

*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.*



## **MODERN MEDIA HOLDINGS LIMITED**

### **現代傳播控股有限公司**

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

**(Stock Code: 72)**

## **PROFIT WARNING – REDUCTION IN LOSS**

This announcement is made by Modern Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09(2) of the Listing Rules.

The board of directors of the Company (the “**Board**”) would like to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2021, it is expected that the Group will record a net loss of not more than RMB11 million for the six months ended 30 June 2021 as compared to the net loss (restated) amounted to approximately RMB74.4 million for the six months ended 30 June 2020.

Based on the relevant information currently available to the Company, the Board considers that such reduction in loss was mainly due to (i) significant increase in revenue as compared with the corresponding period of last year as a result of the gradual recovery of the Group’s operations from the COVID-19 pandemic; and (ii) the effective implementation of cost control measures.

As at the date of this announcement, since the Company is still in the process of finalising the unaudited consolidated interim results of the Group for the six months ended 30 June 2021, the information contained in this announcement is only based on preliminary assessment and review by the Board with reference to the unaudited consolidated management accounts of the Group and other information currently available, which have not been reviewed or audited by the Company’s auditors.

Details of the Group's financial performance will be disclosed in the interim results announcement of the Company for the six months ended 30 June 2021, which is expected to be published on 27 August 2021. Shareholders and potential investors are advised to read carefully such results announcement.

**Shareholders and potential investors should exercise caution when dealing in shares of the Company.**

By Order of the Board  
**Modern Media Holdings Limited**  
**Shao Zhong**  
*Chairman*

Hong Kong, 20 August 2021

*As at the date of this announcement, the Board comprises the following members: (a) as executive directors, Mr. SHAO Zhong, Ms. YANG Ying, Mr. LI Jian and Mr. DEROCHE Alain, Jean-Marie, Jacques; (b) as independent non-executive directors, Mr. YICK Wing Fat, Simon, Ms. WEI Wei and Mr. WAN Jie.*