

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.



Century Sage Scientific Holdings Limited

世紀睿科控股有限公司

(Incorporated under the laws of the Cayman Islands with limited liability)

(Stock Code: 1450)

PROFIT ALERT — REDUCTION IN LOSS

This announcement is made by Century Sage Scientific Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) 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 Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a review of the Group’s unaudited consolidated management accounts for the year ended 31 December 2022 (the “**Reporting Period**”), the Group is expected to record a net loss of no more than RMB25.0 million for the Reporting Period as compared to a net loss of approximately RMB68.7 million for the year ended 31 December 2021.

The Board is of the view that the decrease in loss was mainly due to the significant growth of the new media services segment in which the Group has established presence since 2019. During the Reporting Period, the Group successively entered into major cooperation with Douyin E-commerce Entities (as defined in the Company’s announcement dated 5 August 2022) and Jiao Ge Peng You (as defined in the Company’s announcement dated 29 August 2022), which contributes to the significant growth of the results of the Group. In particular, the Group has officially and exclusively operated all of the Douyin accounts of Jiao Ge Peng You since November 2022, which enabled the Group to achieve rapid growth in the number of users in its live streaming e-commerce business, leading to a significant increase in both revenue and profit of new media services segment.

The information contained in this announcement is only based on a preliminary assessment by the Board on the Group's draft unaudited consolidated management accounts for the Reporting Period, which are subject to adjustments and finalisation and have not been reviewed or audited by the Company's auditors. As the audit of the financial results of the Company for the Reporting Period has not been completed, the actual results may differ from the information disclosed in this announcement.

The Company is in the process of finalising the annual results of the Group for the Reporting Period. The Shareholders and potential investors should refer to the annual results announcement of the Company for the Reporting Period, which is expected to be published in late March 2023, for details of the performance of the Group.

Potential investors and the Shareholders are advised to exercise caution when dealing in securities of the Company.

By Order of the Board
Century Sage Scientific Holdings Limited
Lo Chi Sum
Chairman

Hong Kong, 3 March 2023

As at the date of this announcement, the executive Directors are Mr. Lo Chi Sum, Mr. Li Jun, Mr. Li Liang and Ms. Zhao Hui Li, and the independent non-executive Directors are Mr. Cui Xiao Bo, Mr. Ma Zhan Kai and Dr. Yu Guo Jie.