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Meta Media Holdings Limited

超媒體控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 72)

PROFIT WARNING

This announcement is made by Meta Media Holdings 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 (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 the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 (“**FY2025**”) and the information currently available to the Board, the Group is expected to record consolidated net loss of the Group for FY2025 of not less than approximately RMB35 million, which represented a substantial change as compared to the consolidated net profit of the Group for the year ended 31 December 2024 (in the sum of approximately RMB19 million).

Based on the information currently available to the Company, the Board considers that such loss was mainly due to the continued pressure on the global economy in 2025 affected by geopolitical tensions and monetary policies of major economies, coupled with a more cautious consumer market and greater prudence among brand customers in respect of their advertising arrangements, leading to a decrease in the Group’s overall gross profit margin as compared with the previous year. In addition, in FY2024, the Group recognized a net gain on termination of lease of approximately RMB8.1 million, which was of one – off in nature and did not recur in FY2025.

The Company is still in the process of finalising the audited consolidated annual results of the Group for FY2025. The information contained in this announcement is only based on the preliminary assessment and review by the Board with reference to the unaudited consolidated management accounts of the Group and other information currently available, which has not been reviewed or audited by the Company's auditors and may be subject to possible adjustments. Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for FY2025, which is expected to be published on 18 March 2026.

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

By Order of the Board
Meta Media Holdings Limited
SHAO Zhong
Chairman

Hong Kong, 16 March 2026

As at the date of this announcement, the Board comprises the following members: (a) as executive directors, Mr. SHAO Zhong, Ms. YANG Ying, Mr. LI Jian; (b) as independent non-executive directors, Mr. YICK Wing Fat Simon, Ms. WEI Wei and Mr. WAN Jie.