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Damai Entertainment Holdings Limited

大麥娛樂控股有限公司

(formerly known as Alibaba Pictures Group Limited 阿里巴巴影業集團有限公司)

(Incorporated in Bermuda with limited liability)

(Stock Code: 1060)

PROFIT ALERT

This announcement is made by Damai Entertainment Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and 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 (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on its preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available to the Board, it is expected that the net profit attributable to owners of the Company for the twelve months ended March 31, 2026 will be no less than RMB700 million, as compared with the net profit attributable to owners of the Company of approximately RMB364 million for the twelve months ended March 31, 2025. The increase in net profit was mainly attributable to the Group’s strengthened asset structure and further reduced risk exposure in its investment portfolio, which resulted in a year-on-year decline in investment losses.

The information contained in this announcement is provided only based on a preliminary assessment by the Board with reference to the unaudited management accounts of the Group and other information currently available to the Board. Such information has not been reviewed by the auditors or the audit committee of the Company. As the Company is still in the process of finalizing its annual results for the twelve months ended March 31, 2026 (the “**Annual Results**”), the actual Annual Results may differ from the information disclosed in this announcement.

Further details of the Annual Results will be provided in the Company's annual results announcement which is expected to be published in late May of 2026.

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

By order of the Board
Damai Entertainment Holdings Limited
Fan Luyuan
Chairman & Chief Executive Officer

Hong Kong, May 8, 2026

As of the date of this announcement, the Board comprises Mr. Fan Luyuan, Mr. Li Jie and Mr. Meng Jun, being the executive Directors; and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen, being the independent non-executive Directors.