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SinoMedia[®]

SINOMEDIA HOLDING LIMITED

中視金橋國際傳媒控股有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 623)

POSITIVE PROFIT ALERT

This announcement is made by SinoMedia Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) 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 the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (the “**Period**”), the Group is expected to record a profit attributable to equity shareholders of the Company in the range of approximately RMB37 million to RMB42 million for the Period, representing an increase of approximately 199% to 239% as compared to the corresponding period in 2020. Based on information currently available, the expected increase in the Group’s consolidated net profit for the Period is mainly attributable to the gradual recovery of the Group’s business revenue from the pandemic as the economy continues to recover under the control of the COVID-19 pandemic in Mainland China.

As the Company is still in the process of finalising the interim results for the Period, the information contained in this announcement is only based on the preliminary assessment by the management of the Company on information currently available, and is not based on any figures or information audited or reviewed by the Company’s auditors and audit committee. Further details of the Group’s financial results and performance will be disclosed in the Company’s interim results announcement which is expected to be published in late August 2021.

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

By order of the Board
SinoMedia Holding Limited
CHEN Xin
Chairman

Hong Kong, 6 August 2021

As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan and Mr. Li Zongzhou as executive directors, and Mr. Qi Daqing, Ms. Ip Hung, Dr. Tan Henry and Dr. Zhang Hua as independent non-executive directors.