SHAW BROTHERS HOLDINGS LIMITED
邵氏兄弟控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 00953)

POSITIVE PROFIT ALERT
FOR THE SIX MONTHS ENDED 30 JUNE 2025

This announcement is made by Shaw Brothers Holdings Limited (the "**Company**", together with its subsidiaries, collectively, 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the "**Period**"), the Group expects to record a revenue of RMB106 million, representing an increase of approximately 734% as compared to the corresponding period of 2024. The Group also expects to record a net profit for the Period of approximately RMB6.7 million, as compared to a net loss of approximately RMB3.3 million for the corresponding period of 2024. The increase in revenue and turnaround from net loss to net profit are mainly attributable to an increase in the revenue recognised from the Group's films, drama and non-drama business segment in the Period.

The Company is in the process of finalising the interim results of the Group for the Period. The information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available to the Board, which have neither been confirmed nor reviewed by the Company's auditors or its audit committee and may be subject to possible adjustment upon further review. Detailed financial information of the Group will be disclosed in the Company's interim results announcement for the Period which is expected to be published 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
Shaw Brothers Holdings Limited
Li Ruigang
Chairman

Hong Kong, 21 August 2025

As at the date of this announcement, the Board comprises:

Chairman and Non-executive Director
Mr. Li Ruigang

Executive Directors
Miss Lok Yee Ling Virginia
Mr. Gu Jiong

Non-executive Director
Mr. Hui To Thomas, *JP*

Independent Non-executive Directors
Mr. Pang Hong
Mr. Poon Kwok Hing Albert
Miss Szeto Wai Ling Virginia
Mr. Ge Jun