GOLDEN BRIDGE GROUP HOLDINGS LIMITED
金 橋 集 團 控 股 有 限 公 司

(formerly known as SinoMedia Holding Limited 中視金橋國際傳媒控股有限公司)
(Incorporated in Hong Kong with limited liability)
(Stock Code: 00623)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2026

FINANCIAL SUMMARY

RMB'000	**For the six months ended 30 June 2026**	For the six months ended 30 June 2025	Change (%)
Revenue	**114,897**	183,368	–37%
Profit from operations	**306,317**	15,014	+1940%
Profit attributable to equity shareholders of the Company	**314,308**	32,948	+854%
Earnings per share			
— Basic and diluted *(RMB)*	**0.672**	0.071	+846%

The board of directors (the "**Board**") of Golden Bridge Group Holdings Limited ("**GoldenBridge Gp**" or the "**Company**") announces the unaudited results and financial position of the Company and its subsidiaries (collectively the "**Group**") for the six months ended 30 June 2026, with comparative figures for previous period.

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

For the six months ended 30 June 2026

		Unaudited	Unaudited
		Six months ended 30 June	
		2026	2025
	Note	***RMB'000***	*RMB'000*
Revenue	*3*	**114,897**	183,368
Cost of services		**(74,632)**	(130,753)
Gross profit		**40,265**	52,615
Other income	*4*	**311,236**	2,431
Selling and marketing expenses		**(12,623)**	(13,086)
General and administrative expenses		**(32,561)**	(26,946)
Profit from operations		**306,317**	15,014
Finance income	*5(a)*	**10,604**	21,881
Finance costs	*5(a)*	**(16)**	(38)
Net finance income		**10,588**	21,843
Profit before taxation	*5*	**316,905**	36,857
Income tax	*6*	**(2,554)**	(3,764)
Profit for the period		**314,351**	33,093
Attributable to:			
Equity shareholders of the Company		**314,308**	32,948
Non-controlling interests		**43**	145
Profit for the period		**314,351**	33,093
Earnings per share			
Basic and diluted *(RMB)*	*7*	**0.672**	0.071

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2026

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Profit for the period	**314,351**	33,093
Other comprehensive income		
Item that will not be reclassified to profit or loss:		
Equity investments at fair value through other comprehensive income — net movement in fair value reserve (non-recycling)	**(144,681)**	392,002
Exchange differences on translation of financial statements of the Company	**(42,424)**	(17,050)
Item that may be reclassified subsequently to profit or loss:		
Exchange differences on translation of financial statements of overseas subsidiaries	**11,525**	4,455
Other comprehensive income for the period	**(175,580)**	379,407
Total comprehensive income for the period	**138,771**	412,500
Attributable to:		
Equity shareholders of the Company	**138,728**	412,355
Non-controlling interests	**43**	145
Total comprehensive income for the period	**138,771**	412,500

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

At 30 June 2026

	Note	**Unaudited At 30 June 2026** *RMB'000*	Audited At 31 December 2025 *RMB'000*
Non-current assets			
Property, plant and equipment	*8*	**186,898**	161,558
Investment property	*8*	**456,058**	492,851
Intangible assets		**650**	901
Other non-current financial assets	*9*	**466,539**	512,960
		1,110,145	1,168,270
Current assets			
Inventories		**1,068**	1,552
Other current financial assets	*9*	**—**	72,798
Trade receivables, other receivables and prepayments	*10*	**135,258**	98,696
Restricted cash		**—**	80
Bank deposits	*11*	**207,448**	338,840
Cash and cash equivalents		**739,930**	316,191
		1,083,704	828,157
Current liabilities			
Trade and other payables	*12*	**102,582**	63,208
Contract liabilities and advance from customers	*13*	**118,328**	25,923
Lease liabilities		**355**	831
Current taxation		**6,689**	17,248
		227,954	107,210
Net current assets		**855,750**	720,947
Total assets less current liabilities		**1,965,895**	1,889,217
NET ASSETS		**1,965,895**	1,889,217

	Note	Unaudited At 30 June 2026 RMB'000	Audited At 31 December 2025 RMB'000
CAPITAL AND RESERVES			
Share capital	*14*	**529,218**	529,218
Reserves		**1,446,174**	1,369,539
Total equity attributable to equity shareholders of the Company		**1,975,392**	1,898,757
Non-controlling interests		**(9,497)**	(9,540)
TOTAL EQUITY		**1,965,895**	1,889,217

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

1 BASIS OF PREPARATION

The condensed consolidated interim financial statements for the six months ended 30 June 2026 of the Group have been prepared in accordance with the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**"), including compliance with International Accounting Standard ("**IAS**") 34, *Interim financial reporting*, issued by the International Accounting Standards Board ("**IASB**") and Hong Kong Accounting Standard ("**HKAS**") 34, *Interim financial reporting*, issued by the Hong Kong Institute of Certified Public Accountants ("**HKICPA**"). The condensed consolidated interim financial statements and the accompanying notes do not include all of the information required for a full set of financial statements prepared in accordance with IFRS Accounting Standards and HKFRS Accounting Standards, and should be read in conjunction with the Group's annual consolidated financial statements for the year ended 31 December 2025.

The condensed consolidated interim financial statements have been prepared in accordance with the same accounting policies adopted in the 2025 annual financial statements, except for the accounting policy changes that are expected to be reflected in the 2026 annual financial statements.

2 CHANGES IN ACCOUNTING POLICIES

The Group has applied the following amendment to IFRS/HKFRS Accounting Standards issued by the IASB/HKICPA to these financial statements for the current accounting period:

- Amendments to IFRS 9/HKFRS 9, *Financial instruments* and IFRS 7/HKFRS 7, *Financial instruments: Disclosures — Amendments to the classification and measurement of financial instruments*

The amendments do not have a material impact on the condensed consolidated interim financial statements. The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

3 REVENUE AND SEGMENT INFORMATION

The Group is principally engaged in TV advertising, creative content production and digital marketing.

(a) Disaggregation of revenue

Disaggregation of revenue from contracts with customers by major products or service lines is as follows:

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Revenue from contracts with customers within the scope of IFRS 15/HKFRS 15		
TV media resources management and integrated communication	**62,789**	108,521
Digital marketing, content operations and others	**40,445**	61,264
	103,234	169,785
Revenue from other sources		
Rental income	**11,663**	13,583
	114,897	183,368

Disaggregation of revenue from contracts with customers by the timing of revenue recognition is as follows:

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Point in time	**15,472**	17,779
Over time	**87,762**	152,006
	103,234	169,785

(b) Segment information

In a manner consistent with the way in which information is reported internally to the Group's most senior executive management for the purposes of resources allocation and performance assessment, the Group has determined and presented a single reportable segment to disclose information as a whole about its services, geographical areas, and major customers.

For the six months ended 30 June 2026, there are RMB1,050 thousand of revenue generated from outside Chinese Mainland (six months ended 30 June 2025: RMB4,093 thousand). As at 30 June 2026, non-current assets other than other non-current financial assets and deferred tax assets, which physically locate outside Chinese Mainland, are amounting to RMB5 thousand (31 December 2025: RMB8 thousand).

4 OTHER INCOME

		Unaudited	Unaudited
		Six months ended 30 June	
	Note	**2026**	2025
		RMB'000	*RMB'000*
Change in fair value of financial assets measured at fair value through profit or loss ("**FVPL**")	*(i)*	**84,474**	966
Gain on disposal of financial assets	*(ii)*	**223,157**	—
Government grants	*(iii)*	**2,712**	826
Others		**893**	639
		311,236	2,431

Notes:

(i) The change in fair value of financial assets mainly arises from the investment in China Feihe Limited, Persistence Gold Group Ltd. and Shenzhen Xunce Technology Co., Ltd.

(ii) An aggregate of 1,596,000 shares of Shenzhen Xunce Technology Co., Ltd. was disposed during the six months ended 30 June 2026. The Group recognised gain on disposal of financial assets amounted to RMB223,157 thousand.

(iii) It is the unconditional discretionary grants received from the local government authorities in recognition of the Group's contribution to the development of the local economy.

5 PROFIT BEFORE TAXATION

(a) Finance income and costs

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Interest income on bank deposits	**7,983**	15,443
Net foreign exchange gain	**2,621**	6,438
Finance income	**10,604**	21,881
Interest on lease liabilities	**(16)**	(38)
Finance costs	**(16)**	(38)
Net finance income	**10,588**	21,843

(b) Other items

The following expenses are included in cost of services, selling and marketing expenses and general and administrative expenses.

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Amortisation	**251**	391
Depreciation	**11,509**	10,536
Recognition/(reversal) of impairment losses	**65**	(2,917)
Auditors' remuneration	**1,240**	1,240
Direct operating expenses (excluding depreciation) of investment property	**354**	327

6 INCOME TAX

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Current tax		
Provision for income tax for the period	**2,710**	5,097
Over-provision in respect of prior years	**(156)**	(1,333)
Total income tax expense	**2,554**	3,764

For the six months ended 30 June 2026 and 2025, SinoMedia (Asia Pacific) Company Limited incorporated in Hong Kong is under the two-tiered profits tax regime. The first HKD2 million of assessable profits earned are taxed at half of the current tax rate (i.e. 8.25%) and the remaining assessable profits are taxed at 16.5%.For the six months ended 30 June 2026 and 2025, the assessable profits earned by the Company are taxed at 16.5%. The Company and its subsidiary incorporated in Hong Kong did not have assessable profits subject to Hong Kong profits tax for the six months ended 30 June 2026 (six months ended 30 June 2025: nil).

The corporate income tax rate of the Company's subsidiary in Singapore is 17% (2025: 17%). No provision has been made for Singapore income tax as this subsidiary did not have assessable profits for the six months ended 30 June 2026 (six months ended 30 June 2025: nil).

The provision for PRC income tax is based on the respective applicable rates on the estimated assessable income of the group entities in the PRC as determined in accordance with the relevant income tax rules and regulations of the PRC. During the six months ended 30 June 2026 and 2025, certain Group entities established in the PRC are at a preferential rate of 20% as small meager-profit enterprises and one group entity established in the PRC is taxed at a preferential rate of 15% as qualifying company in Guangdong-Macao In-Depth Cooperation Zone in Hengqin. Other group entities established in the PRC are subject to PRC corporate income tax rate of 25%.

The Group has made an assessment of the Group's exposure from the enactment of the Pillar Two model rules published by the Organisation for Economic Co-operation and Development and considers that the enactment of the rules has no significant impact on the condensed consolidated interim financial statements.

7 EARNINGS PER SHARE

(a) Basic earnings per share

The calculation of basic and diluted earnings per share attributable to equity shareholders of the Company is based on the following data:

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Earnings		
Profit attributable to equity shareholders of the Company used in calculation of basic and diluted earnings per share	**314,308**	32,948

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
Weighted average number of ordinary shares		
Issued ordinary shares at 1 January	**471,043,370**	461,635,370
Effect of shares repurchased	**(3,006,746)**	—
Effect of issues of ordinary shares upon exercise of share options	**—**	2,193,122
Weighted average number of ordinary shares at 30 June	**468,036,624**	463,828,492

(b) Diluted earnings per share

There were no dilutive potential ordinary shares outstanding for the six months ended 30 June 2026. The calculation of diluted earnings per share for the six months ended 30 June 2025 has taken into consideration the weighted average number of 696,048 shares deemed to be issued at nil consideration as if all outstanding share options had been exercised.

8 PROPERTY, PLANT AND EQUIPMENT AND INVESTMENT PROPERTY

During the six months ended 30 June 2026, the Group acquired items of property, plant and equipment at costs of RMB218 thousand (six months ended 30 June 2025: RMB1,138 thousand). No items of investment properties were acquired or disposed during the six months ended 30 June 2026 (six months ended 30 June 2025: nil). Properties amounting to RMB29,802 thousand were reclassified from investment properties to property, plant and equipment upon commencement of owner-occupation at carrying amounts.

9 OTHER INVESTMENTS IN EQUITY SECURITIES

(a) Financial assets measured at FVPL

	Note	**Unaudited At 30 June 2026** *RMB'000*	Audited At 31 December 2025 *RMB'000*
Non-current assets			
Investments not held for trading			
— Equity securities listed in Hong Kong	*(i)*	**207,138**	129,280
— Unlisted convertible debt securities		**20,401**	—
		227,539	129,280
Current assets			
Trading securities			
— Equity securities listed in Hong Kong	*(ii)*	**—**	72,798

Notes:

(i) As at 30 June 2026, the Group holds issued shares of Shenzhen Xunce Technology Co., Ltd. (stock code: 3317), Persistence Gold Group Ltd (stock code: 2489) and China Feihe Limited (stock code: 6186) and designated these investments at FVPL. Dividends received on these investments were HKD522 thousand (approximately RMB462 thousand) during the six months ended 30 June 2026 (six months ended 30 June 2025: HKD660 thousand (approximately RMB606 thousand)).

(ii) As at 30 June 2026, the Group has disposed issued shares of Shenzhen Xunce Technology Co., Ltd. (stock code: 3317) under the discretionary account managed by Orient Asset Management (Hong Kong) Limited.

(b) Financial assets measured at FVOCI

	Note	**Unaudited At 30 June 2026** *RMB'000*	Audited At 31 December 2025 *RMB'000*
Non-current assets			
— Equity securities listed in Hong Kong	*(i)*	**193,200**	323,653
— Investments in unlisted equity securities	*(ii)*	**45,800**	60,027
		239,000	383,680

Notes:

(i) As at 30 June 2026, the Group holds issued shares of Bloks Group Limited (stock code: 0325) and designated the investment at fair value through other comprehensive income ("**FVOCI**") (non-recycling). No dividends received on this investment during the six months ended 30 June 2026 (six months ended 30 June 2025: nil).

(ii) As at 30 June 2026, investments in unlisted equity securities mainly represent shares in Heilongjiang North Latitude 47 Green Organic Food Co., Ltd. The Group designated these investments in unlisted equity securities at FVOCI (non-recycling), as these investments are held for strategic purposes. No dividends were received on these investments during the six months ended 30 June 2026 (six months ended 30 June 2025: nil).

10 TRADE RECEIVABLES, OTHER RECEIVABLES AND PREPAYMENTS

	Unaudited At 30 June 2026 *RMB'000*	Audited At 31 December 2025 *RMB'000*
Within 3 months	**22,012**	38,070
4 months to 6 months	**15,042**	16,103
7 months to 12 months	**12,647**	10,193
Over 12 months	**780**	354
Trade debtors and bills receivable, net of loss allowance	**50,481**	64,720
Deposits to media suppliers	**10,189**	11,083
Advances to employees, net of loss allowance	**356**	70
Other debtors, net of loss allowance	**193**	453
Financial assets measured at amortised cost	**61,219**	76,326
Prepayments to media suppliers	**66,762**	16,863
Other prepayments	**3,309**	1,391
Input VAT to be deducted	**3,968**	4,116
	74,039	22,370
Trade receivables, other receivables and prepayments, net of loss allowance	**135,258**	98,696

All of the trade receivables, other receivables and prepayments are expected to be recovered or recognised as expense within one year. Credit terms are granted to the customers, depending on credit assessment carried out by management on an individual basis. The credit terms for trade receivables are generally from nil to 90 days.

11 BANK DEPOSITS

	Unaudited At 30 June 2026 *RMB'000*	Audited At 31 December 2025 *RMB'000*
Bank deposits	**207,448**	338,840

At 30 June 2026, bank deposits of the Group represented fixed-term deposits in UBS AG Hong Kong Branch, with annual interest rates ranging from 3.50% to 3.54% (31 December 2025: 3.52% to 3.75%).

12 TRADE AND OTHER PAYABLES

	Unaudited At 30 June 2026 *RMB'000*	Audited At 31 December 2025 *RMB'000*
Within 3 months	**11,184**	15,705
4 months to 6 months	**9,991**	11,804
7 months to 12 months	**13**	13
Over 12 months	**1,212**	854
Total trade payables	**22,400**	28,376
Payroll and welfare expense payables	**2,399**	3,597
Other tax payables	**6,666**	3,005
Other payables and accrued charges	**25,088**	26,429
Dividends payable	**46,029**	1,801
Financial liabilities measured at amortised cost	**102,582**	63,208

All trade and other payables are expected to be settled or recognised as income within one year or are repayable on demand.

13 CONTRACT LIABILITIES AND ADVANCE FROM CUSTOMERS

	Unaudited At 30 June 2026 *RMB'000*	Audited At 31 December 2025 *RMB'000*
Media services contracts	**112,019**	19,503
Rental contracts	**6,309**	6,420
	118,328	25,923

Contract liabilities and advance from customers primarily arise from the advance payments made by customers while the underlying services are yet to be provided. Contract liabilities and advance from customers would be recognised as revenue upon the rendering of services. All contract liabilities and advance from customers are expected to be recognised as revenue within one year.

14 SHARE CAPITAL

	No. of ordinary shares	*HKD'000*	*RMB'000 equivalent*
Ordinary shares, issued and fully paid:			
At 1 January 2025	461,635,370	581,931	510,981
Shares issued under share option scheme	9,408,000	16,652	15,041
Transfer of capital reserve upon exercise of share options	—	3,538	3,196
At 31 December 2025 and 1 January 2026	471,043,370	602,121	529,218
Purchase of own shares	(9,633,000)	—	—
At 30 June 2026	461,410,370	602,121	529,218

15 DIVIDENDS

(a) Dividend payable to equity shareholders of the Company attributable to the interim period

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Interim dividend declared after the end of the reporting period of HKD20.00 cents (equivalent to approximately RMB17.31 cents) (2025: nil) per share	**78,960**	—

The interim dividend has not been recognised as a liability at the end of the reporting period.

(b) **Dividends payable to equity shareholders of the Company attributable to the previous financial year, approved during the interim period**

	Unaudited	Unaudited
	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Final dividend in respect of the previous financial year, approved during the interim period of HKD11.00 cents (equivalent to approximately RMB9.74 cents) (2025: HKD11.00 cents (equivalent to approximately RMB10.02 cents)) per share	**44,175**	47,117
No special dividend declared and approved in respect of the previous financial year (2025: HKD24.00 cents (equivalent to approximately RMB21.85 cents)) per share	**—**	102,803
	44,175	149,920

Dividend in respect of the previous financial year of RMB44,175 thousand have been paid in July 2026.

16 EVENTS AFTER THE REPORTING PERIOD

Save as disclosed in this announcement, there were no other significant events after the reporting period and up to the date of this announcement that may require material disclosure or adjustment.

MANAGEMENT DISCUSSION AND ANALYSIS OVERVIEW

In the first half of 2026, global economic growth became even more uneven as geopolitical risks continued to escalate. The domestic market was characterized by an imbalance in supply and demand structure, while structural economic adjustments and the transition from old to new growth drivers continued, and consumers remained cautious about the macroeconomic outlook. In July 2026, the Consumer Price Index (CPI) fell 0.1% month-on-month and rose 0.5% year-on-year. In the first half of 2026, total retail sales of consumer goods increased by 1.3% year-on-year. (Sources: National Bureau of Statistics, July 2026 and August 2026).

In response to economic fluctuations and market shifts, the Group deepened its engagement in the core business of cross-screen creative communication, and strengthened brand marketing capabilities, in order to deliver more targeted creative products and communication services to clients. While maintaining its focus on media operations, the Group enhanced its innovation-driven and diversified synergy development strategy, steadily advancing business structure optimization and upgrades, and prudently carrying out strategic investment initiatives in cutting-edge technologies and the consumer goods industry. During the period under review, the Group's strategic investment in Shenzhen Xunce Technology Co., Ltd. (Stock Code: 3317) yielded favorable returns. Gains from the disposal of investments and changes in the fair value of financial assets totaled approximately RMB320 million, further enhancing the Group's risk-resilience and laying a more solid foundation for the Group to achieve diversified and sustainable development.

BUSINESS REVIEW

TV Advertising and Integrated Communication

I. Media Resources Management

During the period under review, the Group had the exclusive underwriting right for a total of 31,079 minutes of China Media Group advertising resources on "Boutique Financial Records" on CCTV-2 (Financial Channel), CCTV-9 (Documentary Channel) and CCTV-14 (Children's Channel). It covered the market of finance and economics, culture and children, and brought diversified communication channels to clients. Leveraging its edges and experience in TV communications, the Group actively explored new horizons and overcame challenges, continuously optimized its marketing strategies and media product portfolio, and timely adjusted its media resource structure and controlled scale costs to respond to the challenging market environment.

II. Integrated Communication Services

The Group has gained recognition by a large number of well-known clients for its professional and highly efficient communication services and caring client service philosophy. During the period under review, the Group provided brand information, advertising placement, promotion planning, public relations activities and other multi-dimensional brand integration communication services to clients including China Feihe, Ping An, Chimelong Group, Chi Forest, Strong, Want Want and Suzhou Culture and Tourism.

Digital Marketing and Content Operations

I. Digital Marketing

Relying on customer resources, media advantages, and data technology, the Group focused on its core competence in digital marketing and strengthened its internet integration service capability to provide customized one-stop digital marketing solutions to its clients. Meanwhile, the Group actively explored the use of artificial intelligence algorithms as an engine to continuously integrate high-quality traffic, optimize advertising placement strategies, and improve advertising placement efficiency. During the period under review, the Group successively served China Feihe, Wanguo Gold, CITIC Group, Sunshine Insurance, Huaxia Bank and other clients, and was highly recognized and praised by the clients.

II. Content Operations

The Group continued to develop its content marketing business centered on video content R&D and production, providing clients with comprehensive and professional video creation and production services while delivering brand communication value through content marketing. During the period under review, the Group created customized creative content strategies for clients through a variety of methods including live-streaming interactions, short videos, content integration, animation development, and promotional campaigns, and provided services such as design, filming, production, and editing. Meanwhile, the Group continuously enhanced the technological R&D capabilities of its Imaging Technology Development Department. This enabled the application and integration of generative AI (“**AIGC**”) technology across various stages, including advertising creative development, content production, and intelligent ad placement, thereby enhancing advertising production efficiency and campaign effectiveness.

FINANCIAL REVIEW

Revenue

For the six months ended 30 June 2026, the Group recorded revenue of RMB114,897 thousand, representing a year-on-year decrease of 37% from RMB183,368 thousand for the same period last year.

Details of revenue for the period under review are as follows:

(I) Revenue from media resources management and integrated communication amounted to RMB62,789 thousand, representing a year-on-year decline of approximately 42% from RMB108,521 thousand for the same period last year. During the period under review, advertising spending by clients in the consumer goods, health and pharmaceutical sectors, and financial services declined compared to the same period last year. In response to the operational pressures caused by weakening consumer demand, the Group continued to advance the structural optimization of its media resources, moderately reduced the advertising agency duration for certain programs, and strictly controlled operating costs. Meanwhile, the Group implemented a number of measures, including adjusting its marketing strategies and refining its incentive mechanisms, to improve operational efficiency, strengthen its competitive edge, and maintain stable operations in this business.

(II) Revenue from digital marketing, content operations and other services amounted to RMB40,445 thousand, representing a year-on-year decrease of approximately 34% from RMB61,264 thousand for the same period last year. Among them: (1) Revenue from digital marketing amounted to RMB20,539 thousand, representing a year-on-year decrease of approximately 51% from RMB41,943 thousand for the same period last year. Due to reductions in advertising budgets by some clients, revenue decreased compared to the same period last year. (2) Revenue from content operations and other services amounted to RMB19,906 thousand, basically flat with the same period last year (RMB19,321 thousand).

(III) The investment properties held by the Group are offices on multiple floors located at The Place-SinoMedia Tower, No. 9 Guanghua Road, Chaoyang District, Beijing, PRC, with a total gross floor area of 16,130.64 sq.m. and a land use right of 50 years from 8 August 2007 to 7 August 2057. The rental income generated from the investment properties amounted to RMB11,663 thousand, representing a year-on-year decrease of 14% from RMB13,583 thousand for the same period last year.

Operating Expenses

For the six months ended 30 June 2026, the Group's operating expenses were RMB45,184 thousand in aggregate, representing a year-on-year increase of 13% from RMB40,032 thousand for the same period last year, and accounting for 39.3% of the Group's revenue (the same period last year: 21.8%). The increase in operating expenses as a percentage of revenue was primarily due to a decline in revenue. The Group continued to strengthen the budget management for operating expenses, reduce the non-essential expenditures, and steadily implemented the measures for cost reduction and efficiency improvement, with an aim to maintain operating expenses at a reasonable level.

Among which:

(I) Selling and marketing expenses amounted to RMB12,623 thousand, representing a year-on-year decrease of RMB463 thousand from RMB13,086 thousand for the same period last year, and accounting for 11.0% of the Group's revenue (the same period last year: 7.1%).

(II) General and administrative expenses amounted to RMB32,561 thousand, representing a year-on-year increase of RMB5,615 thousand from RMB26,946 thousand for the same period last year, and accounting for 28.3% of the Group's revenue (the same period last year: 14.7%). The increase in general and administrative expenses was primarily due to: (1) a decrease of RMB2,982 thousand in the reversal of impairment losses on accounts receivable compared to the same period last year; and (2) an increase of approximately RMB1,101 thousand in R&D expenses.

MAJOR INVESTMENTS, ACQUISITIONS AND DISPOSALS

For the six months ended 30 June 2026, Orient Asset Management (Hong Kong) Limited, pursuant to a discretionary investment management agreement entered into with the Group, sold on behalf of the Group all 1,596,000 shares of Shenzhen Xunce Technology Co., Ltd. (Stock Code: 3317) held by the Group, generating a gain on disposal of approximately RMB223,157 thousand. As of 30 June 2026, all relevant procedures related to the transaction, including the settlement of shares and the clearing of funds, have been completed.

As of 30 June 2026, the Group held the following significant investments representing 5% or more of the Group's total assets:

Investee	Category	Number of shares	Percentage of total shares owned by the Group as at 30 June 2026	Cost of investment *(In thousands)*	Fair value as at 30 June 2026 *(RMB'000)*	Percentage of the Group's total assets as at 30 June 2026	Unrealized gains (losses) for the six months ended 30 June 2026 *(RMB'000)*
Bloks Group Limited	at fair value through other comprehensive income	5,352,255 shares	2.15%	USD17,544	193,200	8.81%	(130,454)
Shenzhen Xunce Technology Co., Ltd.	at fair value through profit or loss	1,620,600 shares	0.50%	HKD77,789	171,442	7.81%	102,363

LIQUIDITY AND FINANCIAL RESOURCES

The Group had a stable financial position as a whole. As at 30 June 2026, cash and cash equivalents of the Group amounted to RMB739,930 thousand (31 December 2025: RMB316,191 thousand), of which approximately 37% was denominated in RMB, 63% in HK dollars and other currencies. As at 30 June 2026, the Group had bank time deposits with maturities of three months or more mainly denominated in HKD and USD (in aggregate equivalent to approximately RMB207,448 thousand) (31 December 2025: equivalent to approximately RMB338,840 thousand).

During the period, details of the Group's cash flow status were as follows:

(I) Net cash inflow from operating activities was RMB45,848 thousand (the same period last year: RMB51,496 thousand), which was mainly because: (1) the balance of trade and bills receivable decreased by approximately RMB14,239 thousand compared with the end of last year; (2) balance of advance payment to media suppliers increased by approximately RMB49,899 thousand compared with the end of last year; (3) balance of payables to media suppliers decreased by approximately RMB5,976 thousand compared with the end of last year; (4) balance of advances from clients increased by approximately RMB92,405 thousand compared with the end of last year; and (5) the income tax of approximately RMB13,113 thousand was paid.

(II) Net cash inflow from investing activities was RMB396,972 thousand (the same period last year: RMB168,471 thousand), which was mainly attributable to: (1) a decrease of approximately RMB115,749 thousand in time deposits with maturity over three months; (2) proceeds from the sale of equity securities of approximately RMB293,229 thousand; (3) payments of approximately RMB20,401 thousand for convertible debt securities; and (4) collection of interest income on bank deposits of approximately RMB7,983 thousand.

(III) Net cash outflow from financing activities was RMB18,410 thousand (the same period last year: net cash inflow of RMB13,687 thousand), which was mainly attributable to the funds used to repurchase the shares of the Company of approximately RMB17,918 thousand.

PROFIT AND EQUITY ATTRIBUTABLE TO EQUITY SHAREHOLDERS OF THE COMPANY

For the six months ended 30 June 2026, the profit attributable to equity shareholders of the Company was RMB314,308 thousand, while in the same period of last year, it was RMB32,948 thousand.

As at 30 June 2026, the Group's total assets amounted to RMB2,193,849 thousand, which consisted of equity attributable to equity shareholders of the Company of RMB1,975,392 thousand and non-controlling interests of RMB-9,497 thousand.

As at 30 June 2026, the Group had no interest-bearing debts, and the gearing ratio of the Group was nil (31 December 2025: nil). The gearing ratio was calculated by dividing the sum of the period-end interest-bearing bank borrowings and other borrowings by the total equity, and multiplying 100%.

As at 30 June 2026, the Group had no material contingent liabilities. The majority of the Group's turnover, expenses and capital investments were denominated in Renminbi.

HUMAN RESOURCES

As at 30 June 2026, the Group had 183 employees in total, slightly less than that at the beginning of the year. In light of the new environment characterized by the consolidation of resources in the advertising industry and the restructuring of marketing channels through AI, the Group focused on structural optimization during the first half of the year: it reduced staffing levels in business lines corresponding to the decline in agency resources, while simultaneously shifting its talent structure toward high-value segments. In terms of incentives, the Group continued to refine its compensation system based on job value and competency profiles, optimized the bonus structure for business development positions, and maintained the dynamic performance-based compensation system for all employees, thereby linking individual rewards more closely to business outcomes. In terms of talent development, the Group organized specialized training on AI projects during the first half of the year to help employees master brand content strategies for the era of AI search and generative responses. This was supplemented by case studies of integrated marketing campaigns, training on content IP collaboration models, and hands-on practice with AI tools, all aimed at continuously enhancing the team's professional capabilities. In terms of culture, the Group periodically held CEO strategic briefings and seminars, where the management and all the employees shared and interpreted the Group's strategy and business priorities, thereby fostering a shared understanding.

INDUSTRY AND GROUP OUTLOOK

According to the Purchasing Managers' Index released by the Service Survey Center of NBS and the China Federation of Logistics & Purchasing, in July 2026, the Purchasing Managers' Index (PMI) of China's manufacturing industry was 49.2%, down 1.1 percentage points from the previous month; the business activity index of non-manufacturing industry was 49.0%, down 1.2 percentage points from the previous month; the overall PMI was 49.3%, lower than the 50.6% of the previous month. (Sources: National Bureau of Statistics, July 2026). Data shows that market demand has declined, and business operations have slowed down.

The Group maintains a cautiously optimistic outlook on the fundamental trend of sustained long-term growth in its future development. Faced with the market challenges, the Group will continue to integrate its own advantages to strengthen the core competitiveness in creative communication and brand strategy, and focus on providing in-depth integrated marketing services. Meanwhile, the Group will continue to monitor developments in technological innovation and consumer demand, adapt to changes in AI technology, and capitalize on market opportunities, with an aim to achieve diversified growth across its business operations.

Specifically, in TV advertising and integrated communication, the Group will, based on a client-centric product and service strategy, continuously optimize the media resources, and enhance the brand value of clients by providing them with one-stop solutions encompassing brand positioning, visual creativity, communication strategies, media execution, and effectiveness evaluation. In digital marketing and content operations, the Group will enhance technological iteration in its intelligent advertising placement business by exploring and promoting the research, development, and application of brand AI marketing technologies such as AIGC and Generative Engine Optimization ("**GEO**"), thereby providing clients with multidimensional products and services. Meanwhile, the Group will continue to leverage its experience and expertise in video content creation and brand communication to deliver customized creative videos for clients. The Group will also intensify its investment in AI, enhancing the efficiency and effectiveness of technical applications to comprehensively support the Group's business expansion.

The Group will continue to uphold its business philosophy of steady yet proactive growth, further expand its strategic implementation pathways, optimize its business structure, strengthen business resilience, and enhance operational efficiency, in order to create sustainable medium-to long-term value for shareholders.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

During the six months ended 30 June 2026, the Company purchased 10,345,000 ordinary shares of the Company on the Stock Exchange at an aggregate price of HKD20,628,400. The bought-back shares had been cancelled subsequently. The details of the bought-back shares are as follows:

Date	Number of Shares bought-back	Highest Price HKD	Lowest Price HKD	Total paid HKD
2 January 2026	194,000	1.95	1.92	376,190
5 January 2026	51,000	1.95	1.94	99,230
6 January 2026	105,000	1.95	1.94	204,270
7 January 2026	73,000	1.95	1.94	142,050
8 January 2026	117,000	1.95	1.95	228,150
12 January 2026	300,000	1.96	1.94	585,620
13 January 2026	300,000	1.96	1.93	586,240
14 January 2026	350,000	1.96	1.90	680,660
15 January 2026	350,000	1.96	1.94	685,760
16 January 2026	350,000	1.96	1.93	683,100
19 January 2026	89,000	1.98	1.95	174,690
21 January 2026	11,000	1.98	1.98	21,780
28 January 2026	508,000	2.08	2.03	1,041,400
29 April 2026	77,000	1.99	1.97	152,620
30 April 2026	600,000	2.05	1.99	1,211,580
4 May 2026	158,000	2.05	2.01	322,380
5 May 2026	2,000	2.05	2.05	4,100
12 May 2026	76,000	2.04	2.03	154,900
13 May 2026	152,000	2.05	2.03	310,600
14 May 2026	140,000	2.05	2.04	286,500
15 May 2026	726,000	2.05	2.00	1,474,040
18 May 2026	7,000	2.03	2.03	14,210
20 May 2026	140,000	2.05	2.03	286,040
21 May 2026	160,000	2.05	2.05	328,000
22 May 2026	57,000	2.05	2.05	116,850
26 May 2026	256,000	2.05	2.03	524,780
27 May 2026	300,000	2.05	2.05	615,000
28 May 2026	2,000	2.05	2.05	4,100
29 May 2026	188,000	2.05	2.05	385,400
1 June 2026	50,000	2.07	2.07	103,500
2 June 2026	182,000	2.06	2.05	374,420

Date	Number of Shares bought-back	Highest Price HKD	Lowest Price HKD	Total paid HKD
3 June 2026	5,000	2.06	2.06	10,300
4 June 2026	50,000	2.06	2.06	103,000
5 June 2026	50,000	2.06	2.06	103,000
8 June 2026	38,000	2.01	2.01	76,380
9 June 2026	571,000	2.06	2.04	1,170,750
10 June 2026	381,000	2.06	2.04	781,550
11 June 2026	314,000	2.05	2.04	641,720
12 June 2026	234,000	2.06	2.05	481,520
15 June 2026	25,000	1.95	1.95	48,750
16 June 2026	428,000	1.95	1.95	834,600
17 June 2026	506,000	1.95	1.90	978,020
18 June 2026	541,000	1.95	1.92	1,052,700
22 June 2026	50,000	1.93	1.93	96,500
23 June 2026	390,000	1.93	1.93	752,700
24 June 2026	24,000	1.88	1.88	45,120
25 June 2026	128,000	1.91	1.91	244,480
26 June 2026	400,000	1.91	1.90	762,650
29 June 2026	83,000	1.92	1.91	158,980
30 June 2026	56,000	1.92	1.92	107,520
	10,345,000			20,628,400

Save as disclosed above, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities during the period under review.

After the end of the reporting period, the Company repurchased 4,084,000 ordinary shares on The Stock Exchange of Hong Kong Limited in July 2026. The total amount paid on these repurchased shares of HKD7,718 thousand (equivalent to approximately RMB6,681 thousand) was paid out of the retained profits. These shares have been subsequently cancelled in August 2026.

CORPORATE GOVERNANCE PRACTICES

During the six months ended 30 June 2026, the Company had fully complied with all code provisions of the Corporate Governance Code as set out in Appendix C1 to the Listing Rules.

DIRECTORS' SECURITIES TRANSACTIONS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") as set out in Appendix C3 to the Listing Rules as its own code of conduct regarding Directors' securities transactions. Having been made specific enquiry, the Directors of the Company confirmed that they had complied with the required standard set out in the Model Code during the six months ended 30 June 2026.

REVIEW OF FINANCIAL INFORMATION

The audit committee, together with the management of the Company, has reviewed the unaudited consolidated financial statements and the interim report for the six months ended 30 June 2026 of the Group, and the accounting principles and practices adopted by the Group.

INTERIM DIVIDEND

The Board has resolved to declare an interim dividend of HKD20.00 cents per ordinary share for the six months ended 30 June 2026 (six months ended 30 June 2025: nil). The interim dividend is expected to be paid on or about Monday, 12 October 2026 to shareholders whose names appear on the register of members of the Company on Tuesday, 22 September 2026.

CLOSURE OF REGISTER OF MEMBERS

The register of members of the Company will be closed from Monday, 21 September 2026 to Tuesday, 22 September 2026 (both dates inclusive), for the purposes of determining shareholder's entitlement to the interim dividend. No transfer of shares may be registered during the said period. In order to qualify for the declared interim dividend, all transfers of shares accompanied by the relevant share certificates must be lodged with the Company's share registrar, Boardroom Share Registrars (HK) Limited, at 2103B, 21/F, 148 Electric Road, North Point, Hong Kong, by no later than 4:30 p.m. on Friday, 18 September 2026.

PUBLICATION OF INTERIM RESULTS ANNOUNCEMENT AND INTERIM REPORT

This announcement will be published on the websites of The Stock Exchange of Hong Kong Limited (www.hkexnews.hk) and of the Company (www.goldenbridge.com.hk). The interim report of the Company for the six months ended 30 June 2026 will be dispatched to shareholders and published on the aforesaid websites in due course.

By order of the Board
Golden Bridge Group Holdings Limited
CHEN Xin
Chairman

Hong Kong, 28 August 2026

As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan, Mr. Li Zongzhou and Ms. Liu Zhiyi as executive directors, and Mr. Qi Daqing, Ms. Ip Hung, Dr. Tan Henry and Dr. Zhang Hua as independent non-executive directors.