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弘毅文化集团

HONY MEDIA GROUP

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 419)

INSIDE INFORMATION
PROFIT ALERT

This announcement is made by Hony Media Group (the "**Company**") and 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 ("**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571, the Laws of Hong Kong).

PROFIT ALERT

The Board wishes to inform shareholders of the Company and potential investors that, based on the Group's preliminary unaudited assessment for the six months ended 30 June 2026 (the "Period"), the Group is expected to record a loss for the Period of less than HK$10 million (same period in 2025: loss of approximately HK$43 million). The significant decrease in loss for the Period was mainly attributable to:

1) the turnaround of Echartnow segment to a segment profit of approximately HK$3 million during the Period from segment loss of approximately HK$12 million for the same period in 2025;

2) profit from discontinued operation of approximately HK$5 million during the Period arising from the disposal of the smart healthcare services platform business in January 2026 (same period in 2025: loss from discontinued operation of approximately HK$2 million); and

3) gain on modification of convertible bonds of approximately HK$11 million (same period in 2025: Nil) arising from the extension of the maturity date of the principal and the interest repayment date of the outstanding convertible bonds during the Period.

As the Company is still in the process of finalizing the interim results for the six months ended 30 June 2026, the information contained in this announcement is based on information that is currently available and the preliminary unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 which have not yet been reviewed by the Company's audit committee. The interim results for the six months ended 30 June 2026 are expected to be published on 27 August 2026.

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

By Order of the Board
Hony Media Group
HAU Wai Man, Raymond
Company Secretary

Hong Kong, 14 August 2026

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

Mr. YUEN Hoi Po[1] (CEO), Mr. CHENG Wu[1], Mr. YUEN Kin[2], Ms. WANG Song Song[2] and Ms. PAN Min[2]

[1] *Executive director*
[2] *Independent non-executive director*

In the case of inconsistency, the English text of this announcement shall prevail over the Chinese text.