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Asiaray Media Group Limited

雅仕維傳媒集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1993)

POSITIVE PROFIT ALERT

This announcement is made by Asiaray Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that based on the preliminary information currently available to the Company, it is expected to record a net profit of approximately RMB10 million for the year ended 31 December 2024 (the “**Year**”), while a net loss of approximately RMB10 million was recorded for the year ended 31 December 2023 (the “**Previous Year**”). The Board believes that the increase in net profit was mainly attributable to (i) improvement in operating results due to termination of underperforming projects; (ii) reduction in license fees in certain projects; and (iii) the overall cost control strategies as compared to the Previous Year.

The Company is still in the course of preparing the annual results of the Group for the Year. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to information currently available to the Board, including the unaudited consolidated management accounts of the Group for the Year, which have not been audited by the independent auditor of the Company and is subject to possible adjustments or amendments upon final review. Shareholders and potential investors of the Company are advised to read the annual results of the Group for the Year which will be disclosed in the annual results announcement to be published by the Company by the end of March 2025.

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

By order of the Board
Asiaray Media Group Limited
Lam Tak Hing, Vincent JP
Chairman

Hong Kong, 18 March 2025

As at the date of this announcement, the executive Directors are Mr. Lam Tak Hing, Vincent JP and Mr. Kwan Tat Cheong; the non-executive Director is Ms. Wu Xiaopin; and the independent non-executive Directors are Mr. Ma Andrew Chiu Cheung, Mr. Ma Ho Fai GBS JP and Ms. Mak Ka Ling.