歡 喜 傳 媒 集 團 有 限 公 司*

HUANXI MEDIA GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 1003)

REDUCTION IN LOSS

This announcement is made by Huanxi Media Group 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 (the "**Reporting Period**") and the information currently available, the Group is expected to record an unaudited net loss after tax of approximately HK$39,000,000 to HK$41,000,000, representing a reduction of approximately 59.9% to 61.9% as compared to the unaudited net loss after tax of approximately HK$102,232,000 for the corresponding period in 2025.

The reduction in the unaudited net loss after tax of the Group for the Reporting Period as compared to the corresponding period last year was mainly attributable to the decreases in selling and distribution costs and administrative expenses. Due to the market conditions and project release and rollout cycles, the Group prudently managed its film release schedule during the Reporting Period. The major blockbuster films in which the Group has invested were not released theatrically in Chinese Mainland during the Reporting Period. Meanwhile, the Group continued to implement cost control measures and optimise its internal operating structure during the Reporting Period, which successfully led to a significant reduction in administrative expenses.

* *For identification purposes only*

As the Company is in the process of finalising the Group's unaudited interim results for the six months ended 30 June 2026, the information contained in this announcement is only based on a preliminary assessment by the management of the Company with reference to the latest information available, which is not based on any figures or information audited or reviewed by the Company's auditors or the audit committee of the Company and may be subject to further adjustments and changes.

The interim results of the Group for the six months ended 30 June 2026 are expected to be published by the end of August 2026.

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

By Order of the Board
Huanxi Media Group Limited
Xiang Shaokun, Steven
Executive Director and Chief Executive Officer

Hong Kong, 21 August 2026

As at the date of this announcement, the Board comprises Mr. Xiang Shaokun, Steven (Chief Executive Officer), Ms. Hu Hui and Ms. Jiang Meng as executive Directors, Mr. Ning Hao and Mr. Xu Zheng as non-executive Directors, and Mr. Wong Tak Chuen, Mr. Li Xiaolong, Mr. Wang Hong and Mr. Song Pengliang as independent non-executive Directors.