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儒意控股
RUYI HOLDINGS

China Ruyi Holdings Limited

中國儒意控股有限公司

(a company incorporated in Bermuda with limited liability)

(Stock Code: 136)

POSITIVE PROFIT ALERT

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

The board of directors (the “**Board**”) of the Company wishes to notify the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the information currently available to the management, the Board expects that the Group may record unaudited consolidated net profit after tax of approximately RMB1 billion to RMB1.2 billion for the six months ended 30 June 2025 (the “**Reporting Period**”) in accordance with Hong Kong Financial Reporting Standards, turning around from a net loss after tax of approximately RMB123 million recorded for the same period of last year. The Group is expected to record an unaudited revenue of approximately RMB2.1 billion to RMB2.3 billion for the Reporting Period, representing an increase of approximately 14% to 25% as compared to approximately RMB1.84 billion for the same period of 2024.

The increase in unaudited revenue and net profit after tax during the Reporting Period were attributable to the followings:

- (1) benefiting from the steady growth of the Company’s overall business and the continuous release of synergistic effects, all core segments have driven development in a coordinated manner, and the advantages of the industrial layout have been evident. This has not only effectively improved the realization efficiency but also brought growth in revenue and profits to the Company, fully demonstrating the forward-looking nature of the Company’s strategic layout and its potential for sustained growth; and
- (2) the changes in fair value arising from the contingent consideration payable resulting from the Group’s completion of the acquisition of the entire issued share capital of Virtual Cinema Entertainment Limited and its subsidiaries in 2021 no longer affect the Group’s profit, as the warrants issued as part of the acquisition consideration have been exercised.

The information contained in this announcement is only based on the preliminary review of the financial information currently available to the Company's management, which is subject to finalization and other potential adjustments, if any, and not on any data or information which has been audited or reviewed by the auditor or the audit committee of the Company. Shareholders and potential investors are advised to read carefully the final interim results announcement of the Company for the Reporting Period, which is expected to be published by the end of August 2025.

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

By order of the Board
China Ruyi Holdings Limited
Ke Liming
Chairman

Hong Kong, 30 July 2025

As at the date of this announcement, the Executive Directors of the Company are Mr. Ke Liming and Mr. Zhang Qiang; the Non-Executive Director of the Company is Mr. Yang Ming; and the Independent Non-Executive Directors of the Company are Mr. Chau Shing Yim, David, Mr. Nie Zhixin, Mr. Chen Haiquan and Professor Shi Zhuomin.