SinoMedia®

SINOMEDIA HOLDING LIMITED
中視金橋國際傳媒控股有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00623)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2025

FINANCIAL SUMMARY

RMB'000	**For the six months ended 30 June 2025**	For the six months ended 30 June 2024	*Change (%)*
Revenue	**183,368**	333,120	-45%
Profit from operations	**15,014**	20,863	-28%
Profit attributable to equity shareholders of the Company	**32,948**	29,879	+10%
Earnings per share			
— Basic and diluted *(RMB)*	**0.071**	0.065	+9%

REVENUE

RMB'000	**For the six months ended 30 June 2025**	For the six months ended 30 June 2024	*Change (%)*
TV media resources management	**91,486**	176,511	-48%
Content operations, Other integrated communication services and others	**36,355**	43,731	-17%
Digital marketing and Internet media	**41,944**	95,550	-56%
Rental income	**13,583**	17,328	-22%
	183,368	333,120	

The board of directors (the "**Board**") of SinoMedia Holding Limited ("**SinoMedia**" or the "**Company**") announces the unaudited results and financial position of the Company and its subsidiaries (collectively the "**Group**") for the six months ended 30 June 2025, with comparative figures for previous period.

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

For the six months ended 30 June 2025

		Unaudited	Unaudited
		Six months ended 30 June	
		2025	2024
	Note	***RMB'000***	*RMB'000*
Revenue		**183,368**	333,120
Cost of services		**(130,753)**	(262,597)
Gross profit		**52,615**	70,523
Other income/(loss)	*4*	**2,431**	(907)
Selling and marketing expenses		**(13,086)**	(17,597)
General and administrative expenses		**(26,946)**	(31,156)
Profit from operations		**15,014**	20,863
Finance income	*5(a)*	**21,881**	17,748
Finance costs	*5(a)*	**(38)**	(920)
Net finance income		**21,843**	16,828
Profit before taxation	*5*	**36,857**	37,691
Income tax	*6*	**(3,764)**	(7,894)
Profit for the period		**33,093**	29,797
Attributable to:			
Equity shareholders of the Company		**32,948**	29,879
Non-controlling interests		**145**	(82)
		33,093	29,797
Earnings per share			
Basic and diluted *(RMB)*	*7*	**0.071**	0.065

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2025

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
Profit for the period	**33,093**	29,797
Other comprehensive income		
Item that will not be reclassified to profit or loss:		
Equity investments at fair value through other comprehensive income — net movement in fair value reserve (non-recycling)	**392,002**	—
Exchange differences on translation of financial statements of the Company	**(17,050)**	2,144
Item that may be reclassified subsequently to profit or loss:		
Exchange differences on translation of financial statements of overseas subsidiaries	**4,455**	(835)
Other comprehensive income for the period	**379,407**	1,309
Total comprehensive income for the period	**412,500**	31,106
Attributable to:		
Equity shareholders of the Company	**412,355**	31,188
Non-controlling interests	**145**	(82)
	412,500	31,106

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

At 30 June 2025

	Note	**Unaudited At 30 June 2025 RMB'000**	Audited At 31 December 2024 RMB'000
Non-current assets			
Property, plant and equipment	*8*	**159,289**	161,319
Investment property	*8*	**500,267**	507,684
Intangible assets		**1,247**	1,639
Other non-current financial assets	*9*	**765,607**	375,993
		1,426,410	1,046,635
Current assets			
Inventories		**549**	603
Trade receivables, other receivables and prepayments	*10*	**148,971**	126,405
Bank deposits	*11*	**565,590**	719,273
Cash and cash equivalents		**449,780**	217,422
		1,164,890	1,063,703
Current liabilities			
Trade and other payables	*12*	**245,706**	72,807
Contract liabilities and advance from customers	*13*	**113,644**	65,994
Lease liabilities		**318**	925
Current taxation		**8,889**	24,782
		368,557	164,508
Net current assets		**796,333**	899,195
Total assets less current liabilities		**2,222,743**	1,945,830

	Note	Unaudited At 30 June 2025 RMB'000	Audited At 31 December 2024 RMB'000
Non-current liabilities			
Lease liabilities		**977**	837
		977	837
NET ASSETS		**2,221,766**	1,944,993
CAPITAL AND RESERVES			
Share capital	*14*	**528,190**	510,981
Reserves		**1,703,322**	1,443,903
Total equity attributable to equity shareholders of the Company		**2,231,512**	1,954,884
Non-controlling interests		**(9,746)**	(9,891)
TOTAL EQUITY		**2,221,766**	1,944,993

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

1 BASIS OF PREPARATION

The condensed consolidated interim financial statements for the six months ended 30 June 2025 of the Group have been prepared in accordance with IFRS Accounting Standards, International Accounting Standards ("**IAS**") and Interpretations issued by the International Accounting Standards Board ("**IASB**") and the requirements of the Hong Kong Companies Ordinance. As Hong Kong Financial Reporting Standards ("**HKFRSs**"), which collective term includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards ("**HKASs**") and Interpretations issued by the Hong Kong Institute of Certified Public Accountants ("**HKICPA**") and accounting principles generally accepted in Hong Kong, are derived from and consistent with IFRS Accounting Standards, these financial statements also comply with HKFRSs. These financial statements also comply with the applicable disclosure provisions of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

The condensed consolidated interim financial statements have been prepared in accordance with the same accounting policies adopted in the 2024 annual financial statements, except for the accounting policy changes that are expected to be reflected in the 2025 annual financial statements.

2 CHANGES IN ACCOUNTING POLICIES

The Group has applied the following amendment to IAS/HKAS issued by the IASB/HKICPA to these financial statements for the current accounting period:

- Amendments to IAS/HKAS 21, *The effects of changes in foreign exchange rates — Lack of exchangeability*

The application of the amendment has had no material impact on the Group's financial results and financial position for the current and prior periods. The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

3 REVENUE AND SEGMENT INFORMATION

The Group is principally engaged in TV advertising, creative content production and digital marketing services.

(a) Disaggregation of revenue

Disaggregation of revenue from contracts with customers by major products or service lines is as follows:

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
Revenue from contracts with customers within the scope of IFRS 15/HKFRS 15		
TV media resources management	**91,486**	176,511
Content operations, other integrated communication services and others	**36,355**	43,731
Digital marketing and internet media	**41,944**	95,550
	169,785	315,792
Revenue from other sources		
Rental income	**13,583**	17,328
	183,368	333,120

Disaggregation of revenue from contracts with customers by the timing of revenue recognition is as follows:

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
Point in time	**17,779**	19,115
Over time	**152,006**	296,677
	169,785	315,792

(b) Segment information

In a manner consistent with the way in which information is reported internally to the Group's most senior executive management for the purposes of resources allocation and performance assessment, the Group has determined and presented a single reportable segment to disclose information as a whole about its services, geographical areas, and major customers.

For the six months ended 30 June 2025, there are RMB4,093 thousand of revenue generated from outside Mainland China (six months ended 30 June 2024: RMB2,072 thousand). As at 30 June 2025, the balance of non-current assets other than other non-current financial assets and deferred tax assets, which physically locate outside Mainland China, are amounting to RMB4 thousand (31 December 2024: RMB5 thousand).

4 OTHER INCOME/(LOSS)

		Unaudited	Unaudited
		Six months ended 30 June	
		2025	2024
	Note	***RMB'000***	*RMB'000*
Change in fair value of financial assets measured at fair value through profit or loss	*(i)*	**966**	(2,426)
Government grants	*(ii)*	**826**	—
Others		**639**	1,519
		2,431	(907)

(i) The change in fair value of financial assets arises from the investment in China Feihe Limited.

(ii) It is the unconditional discretionary grants received from the local government authorities in recognition of the Group's contribution to the development of the local economy.

5 PROFIT BEFORE TAXATION

(a) Finance income and costs

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
Interest income on bank deposits	**15,443**	17,748
Net foreign exchange gain	**6,438**	—
Finance income	**21,881**	17,748
Net foreign exchange loss	**—**	(880)
Interest on lease liabilities	**(38)**	(40)
Finance costs	**(38)**	(920)
Net finance income	**21,843**	16,828

(b) Other items

The following expenses are included in cost of services, selling and marketing expenses and general and administrative expenses.

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
Amortisation	**391**	426
Depreciation	**10,536**	10,567
(Reversal)/Recognition of impairment losses	**(2,917)**	1,441
Auditors' remuneration	**1,240**	1,325
Direct operating expenses (excluding depreciation) of investment property	**327**	590

6 INCOME TAX

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
Current tax		
Provision for income tax for the period	**5,097**	12,015
(Over)/under-provision in respect of prior years	**(1,333)**	1,268
	3,764	13,283
Deferred tax		
Reversal of temporary differences	**—**	(5,389)
	3,764	7,894

For the six months ended 30 June 2025 and 2024, the Company's subsidiary incorporated in Hong Kong is under the two-tiered profits tax regime. The first HKD2 million of assessable profits earned are taxed at half of the current tax rate (i.e. 8.25%) and the remaining assessable profits are taxed at 16.5%. For the six months ended 30 June 2025 and 2024, the assessable profits earned by the Company are taxed at 16.5%. The Company and its subsidiary incorporated in Hong Kong did not have assessable profits subject to Hong Kong profits tax for the six months ended 30 June 2025 (six months ended 30 June 2024: nil).

The corporate income tax rate of the Company's subsidiary in Singapore is 17% (2024: 17%). No provision has been made for Singapore income tax as the Company's subsidiary in Singapore did not have assessable profits for the six months ended 30 June 2025 (six months ended 30 June 2024: nil).

The provision for PRC income tax is based on the respective applicable rates on the estimated assessable income of the Group entities in the PRC as determined in accordance with the relevant income tax rules and regulations of the PRC. During the six months ended 30 June 2025 and 2024, certain Group entities established in the PRC are at a preferential rate of 20% as small meager-profit enterprises and one group entity established in the PRC is taxed at a preferential rate of 15% as qualifying company in Guangdong-Macao In-Depth Cooperation Zone in Hengqin. Other Group entities established in the PRC are subject to PRC corporate income tax rate of 25%.

For the six months ended 30 June 2025 and 2024, the Company applied dividends withholding tax rate at 5% as it obtained the certificate of resident of the Hong Kong Special Administrative Region under the "Arrangement between the Mainland of China and the Hong Kong Special Administrative Region for the avoidance of Double Taxation and the Prevention of Fiscal Evasion with respect of Taxes on income".

7 EARNINGS PER SHARE

The calculation of basic and diluted earnings per share attributable to equity shareholders of the Company is based on the following data:

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
Earnings		
Profit attributable to equity shareholders of the Company used in calculation of basic and diluted earnings per share	**32,948**	29,879

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
Number of shares		
Weighted average number of ordinary shares in issue during the period used in calculation of basic earnings per share	**463,828,492**	461,635,370
Effect of dilutive potential ordinary shares in respect of share options *(note)*	**696,048**	—
Weighted average number of ordinary shares in issue during the period used in calculation of diluted earnings per share	**464,524,540**	461,635,370

Note:

The calculation of diluted earnings per share for the six months ended 30 June 2025 has taken into consideration the weighted average number of 696,048 shares (six months ended 30 June 2024: nil) deemed to be issued at nil consideration as if all outstanding share options had been exercised.

8 PROPERTY, PLANT AND EQUIPMENT AND INVESTMENT PROPERTY

During the six months ended 30 June 2025, the Group acquired items of property, plant and equipment with a cost of RMB1,138 thousand (six months ended 30 June 2024: RMB857 thousand) and did not acquire any items of investment property (six months ended 30 June 2024: nil).

9 OTHER NON-CURRENT FINANCIAL ASSETS

	Note	**Unaudited At 30 June 2025** ***RMB'000***	Audited At 31 December 2024 *RMB'000*
Financial assets measured at fair value through profit or loss ("**FVPL**")			
— Equity securities listed in Hong Kong	*(i)*	**21,054**	20,407
Equity securities measured at fair value through other comprehensive income ("**FVOCI**")			
— Equity securities listed in Hong Kong	*(ii)*	**689,196**	—
— Investments in unlisted equity securities	*(iii)*	**55,357**	355,586
		765,607	375,993

(i) As at 30 June 2025, the Group holds issued shares of China Feihe Limited (stock code: 6186) and designated the investment at FVPL. Dividends received on this investment were HKD660 thousand (approximately RMB606 thousand) during the six months ended 30 June 2025 (six months ended 30 June 2024: HKD600 thousand (approximately RMB546 thousand)).

(ii) As at 30 June 2025, the Group holds issued shares of Bloks Group Limited (stock code: 0325) and designated the investment at FVOCI. No dividends received on this investment during the six months ended 30 June 2025 (six months ended 30 June 2024: nil).

(iii) Investments in unlisted equity securities mainly represent shares in Heilongjiang North Latitude 47 Green Organic Food Co., Ltd and Beijing AIQI Technology Company Limited. The Group designated its investments in unlisted equity securities at FVOCI, as the investments are held for strategic purposes. No dividends were received on these investments during the six months ended 30 June 2025 (six months ended 30 June 2024: nil).

10 TRADE RECEIVABLES, OTHER RECEIVABLES AND PREPAYMENTS

	Unaudited At 30 June 2025 *RMB'000*	Audited At 31 December 2024 *RMB'000*
Within 3 months	**38,335**	65,833
4 months to 6 months	**33,355**	7,902
7 months to 12 months	**1,797**	2,179
Over 12 months	**1,148**	473
Trade and bills receivable, net of loss allowance	**74,635**	76,387
Deposits to media suppliers	**9,832**	7,006
Advances to employees	**1,289**	690
Other debtors, net of loss allowance	**520**	149
Financial assets measured at amortised cost	**86,276**	84,232
Prepayments to media suppliers	**55,473**	34,851
Other prepayments	**2,651**	3,219
Input VAT to be deducted	**4,571**	4,103
	62,695	42,173
Trade receivables, other receivables and prepayments, net of loss allowance	**148,971**	126,405

All of the trade and other receivables are expected to be recovered or recognised as expense within one year. Credit terms are granted to the customers, depending on credit assessment carried out by management on an individual basis. The credit terms for trade receivables are generally from nil to 90 days.

11 BANK DEPOSITS

	Unaudited At 30 June 2025 *RMB'000*	Audited At 31 December 2024 *RMB'000*
Bank deposits	**565,590**	719,273

At 30 June 2025, bank deposits of the Group were all fixed-term deposits in UBS AG Hong Kong Branch, with annual interest rates ranging from 3.470% to 4.170%.

12 TRADE AND OTHER PAYABLES

	Unaudited At 30 June 2025 *RMB'000*	Audited At 31 December 2024 *RMB'000*
Within 3 months	**15,966**	15,749
4 months to 6 months	**33,201**	4,266
7 months to 12 months	**603**	1,332
Over 12 months	**1,412**	2,848
Total trade payables	**51,182**	24,195
Payroll and welfare expense payables	**3,031**	3,493
Other tax payables	**9,399**	6,450
Other payables and accrued charges	**30,165**	36,893
Dividends payable	**151,929**	1,776
Financial liabilities measured at amortised cost	**245,706**	72,807

13 CONTRACT LIABILITIES AND ADVANCE FROM CUSTOMERS

	Unaudited At 30 June 2025 *RMB'000*	Audited At 31 December 2024 *RMB'000*
Media services contracts	**105,645**	59,789
Rental contracts	**7,999**	6,205
	113,644	65,994

Contract liabilities and advance from customers primarily arises from the advance payments made by customers while the underlying services are yet to be provided. Contract liabilities and advance from customers would be recognised as revenue upon the rendering of services. All contract liabilities and advance from customers are expected to be recognised as revenue within one year.

14 SHARE CAPITAL

	No. of ordinary shares	*HKD'000*	*RMB'000 equivalent*
Ordinary shares, issued and fully paid:			
At 1 January 2024, 31 December 2024 and 1 January 2025	461,635,370	581,931	510,981
Shares issued under share option scheme	8,793,000	15,564	14,193
Transfer of capital reserve upon exercise of share options	—	3,307	3,016
At 30 June 2025	470,428,370	600,802	528,190

15 DIVIDENDS

(a) Dividends payable to equity shareholders of the Company attributable to the interim period

No interim dividend for the six months ended 30 June 2025 has been declared by the Company (six months ended 30 June 2024: nil).

(b) Dividends payable to equity shareholders of the Company attributable to the previous financial year, approved during the interim period

	Unaudited	Unaudited
	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
Final dividend in respect of the previous financial year, approved during the interim period of HKD11.00 cents (equivalent to approximately RMB10.16 cents) (2024: HKD9.20 cents (equivalent to approximately RMB8.35 cents)) per share	**47,117**	38,534
Special dividend in respect of the previous financial year, approved during the interim period of HKD24.00 cents (equivalent to approximately RMB22.16 cents) (2024: HKD7.00 cents (equivalent to approximately RMB6.35 cents)) per share	**102,803**	29,319
	149,920	67,853

Dividends in respect of the previous financial year of RMB149,920 thousand has been paid in July 2025.

16 EVENTS AFTER THE REPORTING PERIOD

As at the date that these interim condensed consolidated financial information were approved, there is no significant event after the reporting period which should be disclosed.

MANAGEMENT DISCUSSION AND ANALYSIS

OVERVIEW

In the first half of 2025, trade frictions and tariff issues brought many uncertainties to economic growth. China's economy demonstrated its adaptability and resilience in a complex and changing international environment. Overall, consumers remained cautious about the macroeconomic outlook. Total retail sales of consumer goods grew, but the domestic market still faced challenges of insufficient effective demand and consumption downgrading.

According to the "2025 China Advertiser Marketing Trends Survey Report" jointly released by CCTV Market Research, the Advertising School of Communication University of China, and the National Institute of Advertising, advertisers' marketing budgets are becoming more cautious and conservative, with only 18% of advertisers reporting an increase in marketing and promotion expenses compared to last year. According to market research data released by CTR Media Intelligence, in the first half of 2025, overall advertising market spending grew by 0.6% year-on-year. (Source: CTR Media Intelligence, August 2025).

In the face of an increasingly complex market environment, during the period under review, the Group maintained flexibility and innovation, optimized its business structure, strived to overcome market pressure, and firmly pushed forward the building of brand marketing capabilities with cross-screen creative communication services as the core, committed to providing clients with high-quality and diversified creative products and communication services.

BUSINESS REVIEW

TV Advertising and Content Operations

I. TV Media Resources Management

During the period under review, the Group had the exclusive underwriting right for a total of 44,116 minutes of China Media Group advertising resources on "Boutique Financial Records" on CCTV-2 (Financial Channel), CCTV-9 (Documentary Channel) and CCTV-14 (Children's Channel). It covered the market of finance and economics, culture and children, and brought diversified communication channels to clients. In the face of a challenging and volatile market environment, the Group has timely optimized and adjusted its media resource structure, controlled scale costs, and endeavored to maintain its leadership in the television advertising market by stretching its edges and experience in TV communications, actively exploring new horizons, overcoming difficulties and continuously optimizing its marketing strategies and media product portfolio.

II. Content Operations

During the period under review, the Group provided comprehensive and professional video creative and production services to different types of customers through advertising video shooting, producing and editing and graphic design, and other means. Meanwhile, focusing on the market demand of family consumption, the Group continued to develop its content marketing business centered on the R&D and production of video content, and provide tailor-made creative video contents for clients, to realize the brand communication value of clients.

III. Other Integrated Communication Services and Others

The Group has gained recognition from a large number of renowned clients for its professional and efficient communication services and the philosophy of caring services. During the period under review, the Group provided brand information, advertising placement, promotion planning, public relation activities and other multi-dimensional brand integration communication services to clients including China Feihe, Ping An, Geely Auto, Bamboo Leaf Green Tea, Lapsang Tea Industry, Six Walnuts, Enshi Selenium-rich Tea and other clients.

In respect of the international business, the Group actively offered Chinese market promotion, media propaganda, creative planning and other services to overseas clients. The main clients during the period under review included Destination DC, Tourism Yukon and Queen Sirikit National Convention Center.

Digital Marketing and Internet Media

I. Digital Marketing

Relying on customer resources, media advantages, and data technology, the Group focused on its core competence in digital marketing and strengthened its internet integration service capability to provide customized one-stop digital marketing solutions to its clients. Meanwhile, the Group actively explored the use of artificial intelligence algorithms as an engine to continuously integrate high-quality traffic, optimize advertising placement strategies, and improve advertising placement efficiency. During the period under review, the Group successively served China Feihe, Wanguo Gold, CITIC Group, Sunshine Insurance, Huaxia Bank and other clients, and was highly recognized and praised by the clients.

II. Internet Media

www.boosj.com of the Group focused on the video content operation in healthy life field. In the two vertical areas of parent-child education and middle-aged and elderly healthy life, www.boosj.com continued to enhance content construction and we-media matrix deployment, and deeply explore the needs of family users. In addition, on the basis of community operation and video content aggregation of users, www.boosj.com combines the MCN streamer matrix to enrich the content and form of live broadcast, providing diversified and customized video creative and internet communication services for different brand clients.

FINANCIAL REVIEW

Revenue

For the six months ended 30 June 2025, the Group recorded revenue of RMB183,368 thousand, representing a year-on-year decrease of 45% from RMB333,120 thousand for the same period last year.

Details of revenue for the period under review are as follows:

(I) Revenue from TV media resources management amounted to RMB91,486 thousand, representing a year-on-year decline of 48% from RMB176,511 thousand for the same period last year. During the period under review, advertising spending by clients in the consumer goods, travel, automobiles, health and pharmaceutical sectors declined significantly compared to the same period last year. In response to the pressure and challenges posed by weakening consumer demand, and to balance the risks and opportunities facing the advertising market, the Group has further optimized and adjusted its television media resources and moderately controlled scale costs. Since the beginning of the year, it has ceased to underwrite “Focus Today” and “Across the Strait” on CCTV-4 (Chinese International). At the same time, the Group strived to maintain stable development of such business by optimizing marketing strategies, integrating marketing resources, improving incentive measures, and other means to enhance operational efficiency and product competitiveness.

(II) Revenue from content operations, other integrated communication services and other businesses amounted to RMB36,355 thousand, representing a year-on-year decrease of 17% over RMB43,731 thousand for the same period last year. Among them: (1) Revenue from content operations amounted to RMB11,725 thousand, representing a year-on-year increase of 47% from RMB7,961 thousand for the same period last year. Due to the impact of project execution cycles, certain projects that were not completed last year were completed in the first half of this year, resulting in an increase in content creative marketing revenue compared to the same period last year; Commercial advertising video production revenue remained basically stable compared to the same period last year. (2) Revenue from other integrated communication services and other businesses amounted to RMB24,630 thousand, representing a year-on-year decline of 31% over RMB35,770 thousand for the same period last year. Revenue from this business mainly comes from the commission income obtained from media suppliers by the Group as an agent to procure media resources for clients. The commission income earned during the period under review decreased compared with the same period last year, due to influence of the commission settlement cycle of media suppliers.

(III) Revenue from digital marketing and internet media amounted to RMB41,944 thousand, representing a year-on-year decrease of 56% from RMB95,550 thousand for the same period last year. Among them: (1) due to reductions in advertising budgets by certain clients, digital marketing revenue decreased compared to the same period last year; (2) the revenue from internet media remained basically stable compared to the same period last year.

(IV) The investment properties held by the Group are offices on multiple floors located at The Place-SinoMedia Tower, No. 9 Guanghua Road, Chaoyang District, Beijing, PRC, with a total gross floor area of 16,130.64 sq.m. and a land use right of 50 years from 8 August 2007 to 7 August 2057. The rental income generated from the investment properties amounted to RMB13,583 thousand, representing a year-on-year decrease of 22% from RMB17,328 thousand for the same period last year. Due to the declined rental prices for existing rental properties since the second half of last year, the revenue from this business was lower than that of the same period last year.

Operating Expenses

For the six months ended 30 June 2025, the Group's operating expenses were RMB40,032 thousand in aggregate, representing a year-on-year decrease of 18% from RMB48,753 thousand for the same period last year, and accounting for 21.8% of the Group's revenue (the same period last year: 14.6%). The Group continued to strengthen the budget management for operating expenses, reduce the non-essential expenditures, and steadily implemented the measures for cost reduction and efficiency improvement, thereby maintaining operating expenses at a reasonable level.

Among which:

(I) Selling and marketing expenses amounted to RMB13,086 thousand, representing a year-on-year decrease of RMB4,511 thousand from RMB17,597 thousand for the same period last year, and accounting for 7.1% of the Group's revenue (the same period last year: 5.3%). The main reasons for the decrease in selling and marketing expenses are: (1) the decrease in operating revenue led to a corresponding decrease in the performance-based remuneration of marketing personnel, resulting in a year-on-year decrease in staff costs of approximately RMB2,495 thousand compared to the same period last year; (2) a year-on-year decrease in marketing promotion expenses, travel and transportation expenses of approximately RMB1,926 thousand compared to the same period last year.

(II) General and administrative expenses amounted to RMB26,946 thousand, representing a year-on-year decrease of RMB4,210 thousand from RMB31,156 thousand for the same period last year, and accounting for 14.7% of the Group's revenue (the same period last year: 9.3%). The decrease in general and administrative expenses was mainly due to a decrease of RMB4,358 thousand in impairment losses on receivables as compared with the same period last year.

INVESTMENTS, ACQUISITIONS AND DISPOSALS

The Group did not engage in any major investments, acquisitions or disposals during the period under review.

LIQUIDITY AND FINANCIAL RESOURCES

The Group had a stable financial position as a whole. As at 30 June 2025, cash and cash equivalents of the Group amounted to RMB449,780 thousand (31 December 2024: RMB217,422 thousand), of which approximately 46% was denominated in RMB, 54% in HK dollars and other currencies. As at 30 June 2025, the Group had bank time deposits with maturity over three months mainly denominated in HKD and USD (equivalent to approximately RMB565,590 thousand) (31 December 2024: equivalent to approximately RMB719,273 thousand).

During the period, details of the Group's cash flow status were as follows:

(I) Net cash inflow from operating activities was RMB51,496 thousand (the same period last year: RMB88,020 thousand), which was mainly because: (1) the media agency costs paid in advance increased by RMB20,622 thousand compared with the end of last year; (2) the media costs and deposits payable increased by RMB26,987 thousand compared with the end of last year; (3) the balance of advances from clients increased by RMB47,650 thousand compared with the end of last year; and (4) income tax of RMB19,657 thousand was paid.

(II) Net cash inflow from investing activities was RMB168,471 thousand (the same period last year: RMB9,168 thousand), which was mainly attributable to: (1) the collection of RMB153,683 thousand from the maturity of bank time deposits; and (2) the bank deposit interest received of RMB15,443 thousand.

(III) Net cash inflow from financing activities was RMB13,687 thousand (the same period last year: net cash outflow of RMB452 thousand in the same period last year), primarily due to proceeds from the issuance of shares under share option scheme amounting to RMB14,193 thousand.

PROFIT AND EQUITY ATTRIBUTABLE TO EQUITY SHAREHOLDERS OF THE COMPANY

For the six months ended 30 June 2025, the profit attributable to equity shareholders of the Company was RMB32,948 thousand, while the profit attributable to equity shareholders of the Company was RMB29,879 thousand in the same period last year.

As at 30 June 2025, the Group's total assets amounted to RMB2,591,300 thousand, which consisted of equity attributable to equity shareholders of the Company of RMB2,231,512 thousand and non-controlling interests of RMB-9,746 thousand.

As at 30 June 2025, the Group had no interest-bearing debts, and the gearing ratio of the Group was nil (31 December 2024: nil). The gearing ratio was calculated by dividing the sum of the period-end interest-bearing bank borrowings and other borrowings by the period-end total equity, and multiplying 100%.

As at 30 June 2025, the Group had no material contingent liabilities. The majority of the Group's turnover, expenses and capital investments were denominated in Renminbi.

HUMAN RESOURCES

As at 30 June 2025, the Group had 177 employees in total, slightly less than that at the beginning of the year. Looking back on the first half of the year, despite macroeconomic uncertainty, the Group maintained overall stability of its employee team, focused on the effective integration of internal resources and optimization of labor efficiency, actively expanded the household consumption market, and accelerated the innovation of creative content businesses driven by AI and big data. In terms of talent incentives, the Group relied on scientific job value assessment and employee competency profiling analysis, rationally increased the salary and performance bonus for certain professional positions in sales and marketing and implemented dynamic performance related remuneration policies for all the employees to constantly intensify the connection between working results and personal interests. In terms of talent development system construction, the Group strengthened the application of assessment results, formulated differentiated development paths for different employees, and clarified promotion channels. The Group developed and organized targeted training strategies and programs for employees and adopted an online + offline professional training mode, including induction training for new employees, professional skills training and other trainings of various levels and categories, with an aim to systematically enhance employees' professional skills and market competitiveness. In terms of corporate culture, the

Group continued to organize activities such as "SinoMedia Second Generation" parent-child carnival and the annual dinner for employees to promote the construction of corporate culture of caring for employees and building happy homes. In order to align the personal interests of employees with those of shareholders, the Company granted share options to employees under share option schemes. Share options that were granted and remained unexercised as of the end of the period totaled 6,059,000 units.

INDUSTRY AND GROUP OUTLOOK

According to the Purchasing Managers' Index released by the Service Survey Center of NBS and the China Federation of Logistics & Purchasing, in July 2025, the Purchasing Managers' Index (PMI) of China's manufacturing industry was 49.3%, down 0.4 percentage point from the previous month; the business activity index of non-manufacturing industry was 50.1%, down 0.4 percentage points from the previous month; the overall PMI was 50.2%, lower than 50.7% of the previous month. (Sources: National Bureau of Statistics, July 2025). Data shows that enterprises' production and business activities remained generally expansive, yet various economic indicators showed signs of decline, with the momentum of expansion slowing down. The foundation for economic recovery and growth is not yet solid, and enterprises' confidence in the market still needs to be boosted.

Faced with the challenges of prominent consumption stratification and fierce competition in the advertising industry, the Group, as a leading comprehensive media operation group in China, will continue to integrate its own advantages to improve operational efficiency, strengthen the core competitiveness in creative communication and brand strategy, and focus on providing in-depth integrated marketing services. Meanwhile, the Group will also keep a constant eye on and capture changes in consumer demand and technological innovation, enhance connections with the terminal consumer market, and strive to expand diversified business growth through rigorous cost control and prudent operation and management.

Specifically, in respect to TV advertising, the Group will adhere to the client-oriented product and service strategies, constantly optimize media resources, and enhance the brand value of clients by providing one-stop solutions such as brand positioning, visual creativity, communication strategy, media execution and effect evaluation. In respect to content operation, the Group will, leveraging its experience and capabilities in video content creation and brand communication, further develop content marketing business centering video content R&D and production, and customize creative video content for clients. In terms of digital marketing and Internet media, the Group will continue to expand high-quality media resources, enhance the technological iteration of intelligent advertising placement business, and explore more market opportunities and business models through the application of artificial intelligence and other cutting-edge technologies.

The Group will continue to adhere to a prudent corporate philosophy, optimize its business structure, and strengthen business resilience. The Group will also further expand the path for strategic implementation, lay out in industries that can directly reach global end-consumer groups through brand investment management business, and continuously achieve high-quality and sustainable growth for shareholders.

INTERIM DIVIDEND

The Board does not recommend the payment of any interim dividend for the six months ended 30 June 2025.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

During the six months ended 30 June 2025, neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's listed securities.

CORPORATE GOVERNANCE PRACTICES

During the six months ended 30 June 2025, the Company had fully complied with all code provisions of the Corporate Governance Code as set out in Appendix C1 to the Listing Rules, except for the following deviation:

Under Code Provision F.2.2, the chairman of the Board should attend the annual general meeting. He should also invite the chairman of the audit, remuneration, nomination and any other committees (as appropriate) to attend.

Due to other pre-arranged business engagements which must be attended by her, Ms. Ip Hung, the chairman of the Remuneration Committee and an Independent Non-executive Director of the Company, could not attend the annual general meeting held on 11 June 2025. However, the other two members of the Remuneration Committee, Mr. Chen Xin and Dr. Zhang Hua, attended the said annual general meeting to ensure effective communication with the shareholders thereat.

DIRECTORS' SECURITIES TRANSACTIONS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") as set out in Appendix C3 to the Listing Rules as its own code of conduct regarding Directors' securities transactions. Having been made specific enquiry, the Directors of the Company confirmed that they had complied with the required standard set out in the Model Code during the six months ended 30 June 2025.

REVIEW OF FINANCIAL INFORMATION

The audit committee, together with the management of the Company, has reviewed the unaudited consolidated financial statements and the interim report for the six months ended 30 June 2025 of the Group, and the accounting principles and practices adopted by the Group.

PUBLICATION OF INTERIM RESULTS ANNOUNCEMENT AND INTERIM REPORT

This announcement will be published on the websites of The Stock Exchange of Hong Kong Limited (www.hkexnews.hk) and of the Company (www.sinomedia.com.hk). The interim report of the Company for the six months ended 30 June 2025 will be dispatched to shareholders and published on the aforesaid websites in due course.

By order of the Board
SinoMedia Holding Limited
CHEN Xin
Chairman

Hong Kong, 25 August 2025

As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan, Mr. Li Zongzhou and Ms. Liu Zhiyi as executive directors, and Mr. Qi Daqing, Ms. Ip Hung, Dr. Tan Henry and Dr. Zhang Hua as independent non-executive directors.