INTERIM REPORT 2026

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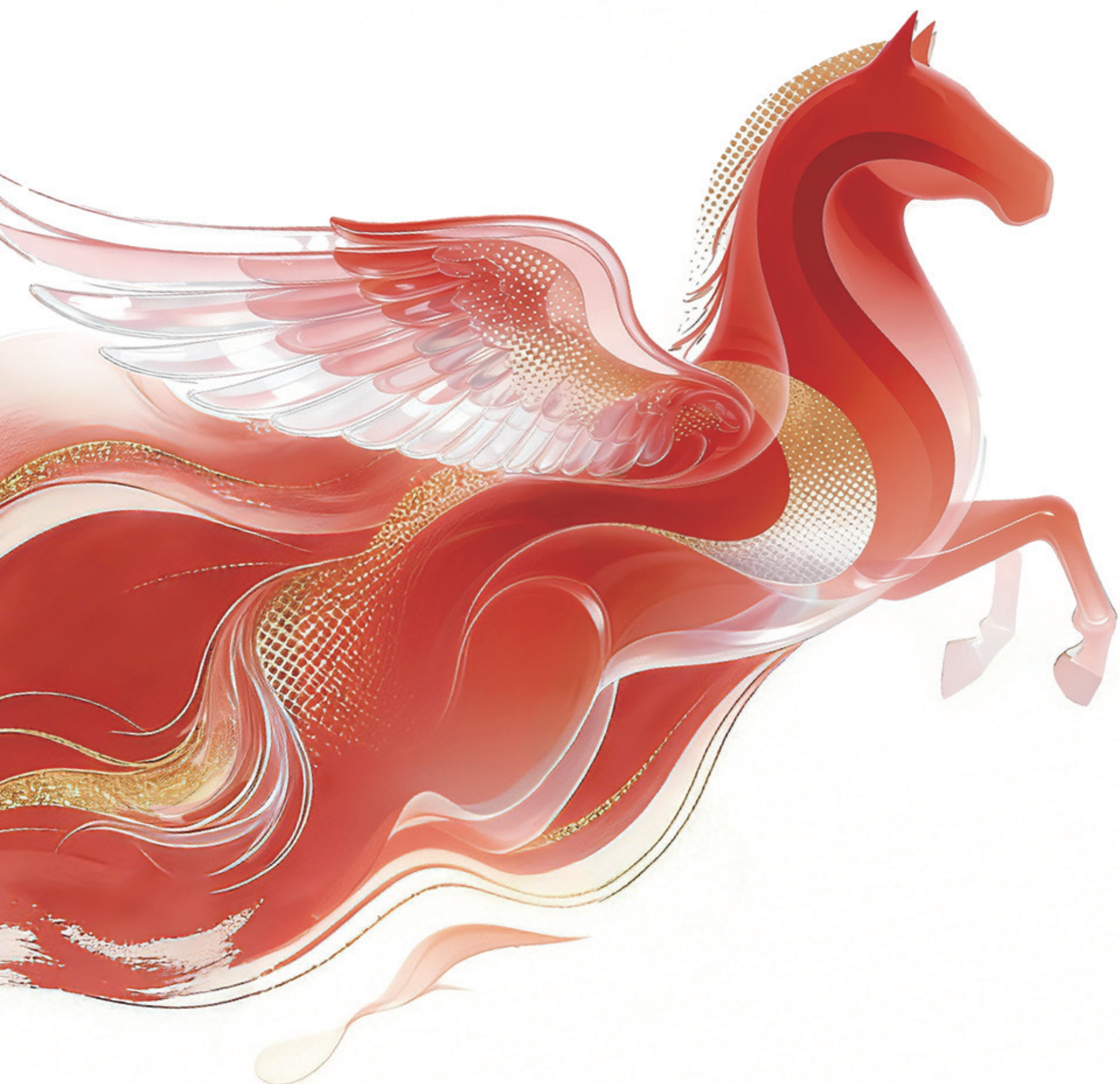

金 橋 集 團 控 股 有 限 公 司
Golden Bridge Group Holdings Limited

(formerly known as SinoMedia Holding Limited 中視金橋國際傳媒控股有限公司)

CONTENTS

Corporate Information

EXECUTIVE DIRECTORS

Mr. Chen Xin *(Chairman)*
Ms. Liu Jinlan
Mr. Li Zongzhou
Ms. Liu Zhiyi

INDEPENDENT NON-EXECUTIVE DIRECTORS

Mr. Qi Daqing
Ms. Ip Hung
Dr. Tan Henry
Dr. Zhang Hua

AUDIT COMMITTEE

Mr. Qi Daqing *(Chairman)*
Ms. Ip Hung
Dr. Zhang Hua

REMUNERATION COMMITTEE

Ms. Ip Hung *(Chairman)*
Mr. Chen Xin
Dr. Zhang Hua

NOMINATION COMMITTEE

Ms. Liu Jinlan *(Chairman)*
Mr. Qi Daqing
Dr. Tan Henry

COMPLIANCE COMMITTEE

Mr. Li Zongzhou *(Chairman)*
Mr. Wang Yingda

COMPANY SECRETARY

Mr. Wang Yingda

AUTHORISED REPRESENTATIVES

Mr. Chen Xin
Mr. Wang Yingda

PRINCIPLE PLACE OF BUSINESS

7/F, The Place — SinoMedia Tower,
No. 9 Guanghua Road, Chaoyang District,
Beijing, PRC

Unit 15D, Xintian International Plaza,
No. 450 Fushan Road, Pudong New District,
Shanghai, PRC

REGISTERED OFFICE OF THE COMPANY

Unit 417, 4th Floor, Lippo Centre,
Tower Two, No. 89 Queensway,
Admiralty, Hong Kong

AUDITORS

KPMG
Certified Public Accountants
Public Interest Entity Auditor registered
in accordance with the Accounting and
Financial Reporting Council Ordinance
8th Floor, Prince's Building
10 Chater Road
Central, Hong Kong

SHARE REGISTRAR

Boardroom Share Registrars (HK) Limited
2103B, 21/F, 148 Electric Road, North Point,
Hong Kong

WEBSITE

www.goldenbridge.com.hk

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	+1,940%
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%

RMB'000	**30 June 2026**	31 December 2025	Change (%)
Total assets	**2,193,849**	1,996,427	+10%
Total liabilities	**227,954**	107,210	+113%
Net current assets	**855,750**	720,947	+19%
Total equity attributable to equity shareholders of the Company	**1,975,392**	1,898,757	+4%

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 continuously 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 integrate high-quality traffic, optimize advertising placement strategies, and improve advertising placement efficiency. During the period under review, the Group successively served China Feihe, CITIC Group, Didi, Wanguo Gold, Paternor Pet, Dreame, Jafron Biomedical 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.

Management Discussion and Analysis

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 at 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 *('000)*	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

Management Discussion and Analysis

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.

Management Discussion and Analysis

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.

Condensed Consolidated Statement of Profit or Loss

for the six months ended 30 June 2026 — unaudited
(Expressed in Renminbi ("RMB"))

		Six months ended 30 June	
	Note	**2026** **RMB'000**	2025 RMB'000
Revenue	4	**114,897**	183,368
Cost of services		**(74,632)**	(130,753)
Gross profit		**40,265**	52,615
Other income	5	**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	6(a)	**10,604**	21,881
Finance costs	6(a)	**(16)**	(38)
Net finance income		**10,588**	21,843
Profit before taxation		**316,905**	36,857
Income tax	7	**(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	8		
Basic and diluted *(RMB)*		**0.672**	0.071

The notes on pages 17 to 37 form part of this interim financial report. Details of dividends payable to equity shareholders of the Company are set out in note 16(c).

Condensed Consolidated Statement of Comprehensive Income

for the six months ended 30 June 2026 — unaudited
(Expressed in RMB)

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Profit for the period	**314,351**	33,093
Other comprehensive income for the period (after tax and reclassification adjustments)		
Items 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)
	(187,105)	374,952
Item that may be reclassified subsequently to profit or loss:		
Exchange differences on translation of financial statements of the 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

The notes on pages 17 to 37 form part of this interim financial report.

Condensed Consolidated Statement of Financial Position

at 30 June 2026 — unaudited
(Expressed in RMB)

	Note	Six months ended 30 June **At 30 June 2026 *RMB'000***	At 31 December 2025 *RMB'000*
Non-current assets			
Property, plant and equipment	*9*	**186,898**	161,558
Investment property	*9*	**456,058**	492,851
Intangible assets		**650**	901
Other non-current financial assets	*10*	**466,539**	512,960
		1,110,145	1,168,270
Current assets			
Inventories		**1,068**	1,552
Other current financial assets	*10*	**—**	72,798
Trade receivables, other receivables and prepayments	*11*	**135,258**	98,696
Restricted cash		**—**	80
Bank deposits	*12*	**207,448**	338,840
Cash and cash equivalents	*13*	**739,930**	316,191
		1,083,704	828,157
Current liabilities			
Trade and other payables	*14*	**102,582**	63,208
Contract liabilities and advance from customers	*15*	**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

The notes on pages 17 to 37 form part of this interim financial report.

Condensed Consolidated Statement of Financial Position

at 30 June 2026 — unaudited
(Expressed in RMB)

		Six months ended 30 June	
		At 30 June 2026	At 31 December 2025
	Note	***RMB'000***	*RMB'000*
CAPITAL AND RESERVES			
Share capital	*16(a)*	**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

The notes on pages 17 to 37 form part of this interim financial report.

Condensed Consolidated Statement of Changes in Equity

for the six months ended 30 June 2026 — unaudited
(Expressed in RMB)

		Attributable to equity shareholders of the Company								
	Note	Share capital *RMB'000*	Capital reserve *RMB'000*	Statutory reserve *RMB'000*	Translation reserve *RMB'000*	Other reserve *RMB'000*	Retained profits *RMB'000*	Total *RMB'000*	Non-controlling interests *RMB'000*	Total equity *RMB'000*
Balance at 1 January 2026		**529,218**	**27,837**	**126,817**	**19,699**	**156,584**	**1,038,602**	**1,898,757**	**(9,540)**	**1,889,217**
Profit for the period		**–**	**–**	**–**	**–**	**–**	**314,308**	**314,308**	**43**	**314,351**
Other comprehensive income		**–**	**–**	**–**	**(30,899)**	**(144,681)**	**–**	**(175,580)**	**–**	**(175,580)**
Total comprehensive income		**–**	**–**	**–**	**(30,899)**	**(144,681)**	**314,308**	**138,728**	**43**	**138,771**
Purchase of own shares	*16(a)(ii)*	**–**	**–**	**–**	**–**	**–**	**(17,918)**	**(17,918)**	**–**	**(17,918)**
Dividends declared to equity shareholders of the Company	*16(c)*	**–**	**–**	**–**	**–**	**–**	**(44,175)**	**(44,175)**	**–**	**(44,175)**
Balance at 30 June 2026		**529,218**	**27,837**	**126,817**	**(11,200)**	**11,903**	**1,290,817**	**1,975,392**	**(9,497)**	**1,965,895**
Balance at 1 January 2025		510,981	31,033	126,817	36,118	140,739	1,109,196	1,954,884	(9,891)	1,944,993
Profit for the period		–	–	–	–	–	32,948	32,948	145	33,093
Other comprehensive income		–	–	–	(12,595)	392,002	–	379,407	–	379,407
Total comprehensive income		–	–	–	(12,595)	392,002	32,948	412,355	145	412,500
Shares issued under share option scheme	*16(a)*	14,193	–	–	–	–	–	14,193	–	14,193
Transfer of capital reserve upon exercise of share options	*16(b)*	3,016	(3,016)	–	–	–	–	–	–	–
Dividends declared to equity shareholders of the Company	*16(c)*	–	–	–	–	–	(149,920)	(149,920)	–	(149,920)
Balance at 30 June 2025		528,190	28,017	126,817	23,523	532,741	992,224	2,231,512	(9,746)	2,221,766

The notes on pages 17 to 37 form part of this interim financial report.

Condensed Consolidated Cash Flow Statement

for the six months ended 30 June 2026 — unaudited
(Expressed in RMB)

	Note	Six months ended 30 June	
		2026	2025
		RMB'000	*RMB'000*
Operating activities			
Cash generated from operations		**58,961**	71,153
Income tax paid		**(13,113)**	(19,657)
Net cash generated from operating activities		**45,848**	51,496
Investing activities			
Payment for purchase of convertible debt securities		**(20,401)**	—
Net decrease in bank deposits		**115,749**	153,683
Proceeds from disposal of equity securities		**293,229**	—
Dividends received from investments in securities		**462**	606
Interest received		**7,983**	15,443
Other cash flows used in investing activities		**(50)**	(1,261)
Net cash generated from investing activities		**396,972**	168,471
Financing activities			
Payment for purchase of own shares	*16(a)*	**(17,918)**	—
Capital element of lease rentals paid		**(476)**	(468)
Interest element of lease rentals paid	*6(a)*	**(16)**	(38)
Proceeds from shares issued under share option scheme	*16(a)*	**—**	14,193
Net cash (used in)/generated from financing activities		**(18,410)**	13,687
Net increase in cash and cash equivalents		**424,410**	233,654
Cash and cash equivalents at 1 January	*13*	**316,191**	217,422
Effect of foreign exchange rate changes		**(671)**	(1,296)
Cash and cash equivalents at 30 June	*13*	**739,930**	449,780

The notes on pages 17 to 37 form part of this interim financial report.

Notes to the Unaudited Interim Financial Report

(Expressed in RMB unless otherwise indicated)

1 BASIS OF PREPARATION

This interim financial report has 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, 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 (the "HKICPA"). It was authorized for issue on 28 August 2026.

By a special resolution passed on 11 June 2026, the name of the company was changed from SinoMedia Holding Limited to Golden Bridge Group Holdings Limited ("the Company") with effective from 16 July 2026. The interim financial report has been prepared in accordance with the same accounting policies adopted by the Company and its subsidiaries (together referred to as "the Group") in the 2025 annual financial statements, except for the accounting policy changes that are expected to be reflected in the 2026 annual financial statements. Details of any changes in accounting policies are set out in note 2.

The preparation of an interim financial report in conformity with IAS 34/HKAS 34 requires management to make judgments, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates.

This interim financial report contains condensed consolidated financial statements and selected explanatory notes. The notes include an explanation of events and transactions that are significant to an understanding of the changes in financial position and performance of the Group since the 2025 annual financial statements. 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. This interim financial report is unaudited.

The financial information relating to the financial year ended 31 December 2025 that is included in the interim financial report as comparative information does not constitute the Company's statutory annual consolidated financial statements for that financial year but is derived from those financial statements. Further information relating to these statutory financial statements disclosed in accordance with section 436 of the Hong Kong Companies Ordinance (Cap. 622) is as follows:

The Company has delivered the financial statements for the year ended 31 December 2025 to the Registrar of Companies as required by section 662(3) of, and Part 3 of Schedule 6 to, the Companies Ordinance.

The Company's auditor has reported on those financial statements. The auditor's report was unqualified; did not include a reference to any matters to which the auditor drew attention by way of emphasis without qualifying its report; and did not contain a statement under section 406(2), 407(2) or (3) of the Companies Ordinance.

2 CHANGES IN ACCOUNTING POLICIES

The IASB/HKICPA has issued a number of amendments to IFRS/HKFRS Accounting Standards that are first effective for the current accounting period. Of these, only the 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*, are relevant to the Group's financial statements. The impacts of adopting these amendments are discussed below.

The Group has not applied any new standard or interpretation that is not yet effective 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 cover three main aspects:

- The amendments clarify when a financial asset or a financial liability is recognised and derecognised. They also introduce an optional exception that permits an entity to derecognise a financial liability before the settlement date when the financial liability is settled in cash using an electronic payment system, provided that specific criteria are met.

- For the assessment of whether a financial asset has contractual cash flows that are solely payments of principal and interest on the principal amount outstanding, the amendments clarify the assessment of interest and introduce an additional test for the financial assets with contingent features, for example environmental, social or governance ("ESG")-linked features. The amendments also clarify the difference between financial assets with non-recourse features and contractually linked instruments which may then change the applicable assessments.

- The amendments introduce new disclosures for disposals of investments in equity instruments designated at fair value through other comprehensive income ("FVOCI"), and for financial instruments not measured at fair value through profit or loss ("FVPL") which contain contractual terms that could change the amount of contractual cash flows based on the occurrence or non-occurrence of a contingent event that does not relate directly to changes in basic lending risks and costs.

The amendments do not have a material impact on this interim financial report.

3 SEGMENT REPORTING

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, the Group's 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 REVENUE

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

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

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Revenue from contracts with customers within the scope of IFRS 15/HKFRS 15		
— Revenue from TV media resources management and integrated communication	**62,789**	108,521
— Revenue from 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

4 REVENUE *(Continued)*

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

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Disaggregated by timing of revenue recognition		
— Point in time	**15,472**	17,779
— Over time	**87,762**	152,006
	103,234	169,785

The Group's customer base is diversified and include 2 customers (six months ended 30 June 2025: 2 customers) with whom transactions have exceeded 10% of the Group's revenue. During the six months ended 30 June 2026, revenue from these 2 customers amounted to RMB55,777 thousand (six months ended 30 June 2025: RMB87,256 thousand).

5 OTHER INCOME

		Six months ended 30 June	
		2026	2025
	Note	***RMB'000***	*RMB'000*
Change in fair value of financial assets measured at fair value through profit or loss	*(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. (see note 10(a)(i)).

(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 (see note 10(a)(ii)).

(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.

6 PROFIT BEFORE TAXATION

(a) Finance income and costs

	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

6 PROFIT BEFORE TAXATION *(Continued)*

(b) Other items

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

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Amortisation cost		
— intangible assets	**251**	391
Depreciation charge		
— owned property, plant and equipment	**11,048**	9,925
— right-of-use assets	**461**	611
	11,509	10,536
(Reversal)/recognition of impairment losses		
— trade debtors	**(55)**	(2,533)
— other debtors	**120**	(384)
	65	(2,917)
Auditors' remuneration		
— audit services	**1,240**	1,240
Direct operating expenses (excluding depreciation)		
— investment property	**354**	327

7 INCOME TAX

	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

(i) 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).

(ii) 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).

(iii) 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.

During the six months ended 30 June 2026 and 2025, 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.

During the six months ended 30 June 2026 and 2025, other group entities established in the PRC are subject to PRC corporate income tax rate of 25%.

(iv) 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.

(Expressed in RMB unless otherwise indicated)

8 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:

	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

	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.

9 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.

10 OTHER FINANCIAL ASSETS

(a) Financial assets measured at FVPL

	Note	**At 30 June 2026** ***RMB'000***	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.

10 OTHER FINANCIAL ASSETS *(Continued)*

(b) Equity securities designated at FVOCI

	Note	**At 30 June 2026** *RMB'000*	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 FVOCI. 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).

11 TRADE RECEIVABLES, OTHER RECEIVABLES AND PREPAYMENTS

As of the end of the reporting period, the ageing analysis of trade debtors and bills receivable (which are included in trade and other receivables), based on the date of revenue recognition and net of loss allowance, is as follows:

	At 30 June 2026 *RMB'000*	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.

Notes to the Unaudited Interim Financial Report

(Expressed in RMB unless otherwise indicated)

12 BANK DEPOSITS

	At 30 June 2026 ***RMB'000***	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%).

13 CASH AND CASH EQUIVALENTS

	At 30 June 2026 ***RMB'000***	At 31 December 2025 *RMB'000*
Cash on hand	**114**	87
Cash at banks	**739,816**	316,104
	739,930	316,191

14 TRADE AND OTHER PAYABLES

As of the end of the reporting period, the ageing analysis of trade payables, based on the invoice date, is as follows:

	Note	**At 30 June 2026** ***RMB'000***	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	*(i)*	**6,666**	3,005
Other payables and accrued charges	*(ii)*	**25,088**	26,429
Dividends payable	*(iii)*	**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.

Notes:

(i) Other tax payables mainly comprise value-added tax payable.

(ii) Other payables mainly represent deposits paid by tenants.

(iii) Dividends payable mainly represents final dividend payable to equity shareholder of the Company attributable to previous financial year (note 16(c)).

15 CONTRACT LIABILITIES AND ADVANCE FROM CUSTOMERS

	At 30 June 2026 RMB'000	At 31 December 2025 RMB'000
Contract liabilities		
— Billings in advance of media service contracts	**112,019**	19,503
Advance from customers		
— Billings in advance of 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.

16 CAPITAL, RESERVES AND DIVIDENDS

(a) Share capital

(i) Issued 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 *(note 16(a)(ii))*	**(9,633,000)**	**—**	**—**
At 30 June 2026	**461,410,370**	**602,121**	**529,218**

16 CAPITAL, RESERVES AND DIVIDENDS *(Continued)*

(a) Share capital *(Continued)*

(i) ***Issued share capital*** *(Continued)*

In accordance with section 135 of the Hong Kong Companies Ordinance, the ordinary shares of the Company do not have a par value.

The holders of ordinary shares are entitled to receive dividends as declared from time to time and are entitled to one vote per share at meetings of the Company. All ordinary shares rank equally with regard to the Company's residual assets.

(ii) ***Purchase of own shares***

During the six months ended 30 June 2026, the Company repurchased its own ordinary shares on The Stock Exchange of Hong Kong Limited as follows:

Month/year	Number of Shares repurchased	Highest price paid per share *HKD*	Lowest price paid per share *HKD*	Aggregate price paid *HKD'000*	Equivalent to *RMB'000*
January 2026	2,798,000	1.97	1.95	5,509	4,785
April 2026	677,000	2.02	1.98	1,364	1,185
May 2026	2,364,000	2.05	2.04	4,827	4,192
June 2026	4,506,000	1.99	1.98	8,928	7,756
	10,345,000			20,628	17,918

The repurchase was governed by section 257 of the Hong Kong Companies Ordinance. The total amount paid on the repurchased shares of HKD20,628 thousand (equivalent to approximately RMB17,918 thousand) was paid wholly out of retained profits. During the six months ended 30 June 2026, 10,345,000 shares were repurchased and 9,633,000 shares were cancelled, including 419,000 shares repurchased in December 2025.

(b) Equity settled share-based transactions

Pursuant to the ordinary resolutions of the shareholders of the Company passed on 27 May 2008, the Company has adopted a share option scheme (the "Share Option Scheme") whereby directors of the Company may, at their discretion, invite any full time employee, director or any person approved by the Board or shareholders of the Company to take up options which entitle them to subscribe for shares of the Company.

Up to 30 June 2026, the Company has granted 12 tranches of share options under the Share Option Scheme. All tranches of share options have lapsed.

16 CAPITAL, RESERVES AND DIVIDENDS *(Continued)*

(c) Dividends

(i) Dividends payable to equity shareholders of the Company attributable to the interim period

	2026 *RMB'000*	2025 *RMB'000*
Interim dividend declared after the end of the reporting period of HKD 20.00 cents (equivalent to approximately RMB 17.31 cents) (2025: nil) per share	**78,960**	—

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

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

	Six months ended 30 June	
	2026 *RMB'000*	2025 *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

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

17 FAIR VALUE MEASUREMENT OF FINANCIAL INSTRUMENTS

(a) Financial assets and liabilities measured at fair value

Fair value hierarchy

The following table presents the fair value of the Group's financial instruments measured at the end of the reporting period on a recurring basis, categorised into the three-level fair value hierarchy as defined in IFRS/HKFRS 13, Fair value measurement. The level into which a fair value measurement is classified is determined with reference to the observability and significance of the inputs used in the valuation technique as follows:

- Level 1 valuations: Fair value measured using only Level 1 inputs i.e. unadjusted quoted prices in active markets for identical assets or liabilities at the measurement date
- Level 2 valuations: Fair value measured using Level 2 inputs i.e. observable inputs which fail to meet Level 1, and not using significant unobservable inputs. Unobservable inputs are inputs for which market data are not available
- Level 3 valuations: Fair value measured using significant unobservable inputs

	Fair value at 30 June 2026	**Fair value measurement as at 30 June 2026 categorised into**		
		Level 1	**Level 2**	**Level 3**
	RMB'000	***RMB'000***	***RMB'000***	***RMB'000***
Asset				
Listed equity securities	**400,338**	**400,338**	**—**	**—**
Unlisted equity securities	**45,800**	**—**	**—**	**45,800**
Unlisted convertible debt securities	**20,401**	**—**	**—**	**20,401**

	Fair value at 31 December 2025	Fair value measurement as at 31 December 2025 categorised into		
		Level 1	Level 2	Level 3
	RMB'000	*RMB'000*	*RMB'000*	*RMB'000*
Asset				
Listed equity securities	525,731	525,731	—	—
Unlisted equity securities	60,027	—	40,000	20,027

During the six months ended 30 June 2026, there was transfer between Level 2 and Level 3 (six months ended 30 June 2025: transfers between Level 1 and Level 2, and transfers between Level 2 and Level 3). The Group's policy is to recognise transfers between levels of fair value hierarchy as at the end of the reporting period in which they occur.

(Expressed in RMB unless otherwise indicated)

17 FAIR VALUE MEASUREMENT OF FINANCIAL INSTRUMENTS *(Continued)*

(a) Financial assets and liabilities measured at fair value *(Continued)*

Information about Level 3 fair value measurements

The fair value of the unlisted equity investment is determined using the price/sales ratios of comparable listed companies adjusted for lack of marketability discount. The fair value measurement is negatively correlated to the discount for lack of marketability.

The movement during the period in the balance of Level 3 fair value measurements is as follows:

	Six months ended 30 June	
	2026	2025
Unlisted securities:		
At 1 January	**20,027**	29,828
Additional convertible debt securities acquired	**20,401**	—
Equity securities disposed	**—**	(1,111)
Net unrealised gains or losses recognised in other comprehensive income during the period *(note)*	**(14,227)**	—
Transfer from Level 2	**40,000**	26,640
At 30 June	**66,201**	55,357

Note:

Any gains or losses arising from the remeasurement of the Group's unlisted equity securities held for strategic purposes are recognised in the fair value reserve (non-recycling) in other comprehensive income. Upon disposal of the equity securities, the amount accumulated in other comprehensive income is transferred directly to retained earnings.

(b) Fair value of financial assets and liabilities carried at other than fair value

The carrying amounts of the Group's financial instruments carried at amortised cost were not materially different from their fair values as at 30 June 2026 and 31 December 2025.

18 MATERIAL RELATED PARTY TRANSACTIONS

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Rental of office	**172**	228

CTV Golden Bridge International Media Group Company Limited, a subsidiary of the Group, rented an office from Shanghai CTV Golden Bridge International Culture and Communication Group Limited, which is effectively controlled by the ultimate controlling shareholder of the Group.

19 NON-ADJUSTING EVENTS AFTER THE REPORTING PERIOD

After the end of the reporting period, the Board proposed an interim dividend. Further details are disclosed in note 16(c)(i).

Other than the share repurchased as disclosed in note 16(a)(i), the Company also 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.

20 POSSIBLE IMPACT OF AMENDMENTS, NEW STANDARDS AND INTERPRETATIONS ISSUED BUT NOT YET EFFECTIVE FOR THE SIX MONTHS ENDED 30 JUNE 2026

A number of amendments and new standards are not yet mandatory for annual periods beginning 1 January 2026. Earlier application is permitted; however, the Group has not early adopted any new or amended standards in preparing this interim financial report.

The following updates the information provided in the last annual financial statements about the possible impacts of IFRS 18/HKFRS 18 which may have a significant impact on the Group's consolidated financial statements when adopted.

IFRS 18/HKFRS 18, *Presentation and disclosure in financial statements*

IFRS 18/HKFRS 18 will replace IAS 1/HKAS 1, *Presentation of financial statements*, and is first effective for annual reporting periods beginning on or after 1 January 2027.

IFRS 18/HKFRS 18 introduces new requirements for presentation and disclosure in financial statements, including new categories and defined subtotals in the statement of profit or loss, enhanced requirements for aggregation and disaggregation of information, and specific disclosures about management-defined performance measures. The Group is assessing the expected impact that the initial application of IFRS 18/HKFRS 18 will have on its consolidated financial statements.

20 POSSIBLE IMPACT OF AMENDMENTS, NEW STANDARDS AND INTERPRETATIONS ISSUED BUT NOT YET EFFECTIVE FOR THE SIX MONTHS ENDED 30 JUNE 2026 *(Continued)*

IFRS 18/HKFRS 18, *Presentation and disclosure in financial statements* *(Continued)*

The Group expects that the adoption of IFRS 18/HKFRS 18 will not change the Group's net assets or net profit. However, it is expected to affect the presentation of the Group's consolidated statement of profit or loss and related note disclosures. Based on the work performed to date, the Group's assessment on the expected impact of the initial application of IFRS 18/HKFRS 18 is summarised below. The assessment remains subject to change as the Group continues its implementation work.

(a) Structure of the statement of profit or loss

IFRS 18/HKFRS 18 requires entities to classify income and expenses into specified categories in the statement of profit or loss, including operating, investing, and financing categories. It also requires entities to present two newly defined subtotals, which are "operating profit" and "profit or loss before financing and income taxes". The operating profit subtotal is expected to differ from the current profit from operations subtotal presented by the Group. Based on the work performed to date, the Group also expects the following changes to the consolidated statement of profit or loss:

- Dividend, interest income, and net gains on trading securities, which are currently presented in the Group's other income subtotal are expected to be classified in the investing category. The income and expenses classified in the investing category, together with the subtotal "operating profit", will form the new subtotal "profit or loss before financing and income taxes";

- The Group is assessing the classification of income and expenses as currently included in the finance cost line item and expects that this line item will be disaggregated into "income and expenses on liabilities arising solely from raising of finance" and "interest expenses on other liabilities" in the financing category;

- The Group is required to assess the classification of foreign exchange differences in the same category as the income and expenses from the items that gave rise to the differences, unless doing so would involve undue cost or effort; and

- The Group currently presents operating expenses by function. The Group is assessing whether its current presentation, or a mixed presentation by nature and function, will provide the most useful structured summary of its operating expenses under IFRS 18/HKFRS 18. If the Group continues to present one or more operating expense line item by function, information about five specific expenses by nature will be provided in a single note to the financial statements.

20 POSSIBLE IMPACT OF AMENDMENTS, NEW STANDARDS AND INTERPRETATIONS ISSUED BUT NOT YET EFFECTIVE FOR THE SIX MONTHS ENDED 30 JUNE 2026 *(Continued)*

IFRS 18/HKFRS 18, *Presentation and disclosure in financial statements* *(Continued)*

(b) Management-defined performance measures ("MPM")

MPMs are subtotals of income and expenses used in public communications outside the financial statements that communicate management's view of an aspect of the financial performance of the entity as a whole to users. Based on the Group's current assessment, "operating profit" is identified as a MPM since it is currently being reported by the Group in its management commentary, press releases, and investor presentations. The Group is also developing a process to identify its public communications and assess whether other measures reported in those communications meet the definition of an MPM.

The Group will be required to disclose specific information about MPMs in a single note in the financial statements. The MPMs disclosed by the Group following adoption of IFRS 18/HKFRS 18 will be determined based on public communications issued by the Group relating to the same reporting period.

(c) Principles of aggregation and disaggregation

IFRS 18/HKFRS 18 provides enhanced principles on how to group information in the financial statements, including the primary financial statements and the notes. It also introduces guidance on labelling and describing items presented in the primary financial statements or disclosed in the notes.

The Group has been consistently applied the principles of aggregating and disaggregating the items on the basis of similar and dissimilar characteristics. The Group is also assessing line items currently labelled as "other" across the primary financial statements and the notes and expects to use more informative labels where material information would otherwise be obscured.

IFRS 18/HKFRS 18 also introduces consequential amendments to IAS 7/HKAS 7, *Statement of cash flows*. The Group is assessing the impact of those amendments, including the requirement to use the newly defined operating profit subtotal as the starting point for the statement of cash flows when presenting operating cash flows under the indirect method and the classification of interest and dividend cash flows.

The actual impact of applying IFRS 18/HKFRS 18 may change as the Group continues to assess the new requirements and finalises any changes to its reporting processes, controls and accounting policies before the date of initial application.

Other Information

DIRECTORS' INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES

As at 30 June 2026, the interests and short positions of the directors and chief executives of the Company in the shares, underlying shares and debentures of the Company and its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")), which were required to be (a) notified to the Company and The Stock Exchange of Hong Kong Limited ("Stock Exchange") pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which they are taken or deemed to have under such provisions of the SFO); or (b) recorded in the register required to be kept by the Company under Section 352 of the SFO; or (c) as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code") as set out in Appendix C3 to the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules") were as follows:

(i) Interests in the Company — Long Positions

Name of director	Nature of interest	Number of ordinary shares held	Number of underlying shares held under equity derivatives	Total	Approximate percentage of issued share capital of the Company
Liu Jinlan	Founder of discretionary trust, beneficiary of trust	262,122,169 *(Note 1)*	–	262,122,169	56.81%
	Beneficial interest	2,800,000	–	2,800,000	0.61%
Chen Xin	Founder of discretionary trust and beneficiary of trust	258,469,165 *(Note 2)*	–	258,469,165	56.02%
Li Zongzhou	Beneficial interest	954,000	–	954,000	0.21%
Liu Zhiyi	Beneficial interest	300,000	–	300,000	0.07%

Notes:

1. Liu Jinlan is deemed to be interested in 262,122,169 shares of the Company. These shares are held by three discretionary trusts, namely UME Trust (which assets comprised 27,101,344 shares held by United Marine Enterprise Company Limited), DFS (No. 2) Trust (which assets comprised 24,038,312 shares held by SinoMedia Investment Ltd.) and CLH Trust (which assets comprised 210,982,513 shares held by Golden Bridge International Culture Limited), all founded by Liu Jinlan. In respect of 210,982,513 shares therein held by CLH Trust, Liu Jinlan is also a beneficiary of the trust.

2. Chen Xin is deemed to be interested in 258,469,165 shares of the Company. These shares are held by three discretionary trusts, namely MHS Trust (which assets comprised 25,921,344 shares held by Merger Holding Service Company Limited), DFS (No. 1) Trust (which assets comprised 21,565,308 shares held by Digital Finance Service Company Limited) and CLH Trust (which assets comprised 210,982,513 shares held by Golden Bridge International Culture Limited), all founded by Chen Xin. In respect of 210,982,513 shares therein held by CLH Trust, Chen Xin is also a beneficiary of the trust.

DIRECTORS' INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES *(Continued)*

(ii) Interests in associated corporations of the Company — Long Positions

Name of director	Name of associated corporation	Nature of interest	Approximate percentage of issued share capital of the associated corporation
Liu Jinlan	CLH Holding Limited	Founder of discretionary trust	100%
	Golden Bridge International Culture Limited	Corporate interest	100%
	Golden Bridge Int'l Advertising Holdings Limited	Corporate interest	100%
	CTV Golden Bridge International Media Group Co., Ltd.	Corporate interest	0.3%
Chen Xin	CLH Holding Limited	Founder of discretionary trust	100%
	Golden Bridge International Culture Limited	Corporate interest	100%
	Golden Bridge Int'l Advertising Holdings Limited	Corporate interest	100%

Apart from the foregoing, as at 30 June 2026, none of the directors and chief executives of the Company had any interests or short positions in the shares, underlying shares and debenture of the Company and its associated corporations (within the meaning of Part XV of the SFO), which were required to be (a) notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they are taken or deemed to have under such provisions of the SFO); or (b) recorded in the register required to be kept by the Company under Section 352 of the SFO; or (c) as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code.

Other Information

SUBSTANTIAL SHAREHOLDERS' INTERESTS IN SHARES AND UNDERLYING SHARES — LONG POSITIONS

As at 30 June 2026, so far as known to the directors and chief executives of the Company, the following corporations (other than a director or chief executives of the Company) had, or were deemed or taken to have interests or short position in the shares or underlying shares of the Company, which would fall to be disclosed to the Company and the Stock Exchange under the provisions of Divisions 2 and 3 of Part XV of the SFO as recorded in the register required to be kept under section 336 of the SFO:

Substantial shareholder	Nature of interest	Total number of ordinary shares held	% of total issued shares
Tricor Equity Trustee Limited	Trustee *(Note 1)*	309,608,821	67.10%
CLH Holding Limited	Corporate interest *(Note 2)*	210,982,513	45.73%

Notes:

1. Tricor Equity Trustee Limited is deemed to be interested in 309,608,821 shares of the Company as it is the trustee of CLH Trust (which assets comprised 210,982,513 shares held by Golden Bridge International Culture Limited), MHS Trust (which assets comprised 25,921,344 shares held by Merger Holding Service Company Limited), UME Trust (which assets comprised 27,101,344 shares held by United Marine Enterprise Company Limited), DFS (No. 1) Trust (which assets comprised 21,565,308 shares held by Digital Finance Service Company Limited) and DFS (No. 2) Trust (which assets comprised 24,038,312 shares held by SinoMedia Investment Ltd.).

2. These shares are directly held by Golden Bridge International Culture Limited which is a wholly owned subsidiary of Golden Bridge Int'l Advertising Holdings Limited which in turn is a wholly owned subsidiary of CLH Holding Limited. CLH Holding Limited is deemed to be interested in 210,982,513 shares of the Company held by Golden Bridge International Culture Limited.

Save as disclosed above, so far as known to the directors and chief executives of the Company, as at 30 June 2026, there was no other person or corporation (other than a director or chief executives of the Company) who had any interests or short position in the shares or underlying shares of the Company, which would fall to be disclosed to the Company and the Stock Exchange under the provisions of the Divisions 2 and 3 of Part XV of the SFO.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES OF THE COMPANY

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
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

Other Information

Date	Number of Shares bought-back	Highest Price HKD	Lowest Price HKD	Total paid HKD
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.

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.

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted 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 have complied with the required standard set out in the Model Code during the six months ended 30 June 2026.

AUDIT COMMITTEE

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