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PROFIT ALERT

This announcement is made by Alibaba Pictures Group Limited (the "<u>Company</u>", together with its subsidiaries, the "<u>Group</u>") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "<u>Listing Rules</u>") and 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 (the "<u>Board</u>") of directors of the Company (the "<u>Directors</u>") wishes to inform the shareholders of the Company (the "<u>Shareholders</u>") and potential investors that, based on its preliminary assessment of the unaudited consolidated management accounts of the Group and the information currently available to the Board, it is expected that the net loss attributable to owners of the Company for the financial year ended March 31, 2023 will not exceed RMB300 million, as compared with the net profit attributable to owners of the Company of RMB169 million for the financial year ended March 31, 2022.

The Board believes that the Group would record the net loss, which is primarily attributable to the loss on the Group's listed equity investments. After excluding such loss not arising from the ordinary course of business, it is expected that the Group's EBITA for the financial year ended March 31, 2023 would remain positive.

The information contained in this announcement is provided only based on a preliminary assessment by the Board with reference to the unaudited management accounts of the Group and other information currently available to the Board. Such information has not been reviewed by the auditors or the audit committee of the Company. As the Company is still in the process of finalizing its final results for the financial year ended March 31, 2023 (the "FY 2022/2023 Final Results"), the actual results of the Group may differ from the information disclosed in this announcement.

Further details of the Company's FY 2022/2023 Final Results will be provided in the Company's final results announcement for the financial year ended March 31, 2023, which is expected to be published on or around May 31, 2023.

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

> By order of the Board Alibaba Pictures Group Limited Fan Luyuan Chairman & Chief Executive Officer

Hong Kong, April 6, 2023

As at the date of this announcement, the Board is comprised of Mr. Fan Luyuan, Mr. Li Jie and Mr. Meng Jun as the executive Directors, Mr. Liu Zheng as the non-executive Director and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen as the independent non-executive Directors.