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## **Meta Media Holdings Limited**

### **超媒體控股有限公司**

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

**(Stock Code: 72)**

## **POSITIVE PROFIT ALERT**

This announcement is made by Meta Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary review of the unaudited management accounts of 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 profit not less than RMB1 million for FY2021 as compared to the net loss amounted to approximately RMB70 million for the year ended 31 December 2020.

Based on the relevant information currently available to the Company, the Board considers that the expected turnaround from net loss to net profit of the Group was mainly due to the improvements in the performance of the Group’s various business lines in 2021 resulting from the Group’s continuous innovation and expansion of the business model despite the adverse impacts brought by the outbreak of COVID-19 in Mainland China and Hong Kong on the Group’s business and operation. In order to actively respond to the continuing adverse impacts brought by the epidemic, the Group has adopted a series of cost control measures since the second half of 2020, such as strengthening budget management and optimising organisational structure. In addition, the Group’s art platform and digital platform have achieved development and innovation, and have also made breakthroughs in improving related processes and refining cost control.

The Company is still in the process of finalising the annual results of the Group for FY2021. The financial information contained in this announcement is only based on the preliminary review made by the Board with reference to the unaudited management accounts of the Group for FY2021 and the other information currently available, which has not been audited or reviewed by the Company's auditors and is therefore subject to possible changes and adjustments upon further review. Shareholders and potential investors are advised to read carefully the annual results announcement of the Company for FY2021.

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

By Order of the Board  
**Meta Media Holdings Limited**  
**SHAO Zhong**  
*Chairman*

Hong Kong, 29 March 2022

*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; and (b) as independent non-executive directors, Mr. YICK Wing Fat Simon, Ms. WEI Wei and Mr. WAN Jie.*