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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)

PROFIT WARNING

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 of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**First Half of 2024**”) and the information currently available, it is expected that (i) the Group will record a net loss of approximately RMB50.0 million to RMB55.0 million for the First Half of 2024, while it recorded a net profit of approximately RMB131.0 million for the six months ended 30 June 2023 (the “**First Half of 2023**”); and (ii) the Group will record an adjusted net loss of approximately RMB47.0 million to RMB52.0 million for the First Half of 2024, while it recorded an adjusted net profit of approximately RMB139.0 million for the First Half of 2023.

Based on the information currently available to the Board, the Board is of the view that the aforesaid net loss and adjusted net loss is primarily attributable to the postponement of the broadcasting of the drama series which was scheduled to be broadcast in the First Half of 2024 to the second half of 2024 due to scheduling arrangement, therefore the recognition of the revenue and profit generated from the relevant drama series will be postponed to the second half of 2024. The Board also wishes to inform the Shareholders and potential investors that the cash flow of the Group is abundant and the financial position of the Group is stable.

The Board wishes to highlight that the “adjusted net profit/adjusted net loss” is not defined under the Hong Kong Financial Reporting Standards (HKFRSs). It is defined by the Group as the net profit/net loss adjusted by adding back the share-based payment (the “**Adjusted Item**”). The Group believes that such non-HKFRSs measure can eliminate the potential impact of the Adjusted Item and facilitate the comparison of operating performance from period to period and from company to company.

As of the date of this announcement, the Group is still in the process of finalizing the results for the First Half of 2024. 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. Such information has yet to be audited or reviewed by the auditors of the Company or reviewed by the audit committee of the Board. The interim results of the Group for the First Half of 2024 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 results of the Group for the First Half of 2024, which will be released no later than the end of August 2024.

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
9 August 2024

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.