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## **China Bright Culture Group**

**煜盛文化集團\***

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

**(Stock Code: 1859)**

### **INSIDE INFORMATION PROFIT WARNING**

This announcement is made by China Bright Culture Group (the “**Company**”, 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 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 the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2022 (the “**Reporting Period**”) and the information currently available to the Company, the Group is expected to record an unaudited consolidated profit attributable to the Shareholders approximately RMB20 million as compared to the unaudited consolidated profit attributable to the Shareholders of approximately RMB57.8 million for the six months ended 30 June 2021, representing a significant decrease of over 50%, which are primarily attributable to:

- (i) The significant increase in cost of sale from approximately RMB130 million for the six months ended 30 June 2021 to approximately RMB252.9 million for the Reporting Period;

- (ii) the partial offset of the abovementioned item by costs and expenses: (a) decrease in general and administrative expenses of approximately RMB13 million; (b) decrease in impairment losses on trade and other receivables of approximately RMB48 million; and (c) decrease in income tax of approximately RMB4 million.

The Company is in the process of finalising the Group's interim results for the Reporting Period. The information contained in this announcement is only based on a preliminary assessment on the unaudited consolidated management accounts of the Group and the information currently available to the Company, which has not been audited or reviewed by the Company's auditor nor reviewed by the audit committee of the Company, and may be subject to amendments. Details of the Group's financial information will be disclosed in the interim results announcement for the Reporting Period which is expected to be published by the Company on 22 August 2022.

**Shareholders and potential investors are advised to exercise caution when dealing or contemplating in dealing in the shares of the Company and, in case of doubt, to seek independent advice from professional or financial advisers.**

By order of the Board  
**China Bright Culture Group**  
**Liu Mu**  
*Chairman*

Beijing, the PRC, 16 August 2022

*As at the date of this announcement, the Company's executive Director is Mr. LIU Mu and independent non-executive Directors are Ms. RAN Hua, Mr. ZHANG Yiwu and Ms. YAO Li.*