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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 year ended 31 December 2021 (“**FY2021**”) and the information currently available to the Board, the Group is expected to record a net loss of approximately RMB3 million for FY2021, as compared with the net profit of approximately RMB56.3 million for the year ended 31 December 2020.

Such expected net loss for FY2021 by the Group is mainly attributable to the substantial decrease in revenue from the publishing of self-developed games as a result of the Group’s new self-developed games not being able to launch during FY2021 as they were still subject to the pre-approval process of the National Press and Publication Administration in China. In addition, compared with the decrease in revenue from publishing of self-developed games, the decrease in revenues from both the publishing of third parties games and the sales of customised games to third parties in FY2021 also to a lesser extent contributed to such expected net loss.

As the Group's results for FY2021 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 FY2021, which are subject to finalisation and necessary adjustments and have not yet been audited. Therefore, the actual consolidated results of the Group for FY2021, which are expected to be released and set out in the annual results announcement of the Company by the end of March 2022, 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 securities of the Company.

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

Hong Kong, 1 March 2022

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.