of finalizing its unaudited interim results for the six months ended 30 September 2020. The information contained in this announcement is only a preliminary assessment by the Directors of the Group and is not based on any figures or information which has been audited or reviewed by the Company's auditors. The Company's unaudited interim results for the six months ended 30 September 2020 is expected to be published by the end of November 2020.

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

By order of the Board
Xinhua News Media Holdings Limited
Fu Jun
Chief Executive Officer and Executive Director

Hong Kong, 26 November 2020

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Lo Kou Hong, Mr. Fu Jun, Mr. Tsui Kwok Hing and Mr. Leung Cheung Hang; and three independent non-executive Directors, namely, Mr. Wang Qi, Mr. Tsang Chi Hon and Mr. Wong Hon Kit.