SINO-ENTERTAINMENT TECHNOLOGY HOLDINGS LIMITED
新娛科控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 6933)

PROFIT WARNING

This announcement is made in accordance with 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 (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 (the "**Board**") of Sino-Entertainment Technology Holdings Limited (the "**Company**") wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Company, together with its subsidiaries (the "**Group**") for the five months ended 31 May 2021 and the unaudited sales and other financial information currently available to the Group for the six months ending 30 June 2021 (the "**Period**"), it is expected that the Group will record a reduction of approximately 70% in the Group's net profit for the Period as compared with the net profit of approximately RMB20.4 million for the six months ended 30 June 2020. Such reduction in net profit is mainly attributable to the substantial decrease in revenue from the publishing of self-developed games as a result of (i) the self-developed games currently in operation, which used to have a higher profit margin, having reached the later stage of their respective life cycle such that both the number of the monthly paying users ("**MPU**") and the average revenue per monthly paying user ("**ARPPU**") in respect of these games decreased, and (ii) the Group's new self-developed games not being able to launch during the Period as they were still subject to the pre-approval process of the National Press and Publication Administration in China.

As the Group's results for the Period are subject to further review and have not been finalised, the information contained in this announcement is solely based on the information currently available and the preliminary review by the Board of the unaudited sales and other financial information of the Group for the Period, which are subject to finalisation and necessary adjustments and have not yet been audited, confirmed or reviewed by the Company's auditors or its audit committee. Therefore, the actual consolidated results of the Group for the Period, which are expected to be released and set out in the interim results announcement of the Company by the end of August 2021, may differ from the information contained in this announcement. Shareholders and potential investors of the Company are therefore advised to peruse the results with care when the results announcement is released.

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

By order of the Board
Sino-Entertainment Technology Holdings Limited
Sui Jiaheng
Chairman and Executive Director

Hong Kong, 30 June 2021

As at the date of this announcement, the Board comprises Mr. Sui Jiaheng and Mr. Li Tao as executive Directors; Mr. Huang Zhigang and Mr. He Shaoning as non-executive Directors; and Ms. Zhang Chunmei, Mr. Deng Chunhua and Ms. Chen Nan as independent non-executive Directors.