

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.



柠萌影视

Linmon Media Limited

檸萌影視傳媒有限公司

(An exempted company incorporated in the Cayman Islands with limited liability)

(Stock Code: 9857)

PROFIT WARNING

This announcement is made by the Linmon Media Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, 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) 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 wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2022 (the “**Year 2022**”) and the information currently available, it is expected that the Group will record an adjusted net profit of approximately RMB135.0 million to RMB145.0 million for the Year 2022 as compared with the adjusted net profit of approximately RMB279.5 million for the year ended 31 December 2021, representing a decrease by approximately 48.1% to 51.7%.

Based on the information currently available to the Board, the Board is of view that the aforesaid decrease in adjusted net profit is primarily attributable to the resurgence of the COVID-19 pandemic in many regions in China in the Year 2022, which substantially affected the progress of production, filing and broadcasting of certain drama series of the Group. The broadcasting of drama series originally scheduled for the Year 2022 are currently expected to be postponed to the first half of 2023, and the revenue recognition of related drama series will also be postponed to 2023.

The Board wishes to highlight that the “adjusted net profit” is not defined under the Hong Kong Financial Reporting Standards (HKFRS). It is defined by the Group as the net profit adjusted by adding back (i) changes in fair value of convertible redeemable preferred shares; (ii) share-based payments; and (iii) listing expenses incurred (collectively, the “**Adjusted Items**”). The Group believes that such non-HKFRS measure eliminates the potential impact of certain Adjusted Items and facilitate the comparison of operating performance from period to period and from company to company.

The Board also wishes to inform the Shareholders and potential investors that the cash flow of the Group is abundant and the financial position remains stable. The Group took the initiative to cope with the impact of the COVID-19 pandemic with various measures. The aforementioned postponed drama series are currently pending to be broadcast, which will lay a solid foundation for the recovery and growth of the Company’s businesses in 2023.

The Group is still in the process of finalizing its annual results for the Year 2022. The Board wishes to point out that the information contained in this announcement is only based on the Company’s preliminary assessment of the information currently available to the Group, but not based on the financial figures audited by the Company’s auditor. The annual results of the Group for the Year 2022 may be subject to further adjustments and finalization. The audited results of the Group for the Year 2022 may differ from those disclosed in this announcement. Shareholders and potential investors are advised to refer to the announcement of the annual results of the Group for the Year 2022, which will be released no later than the end of March 2023.

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

By order of the Board
Linmon Media Limited
Su Xiao
Chairman

Beijing, PRC
10 March 2023

As at the date of this announcement, the executive directors of the Company are Mr. Su Xiao, Ms. Chen Fei, Ms. Xu Xiao’ou and Mr. Zhou Yuan; the non-executive directors of the Company are Mr. Sun Zhonghuai and Mr. Zhang Rong; and the independent non-executive directors of the Company are Ms. Long Yu, Mr. Jiang Changjian and Ms. Tang Songlian.