China Ruyi Holdings Limited
中國儒意控股有限公司

(a company incorporated in Bermuda with limited liability)

(Stock Code: 136)

PROFIT WARNING

This announcement is made by China Ruyi Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**")) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Hong Kong laws) and Rule 13.09 of the Listing Rules.

Based on the information currently available to the management, the Group expects to record unaudited consolidated net profit after tax of approximately RMB800 million to RMB900 million for the six months ended 30 June 2026 (the "**Reporting Period**") in accordance with Hong Kong Financial Reporting Standards, representing a decrease of approximately 26.7% to 34.9% as compared to the unaudited net profit after tax of approximately RMB1,228 million for the same period of 2025. The decrease in revenue, gross profit and net profit during the Reporting Period was primarily attributable to the Group's film and television and gaming businesses being subject to the impact of project production, distribution and launch cycles, with costs and expenses relating to certain key projects being incurred during the Reporting Period, while the revenue and profit contributions from such projects are expected to be progressively realized in the second half of the year.

Looking ahead to the second half of the year, a number of the Group's key film and television and gaming projects have progressively entered the theatrical release, online launch and distribution stages. In particular, the comedy animated film "All Wishes Come True!" (《八仙！》) and the film "Once Upon A Time in the Middle East" (《歡迎來龍餐館》) starring Shen Teng have been released, both delivering strong market performance; the game "Grand Master of the Immortal Realm" (《仙界大掌門》) was officially launched at the end of July; and other key film and television and gaming projects are progressing on schedule. The Group expects these projects to contribute positively to revenue and profit in the second half of the year.

The information contained in this announcement is only based on the preliminary review of the financial information currently available to the Company's management, which is subject to finalization and other potential adjustments, if any, and not on any data or information which has been audited or reviewed by the auditor or the audit committee of the Company. Shareholders and potential investors are advised to read carefully the final interim results announcement of the Group for the six months ended 30 June 2026, which is expected to be published by the end of August 2026.

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

By order of the Board
China Ruyi Holdings Limited
Ke Liming
Chairman

Hong Kong, 16 August 2026

As at the date of this announcement, the Executive Directors of the Company are Mr. Ke Liming, Mr. Zhang Qiang and Mr. Gong Qiao; the Non-Executive Director of the Company is Mr. Yang Ming; and the Independent Non-Executive Directors of the Company are Mr. Chau Shing Yim, David, Mr. Nie Zhixin, Mr. Chen Haiquan and Professor Shi Zhuomin.