

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.



Litian Pictures Holdings Limited

力天影業控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9958)

PROFIT WARNING

This announcement is made by Litian Pictures Holdings Limited (the “**Company**” and 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 (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 of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2021 and information currently available to the Board, the Company is expected to record a decrease between RMB35 million to RMB43 million in the profit attributable to equity shareholders for the six months ended 30 June 2021 as compared with that of RMB54.3 million for the six months ended 30 June 2020.

The Board considers that such expected decrease was mainly due to (i) the decrease in revenue from self-produced drama series for which the Group acted as executive producer and/or non-executive producer for the six months ended 30 June 2021, which were not broadcasted in accordance with the estimated broadcast schedule due to slotting, pricing and other factors; and (ii) the challenging market conditions and macroeconomic environment, which led to the decrease in the number of outright-purchased drama series of the Group in the six months ended 30 June 2021, resulting in a decline in revenue from outright-purchased drama series.

As the Company is in the process of finalising the Group’s interim results for the six months ended 30 June 2021, the information contained in this announcement is only based on a preliminary assessment of the Company’s unaudited consolidated management accounts with reference to the latest information available to the Board, which is not based on any figures or information as audited or reviewed by the Company’s auditors or the audit committee of the Company, thus may be subject to further adjustments. The interim results announcement of the Group for the six months ended 30 June 2021 is expected to be published before the end of August 2021.

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

By order of the Board
Litian Pictures Holdings Limited
Yuan Li
Chairman

Hong Kong, 6 August 2021

As at the date of this announcement, the Board comprises Mr. Yuan Li, Ms. Tian Tian and Ms. Fu Jieyun as executive directors, Mr. Yu Yang, Mr. Tang Zhiwei and Mr. Luo Jianxing as non-executive directors and Mr. Teng Bing Sheng, Mr. Liu Hanlin and Mr. Gan Weimin as independent non-executive directors.