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XINHUA NEWS MEDIA HOLDINGS LIMITED

新華通訊頻媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 309)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2021 and the information currently available to the Board, it is expected that the Group will record a loss of not less than HK\$5 million for the six months ended 30 September 2021, as compared to the profit of approximately HK\$15.75 million for the six months ended 30 September 2020. The loss was mainly attributable to the significant decrease in other income and gains of approximately HK\$31 million due to the reduction in subsidies received by the Group from Hong Kong Government under the Employment Support Scheme and the One-off Subsidy for Transport Trade under the Anti-epidemic Fund.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by Xinhua News Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “**SFO**”).

The Board wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2021 and the information currently available to the Board, it is expected that the Group will record a loss of not less than HK\$5 million for the six months ended 30 September 2021, as compared to the profit of approximately HK\$15.75 million for the six months ended 30 September 2020. The loss was mainly attributable to the significant decrease in other income and gains of approximately HK\$31 million due to the reduction in subsidies received by the Group from Hong Kong Government under the Employment Support Scheme and the One-off Subsidy for Transport Trade under the Anti-epidemic Fund.

The Company is still in the process of finalising the condensed consolidated interim results of the Group for the six months ended 30 September 2021. The information contained in this announcement is only based on the preliminary review and assessment by the Board based on the unaudited consolidated management accounts of the Group and information currently available, which have neither been audited by the auditor of the Company or reviewed by the audit committee of the Company. Shareholders and potential investors are advised to read carefully the announcement of the interim results of the Group for the six months ended 30 September 2021, which is expected to be published on 26 November 2021.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Xinhua News Media Holdings Limited
Fu Jun
Chief Executive Officer and Executive Director

Hong Kong, 19 November 2021

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Lo Kou Hong, Mr. Fu Jun, Mr. Tsui Kwok Hing and Mr. Leung Cheung Hang; two non-executive Directors, namely, Ms. Wang Guan and Mr. Wang Chunping; and three independent non-executive Directors, namely, Mr. Wang Qi, Mr. Yau Pak Yue and Mr. Leung Nga Tat.