乐华娱乐
YUE HUA
ENTERTAINMENT

YH Entertainment Group
乐华娱乐集团
(incorporated in the Cayman Islands with limited liability)
(Stock Code: 2306)

POSITIVE PROFIT ALERT

This announcement is made by YH Entertainment Group (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to 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 "**Directors**") of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 (the "**Relevant Period**") and the information currently available to the Board, the Group is expected to record a net profit attributable to Shareholders in the range of approximately RMB50 million to RMB70 million for the Relevant Period as compared with that for the six months ended June 30, 2024 of approximately RMB30.8 million, representing an increase of approximately 62.3% to 127.3%.

The Board considers that such increase in the net profit attributable to Shareholders was primarily due to (1) the decrease in equity settled share-based payments during the Relevant Period; and (2) the increase in revenue generated from artist management business during the Relevant Period.

As of the date of this announcement, the Company is in the process of finalizing its unaudited consolidated interim results of the Group for the Relevant Period. The information contained in this announcement is only a preliminary assessment by the Board based on the figures and information currently available, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company and reviewed by the audit committee of the Board. The actual results of the Group for the Relevant Period may differ from the information contained in this announcement. Shareholders and potential investors should refer to and carefully read the announcement of the interim results of the Group for the Relevant Period, which is expected to be released in late August 2025.

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

By order of the Board
YH Entertainment Group
DU Hua
Executive Director, Chairlady of the Board and
Chief Executive Officer

Hong Kong, August 11, 2025

As of the date of this announcement, the Board comprises Ms. DU Hua, Mr. SUN Yiding and Mr. SUN Le as executive Directors, Mr. MENG Jun as non-executive Director, and Mr. FAN Hui, Mr. LU Tao and Mr. HUANG Jiuling as independent non-executive Directors.