

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.



SINO-ENTERTAINMENT TECHNOLOGY HOLDINGS LIMITED

新娛科控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 6933)

PROFIT ALERT — REDUCTION IN LOSS IN RELATION TO THE SIX MONTHS ENDED 30 JUNE 2023

This announcement is made in accordance with 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 Sino-Entertainment Technology Holdings Limited (the “**Company**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that based on the preliminary review of the unaudited consolidated management accounts of the Company (together with its subsidiaries, the “**Group**”) for the six months ended 30 June 2023 (the “**Relevant Period**”) and the information currently available to the Board, the Group is expected to record a reduction of approximately 30% in the Group’s net loss for the Relevant Period as compared with the net loss of approximately RMB19.9 million for the six months ended 30 June 2022. Such reduction in net loss was the combined result of the increase in gross profit attributable to the larger extent of decrease in cost of sales than the decrease in revenue, and the decrease in research and development expenses and administrative expenses, as well as the increase in impairment losses under expected credit loss model during the Relevant Period.

As the Group's interim results for the Relevant Period are subject to further review and have not been finalised, the information contained in this announcement is solely based on the information currently available and the preliminary assessment by the Board of the unaudited revenue and other financial information of the Group for the Relevant Period, which have not been audited or reviewed by the Company's auditors or audit committee. Therefore, the actual consolidated results of the Group for the Relevant Period, which are expected to be released and set out in the interim results announcement of the Company by the end of August 2023, may differ from the information contained in this announcement.

Shareholders and potential investors of the Company are therefore advised to peruse the results of the Group for the Relevant Period with care when the interim results announcement is released.

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

By order of the Board
Sino-Entertainment Technology Holdings Limited
Sui Jiaheng
Chairman and Executive Director

Hong Kong, 31 July 2023

As at the date of this announcement, the executive Directors are Mr. Sui Jiaheng and Mr. Li Tao; the non-executive Director is Mr. He Shaoning; and the independent non-executive Directors are Ms. Pang Xia, Mr. Deng Chunhua and Ms. Chen Nan.