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**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)**

## **POSITIVE PROFIT ALERT**

This announcement is made by 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 six months ended 30 June 2023 (the “**First Half of 2023**”) and the information currently available, it is expected that (i) the Group will record a net profit of approximately RMB129.0 million to RMB132.0 million for the First Half of 2023, and a net loss of approximately RMB65.2 million was recorded for the six months ended 30 June 2022, achieving a turnaround from loss to profit; and (ii) the Group will record an adjusted net profit of approximately RMB137.0 million to RMB140.0 million for the First Half of 2023, representing an increase of approximately 30.2% to 33.1% as compared with the adjusted net profit of approximately RMB105.2 million for the six months ended 30 June 2022.

The Board is of the view that the increase in the adjusted net profit of the Group in the First Half of 2023 is primarily attributable to the effectiveness of the Group’s comprehensive budget management and effective cost control during the period. In addition, the content marketing business has rebounded significantly, and new businesses such as short drama series have also contributed to the revenue.

The Board wishes to highlight that the “adjusted net profit” is not defined under the Hong Kong Financial Reporting Standards (HKFRSs). 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-HKFRSs 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 aforesaid Adjusted Items (i) and (iii) will no longer occur in the First Half of 2023 as the Company completed its listing in August 2022.

As of the date of this announcement, the Group is still in the process of finalizing the interim results for the First Half of 2023. 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. This information has yet to be audited or reviewed by the auditors of the Company and reviewed by members of the audit committee of the Board. The interim results of the Group for the First Half of 2023 may be subject to further adjustments and finalization and may differ from those disclosed in this announcement. Shareholders and potential investors are advised to refer to the announcement of the interim results of the Group for the First Half of 2023, which will be released no later than the end of August 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  
7 August 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.*