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*(A joint stock limited company incorporated in the People's Republic of China with limited liability)*  
**(Stock Code: 3636)**

## **PROFIT WARNING**

This announcement is made by Poly Culture Group Corporation Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the provisions of inside information 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 hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment of the unaudited consolidated management accounts of the Company and its subsidiaries (the “**Group**”) for the six months ended 30 June 2022, the operating profit of the Company decreased due to the continuous impact of the COVID-19 pandemic. It is expected to record a loss for the period attributable to equity shareholders of the Company of approximately RMB150 million to RMB230 million for the six months ended 30 June 2022. As of the date of this announcement, the Company holds 12.30% of equity interest in Digital Domain Holdings Limited (“**Digital Domain**”), which is listed on The Stock Exchange of Hong Kong Limited (stock code: 547). Digital Domain has not published the financial data for the six months ended 30 June 2022. Therefore, the ultimate financial performance of the Company may deviate from the current estimate.

The Board also hereby informs the Shareholders and potential investors that the financial position of the Group remains stable.

The information in this announcement is based on the preliminary assessment by the management of the Company with reference to the management accounts of the Group, which are neither audited nor reviewed by the auditor or the audit committee of the Company. Detailed financial information will be disclosed in the interim results announcement of the Company for the six months ended 30 June 2022 to be published by the end of August 2022.

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

By order of the Board  
**Poly Culture Group Corporation Limited**  
**Zhang Xi**  
*Chairman*

Beijing, the PRC  
7 July 2022

*As of the date of this announcement, the executive directors of the Company are Mr. Zhang Xi, Mr. Jiang Yingchun, Mr. Wang Bo and Mr. Xu Bei, the non-executive directors are Ms. Zhang Hong and Mr. Fu Chengrui, and the independent non-executive directors are Ms. Li Xiaohui, Mr. Sun Hua and Mr. Fung Edwin.*