柠萌影视

Linmon Media Limited

檸萌影視傳媒有限公司

(An exempted company incorporated in the Cayman Islands with limited liability)

(Stock Code: 9857)

POSITIVE PROFIT ALERT

This announcement is made by Linmon Media Limited (the "**Company**", together with its subsidiaries and consolidated affiliated entities, 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 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 "**Board**") of the Company wishes to inform the shareholders (the "**Shareholders**") and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 (the "**First Half of 2026**") and the information currently available, it is expected that the Group will record a net profit, a net profit attributable to the Shareholders and an adjusted net profit, each ranging from approximately RMB20.0 million to RMB40.0 million, for the First Half of 2026, while a net profit of approximately RMB11.3 million, a net profit attributable to the Shareholders of approximately RMB10.8 million, and an adjusted net profit of approximately RMB14.4 million were recorded for the six months ended 30 June 2025. In the First Half of 2026, it is expected that the Group will record a year-on-year increase of approximately 77.7% to 255.4% in terms of net profit, a year-on-year increase of approximately 84.8% to 269.7% in terms of net profit attributable to the Shareholders, and a year-on-year increase of approximately 38.5% to 177.0% in terms of adjusted net profit.

The Board is of the view that the Group achieved a significant increase in the net profit, the net profit attributable to the Shareholders and the adjusted net profit in the First Half of 2026 as compared with the same period of last year primarily due to the revenue growth driven by the broadcast of quality original drama series, the further improvement in the financial performance of the short drama series business, and the further enhanced comprehensive budget management which led to quality improvement, efficiency enhancement and expense optimization.

The Board wishes to highlight that the “adjusted net profit” is not defined under the Hong Kong Financial Reporting Standards (HKFRSs). It is defined by the Group as the net profit adjusted by adding back share-based payments expenses (the “**Adjusted Item**”). The Group believes that such non-HKFRS measure can eliminate the potential impact of the Adjusted Item and facilitate the comparison of operating performance from period to period and from company to company.

As of the date of this announcement, the Group is still in the process of finalizing the interim results for the First Half of 2026. The Board wishes to point out that the information contained in this announcement is only based on the Company’s preliminary assessment of the information currently available to the Group. This information has yet to be audited or reviewed by the auditors of the Company, nor has it been reviewed by the audit committee of the Board. The interim results of the Group for the First Half of 2026 may be subject to further adjustments and finalization and may differ from those disclosed in this announcement. Shareholders and potential investors are advised to refer to the interim results announcement of the Group for the First Half of 2026, which will be published by the end of August 2026.

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

By order of the Board
Linmon Media Limited
Su Xiao
Chairman

Beijing, the PRC
6 August 2026

As at the date of this announcement, the executive directors of the Company are Mr. Su Xiao, Ms. Chen Fei and Ms. Xu Xiao’ou; the non-executive directors of the Company are Ms. Wang Juan and Mr. Zhang Rong; and the independent non-executive directors of the Company are Mr. Jiang Changjian, Ms. Tang Songlian and Ms. Liang Ning.