

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**Ruicheng (China) Media Group Limited**  
**瑞誠(中國)傳媒集團有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1640)**

**PROFIT WARNING**

This announcement is made by Ruicheng (China) Media Group 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 (the “**Listing Rules**”) 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).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment of the unaudited consolidated management accounts of the Group and the information current available to the Board for the year ended 31 December 2020 (the “**Year**”), the Group expects to record (i) a decrease in revenue of over 40% from approximately RMB845.8 million for the year ended 31 December 2019; and (ii) a decrease in net profit of over 70% from approximately RMB36.3 million for the year ended 31 December 2019.

The decrease in revenue and net profit is mainly attributable to:

- (i) Certain of the Group’s customers operate in the food and beverage industry and the fast moving consumer goods industry;
- (ii) For the Group’s TV advertising services, the outbreak of the novel coronavirus (the “**COVID-19**”) in the People’s Republic of China (the “**PRC**”) has impeded, among others, the food and beverage industry in 2020, which has in turn led to a decreased volume of advertisement placing by our customers engaged in the food and beverage industry; and

(iii) For the Group's online advertising services, the outbreak of the COVID-19 in the PRC has led to the closing down of a large number of industry players in the fast moving consumer goods industry, which in turn has led a decrease in volume of advertisement placing by mid- to small-size customers in 2020. Some of the Group's customers also suspended their advertisement placing for mobile games.

The information contained in this announcement is only based on the preliminary assessment of the consolidated management accounts of the Group and the information currently available to the Board for the Year, which have neither been reviewed nor audited by the Company's auditor nor have they been reviewed by the audit committee of the Company. The Group is still in the process of finalising the annual results of the Group and therefore the actual results may differ from the information set out in this announcement. Details of the Group's annual results for the Year are expected to be published by late March 2021.

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

By Order of the Board  
**Ruicheng (China) Media Group Limited**  
**Li Na**  
*Chairlady and Executive Director*

Hong Kong, 9 March 2021

*As at the date of this announcement, the executive Directors are Ms. Li Na, Mr. Feng Xing, Ms. Wang Xin and Mr. Leng Xuejun, and the independent non-executive Directors are Mr. Wu Ke, Mr. Li Xue and Mr. How Sze Ming.*