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中國創意控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 8368)

## ANNOUNCEMENT OF FIRST QUARTERLY RESULTS FOR THE THREE MONTHS ENDED 31 MARCH 2022

CHARACTERISTICS OF THE GEM (THE "GEM") OF THE STOCK EXCHANGE OF HONG KONG LIMITED (THE "STOCK EXCHANGE")

GEM has been positioned as a market designed to accommodate small and mid-sized companies to which a higher investment risk may be attached than other companies listed on the Stock Exchange. Prospective investors should be aware of the potential risks of investing in such companies and should make the decision to invest only after due and careful consideration.

Given that the companies listed on GEM are generally small and mid-sized companies, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.

This announcement, for which the directors (the "Directors") of Creative China Holdings Limited (the "Company") collectively and individually accept full responsibility, include particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the "GEM Listing Rules") for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

The board of Directors (the "Board") of the Company is pleased to announce the unaudited condensed consolidated results of the Company and its subsidiaries (collectively, the "Group") for the three months ended 31 March 2022, together with the unaudited comparative figures for the corresponding period in 2021, as follows:

## UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the three months ended 31 March 2022

		Three months ended 31 March		
		2022	2021	
	Notes	RMB'000	RMB'000	
		(Unaudited)	(Unaudited)	
Revenue	3	778	7,230	
Direct costs		(990)	(268)	
Gross (loss)/profit		(212)	6,962	
Other income		76	121	
Other gains and losses		503	167	
Selling and distribution costs		(511)	(426)	
Administrative expenses		(3,654)	(3,118)	
(Loss)/profit from operations		(3,798)	3,706	
Finance costs		(27)	(47)	
(Loss)/profit before income tax		(3,825)	3,659	
Income tax expenses	4	(25)	(478)	
(Loss)/profit for the period		(3,850)	3,181	

		Three months ended 31 March		
		2022	2021	
	Notes	RMB'000	RMB'000	
		(Unaudited)	(Unaudited)	
Other comprehensive income that may be reclassified subsequently to profit or loss:				
Exchange differences of				
translating foreign operations		21	109	
Total comprehensive (expense)/income for the				
Total comprehensive (expense)/income for the period		(3,829)	3,290	
(Loss)/profit for the period attributable to:				
Owners of the Company		(3,807)	3,212	
Non-controlling interests		(43)	(31)	
		(3,850)	3,181	
Total comprehensive (expense)/income for				
the period attributable to: Owners of the Company		(3,788)	3,320	
Non-controlling interests		(41)	(30)	
Them controlling inverses				
		(3,829)	3,290	
			(Restated)	
(Loss)/earnings per share:				
- Basic and diluted (RMB cents)	6	(1.13)	1.25	

# UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the three months ended 31 March 2022

							Equity attributable		
				Reserves			to the		
	Share capital RMB'000	Share premium RMB'000	Other reserve RMB'000	Merger reserve RMB'000	Foreign exchange reserve RMB'000	Accumulated losses RMB'000	owners of the Company RMB'000	Non- controlling interests RMB'000	Total RMB'000
Balance at 1 January 2022 (audited)	13,810	169,166	5,362	9,300	665	(102,640)	95,663	(155)	95,508
Loss for the period	_	-	_	-	-	(3,807)	(3,807)	(43)	(3,850)
Other comprehensive income	-	-	-	-	19	_	19	2	21
Total comprehensive income/(expense) for the period	-	-	_	-	19	(3,807)	(3,788)	(41)	(3,829)
Issue of shares under consideration shares	1,695	7,199	(1,578)				7,316		7,316
Balance at 31 March 2022 (unaudited)	15,505	176,365	3,784	9,300	684	(106,447)	99,191	(196)	98,995
Balance at 1 January 2021 (audited)	13,188	165,378	5,362	9,300	467	(126,201)	67,494	(94)	67,400
Profit/(loss) for the period	-	-	-	-	-	3,212	3,212	(31)	3,181
Other comprehensive income	-	-	_	-	108	-	108	1	109
Total comprehensive income/(expense) for the period					108	3,212	3,320	(30)	3,290
Balance at 31 March 2021 (unaudited)	13,188	165,378	5,362	9,300	575	(122,989)	70,814	(124)	70,690

## NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

#### 1. CORPORATE INFORMATION

The Company is a limited liability company incorporated in the Cayman Islands on 1 November 2013. The address of its registered office is at the offices of Codan Trust Company (Cayman) Limited, Cricket Square, Hutchins Drive, PO Box 2681, Grand Cayman, KY1-1111, Cayman Islands. Its principal place of business in the People's Republic of China (the "PRC") is located at Room 1901, 19/F, Yulin Building, No. 5A Xiangjun Nanli 2nd Alley, Chaoyang District, Beijing the PRC, and its principal place of business in Hong Kong is located at 23/F, Yue Thai Commercial Building, 128 Connaught Road Central, Sheung Wan, Hong Kong.

The principal activity of the Company is investment holding while its subsidiaries are principally engaged in the provision of film and television program original script creation, adaption, production and licensing and related services, concert and event organisation services, mobile application development and operation services and artist management.

#### 2. BASIS OF PRESENTATION

The unaudited condensed consolidated financial statements have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards and Interpretations issued by Hong Kong Institute of Certified Public Accountants (hereinafter collectively referred to as the "HKFRSs") and the disclosure requirements of the Hong Kong Companies Ordinance.

In addition, the unaudited condensed consolidated financial statements include applicable disclosures required by the GEM Listing Rules.

The unaudited condensed consolidated financial results have been prepared under the historical cost basis.

The unaudited condensed consolidated results are presented in Renminbi ("RMB"), which is the same as the functional currency of the Company and its subsidiaries, and all values are rounded to the nearest thousand except when otherwise indicated.

The accounting policies applied in the preparation of the unaudited condensed consolidated results are consistent with those adopted in the preparation of the annual consolidated financial statements of the Group for the year ended 31 December 2021, except that the Group has adopted a number of new or revised HKFRSs, which are newly effective for the period under review. The adoption of these new or revised HKFRSs had no change in significant accounting policies and no significant effect on the financial results of the current period. Also, no prior period adjustment is required.

The Group has not applied or early adopted the new or revised HKFRSs (including their consequential amendments) which are relevant to the Group that have been issued but are not yet effective in the preparation of these unaudited condensed consolidated results. The Group is currently assessing the impact of these new or revised HKFRSs upon initial application but is not yet in a position to state whether these new or revised HKFRSs would have any significant impact on its results of operations and financial position. It is anticipated that all of the pronouncements will be adopted in the Group's accounting policies in the accounting periods when they first become effective.

The unaudited condensed consolidated results have been reviewed by the audit committee of the Board (the "Audit Committee").

#### 3. REVENUE

Revenue of the Group represents revenue generated from (i) program production and related services, (ii) concert and event organisation and related services, (iii) mobile application development and operation and related services, and (iv) artist management and related services. The amounts of each significant category of revenue recognised during the period are as follows:

	Three months ended 31 March	
	2022	2021
	RMB'000	RMB'000
	(Unaudited)	(Unaudited)
Program production and related income	155	_
Concert and event organisation and related income	_	_
Mobile application development and operation and related income	_	4,430
Artist management and related income	623	2,800
	778	7,230

#### 4. INCOME TAX EXPENSES

	Three months ended 31 March	
	2022	2021
	RMB'000	RMB'000
	(Unaudited)	(Unaudited)
Current tax – the PRC		
– provision for the period	25	478
	25	478

Under the two-tiered profits tax rates regime of Hong Kong Profits Tax, the first HK\$2 million of profits of the qualifying group entity will be taxed at 8.25%, and profits above HK\$2 million will be taxed at 16.5%. The profits of group entities not qualifying for the two-tiered profits tax rates regime will continue to be taxed at a flat rate of 16.5%. Accordingly, the Hong Kong Profits Tax of the qualifying group entity is calculated at 8.25% on the first HK\$2 million of the estimated assessable profits and at 16.5% on the estimated assessable profits above HK\$2 million. Under the Law of the PRC on Enterprise Income Tax (the "EIT Law") and Implementation Regulation of the EIT Law, the tax rate of the PRC subsidiaries is 25% for both periods.

#### 5. DIVIDEND

The Directors do not recommend the payment of any dividend for the three months ended 31 March 2022 (2021: nil).

#### 6. (LOSS)/EARNINGS PER SHARE

The calculation of the basic and diluted (loss)/earnings per share attributable to the ordinary equity holders of the Company is based on the following data:

	Three months ended 31 March			
	2022	2021		
	RMB'000	RMB'000		
	(Unaudited)	(Unaudited)		
(Loss)/profit for the purposes of basic (loss)/earnings per share	(3,807)	3,212		
	Three months ended 31 March			
	2022	2021		
	'000	'000		
		(Restated)		
Number of shares				
Issued ordinary shares of 1 January	331,316	256,316		
Effect of issuance of shares under consideration shares				
(note (i) and (ii))	4,980			
Weighted average number of ordinary shares (note (iii))	336,296	256,316		

#### Notes:

- (i) On 1 December 2021, Beijing Chuangju Shi Dai Cultural Communication Limited (the "Vendor"), the Company and Beijing Emphasis Media Company Limited (the "Purchaser"), an indirect wholly owned subsidiary of the Company, entered into the equity transfer agreement, pursuant to which the Vendor has conditionally agreed to sell and the Purchaser has conditionally agreed to acquire, 10% equity interests of Beijing Yiju Creative Technology Limited at the consideration of RMB2,112,900, which would be settled by the allotment and issue of 5,671,467 consideration shares by the Company to the Vendor or its nominee(s) at the issue price of HK\$0.456 per consideration share on the completion date. The transaction is completed on 31 January 2022.
- (ii) On 20 October 2021, the Company, CCH Film Production Limited, Truth Pictures (Hong Kong) Limited ("Truth Pictures"), Yuanxin Pictures (Beijing) Limited ("Yuanxin") (Truth Pictures and Yuanxin, collectively as "Cooperation Partners") and Mr. Liang Long Fei, as the Guarantor, entered into a cooperation agreement ("Cooperation Agreement"), pursuant to which the Group and Cooperation Partners have conditionally agreed to carry out the cooperation in the distribution of the 6 foreign imported films ("Target Films") in the PRC at the consideration of RMB30,000,000, which would be settled by the allotment and issue of the 36,000,000 consideration shares by the Company to the Cooperation Partners or their nominee(s) at the Issue Price of HK\$1 per consideration share on the completion date. The transaction is completed on 29 March 2022.
- (iii) Diluted (loss)/earnings per share was the same as basic (loss)/earnings per share as there were no potential dilutive ordinary shares outstanding for the three months ended 31 March 2022 and 2021.
- (iv) For the three months ended 31 March 2022 and 2021, the weighted average number of ordinary shares for the purpose of the calculation of basic and diluted (loss) earnings per share has been adjusted for the share consolidation that every five issued shares of the Company were consolidated into one share of the Company. Comparative figures of the weighted average number of shares for calculating basic and diluted (loss) earnings per share have been restated with the effect of share consolidation on 15 July 2021.

#### MANAGEMENT DISCUSSION AND ANALYSIS

#### FINANCIAL REVIEW

#### Revenue

Revenue of the Group for the three months ended 31 March 2022 amounted to approximately RMB0.8 million, representing a decrease of approximately 89.2% as compared to that recorded for the three months ended 31 March 2021 of approximately RMB7.2 million. The revenue was mainly generated from program production and artist management segment. The decrease in revenue mainly due to (1) fewer online promotion advertisements; and (2) the athletes managed by the Company entered the world tour schedule and less relevant business derived from the contracted artists during the period.

## **Gross profit/loss**

The gross loss for the three months ended 31 March 2022 amounted to approximately RMB0.2 million, representing a decrease of approximately 103.1% as comparing to the gross profit recorded in the corresponding period in 2021 of approximately RMB7.0 million. The gross loss was mainly due to the higher distribution costs than box office revenue.

## **Expenses**

Selling and distribution costs for the three months ended 31 March 2022 was approximately RMB0.5 million, which represented an increase by approximately 19.7% as compared to the corresponding period in last year. The selling and distribution costs incurred for the three months ended 31 March 2022 were mainly for the maintenance of the mobile application development and operation segment.

Administrative expenses for the three months ended 31 March 2022 amounted to approximately RMB3.7 million (three months ended 31 March 2021: approximately RMB3.1 million). The increase was mainly due to the amortization of an intangible asset, Mobile APP Aiwoo.

## **Income tax expenses**

The Group had recorded PRC enterprise income tax expense of approximately RMB25,000 for subsidiaries located in PRC for the three months ended 31 March 2022, while such income tax expense of RMB0.5 million was recorded for the corresponding period in 2021. There are no provision of Hong Kong profits tax for the three months ended 31 March 2022 and 2021 as no subsidiaries of the Company located in Hong Kong have recorded taxable profit during both periods. Under the two-tiered profits tax rates regime, Hong Kong profits tax of the qualifying group entity is calculated at 8.25% (2021: 8.25%) on the first HK\$2 million of the estimated assessable profits and 16.5% (2021: 16.5%) on the estimated assessable profits above HK\$2 million during the year. Hong Kong profits tax of group entities not qualifying for the two-

tiered profits tax regime will be taxed at a flat rate of 16.5%. PRC enterprise income tax is calculated at 25% (2021: 25%) on the estimated assessable profits during the year.

## Profit/loss attributable to owners of the Company for the period

Loss attributable to owners of the Company for the three months ended 31 March 2022 was approximately RMB3.8 million, while profit of approximately RMB3.2 million was recorded for the corresponding period in 2021. The loss was mainly due to (1) fewer online promotion advertisements; and (2) the athletes managed by the Company entered the world tour schedule and less relevant business derived from the contracted artists during the period.

#### **Consideration shares**

# (1) Acquisition of shareholding interests in a subsidiary involving the issue of consideration shares under specific mandate

On 1 December 2021, Beijing Chuangju Shi Dai Cultural Communication Limited\* (the "Vendor"), the Company and Beijing Emphasis Media Company Limited\* (the "Purchaser"), an indirect wholly owned subsidiary of the Company, entered into an equity transfer agreement, pursuant to which the Vendor has conditionally agreed to sell and the Purchaser has conditionally agreed to acquire, 10% equity interests of Beijing Yiju Creative Technology Limited\* at the consideration of RMB2,112,900, which would be settled by the allotment and issue of the consideration shares by the Company to the Vendor or its nominee(s) at the issue price of HK\$0.456 each on the completion date. The transaction is completed on 31 January 2022. Detail can be referred to the Company's announcements dated 1 December 2021, 3 December 2021, 22 December 2021, 7 January 2022, 31 January 2022, and circular dated 12 January 2022.

## (2) Cooperation Agreement involving the issue of consideration shares under general mandate

On 20 October 2021, the Company, CCH Film Production Limited, Truth Pictures (Hong Kong) Limited ("Truth Pictures"), Yuanxin Pictures (Beijing) Limited\* ("Yuanxin Pictures") (Truth Pictures and Yuanxin Pictures, collectively the "Cooperation Partners") and Mr. Liang Longfei (the "Guarantor") entered into a cooperation agreement, pursuant to which (i) the Group and Cooperation Partners have conditionally agreed to carry out the cooperation in the distribution of the six foreign imported films in the PRC; and (ii) the Consideration in the sum of RMB30,000,000 (equivalent to approximately HK\$36,000,000) is payable by the Company to the Cooperation Partners, which would be settled by the allotment and issue of an aggregate of 36,000,000 consideration shares by the Company to the Cooperation Partners or their nominee(s) at the issue price of HK\$1.0 each according to the terms and conditions thereof. The transaction was completed on 29 March 2022. Detail can be referred to the announcements dated 6 September 2021, 20 October 2021, 28 December 2021 and 29 March 2022.

#### BUSINESS REVIEW AND PROSPECTS

The Group is principally engaged in the businesses of (i) program production and related services; (ii) concert and event organisation; (iii) mobile application development and operation; and (iv) artist management.

### Program production and related services

The Group has recorded revenue of approximately RMB0.2 million in program production and related services for the three months ended 31 March 2022, while there was no revenue for the corresponding period last year. The revenue mainly comes from the net box office of an imported film.

The Group will continue to actively collaborate with more film and television production companies in the PRC engaging in the creation of film and television intellectual property, in order to obtain more potential resources and reserves of television programs, online dramas and movies. The Group continues to leverage its own production experience and related resources to expand the program production segment to original script creation, adaptation, production, licensing, and related services, in order to create more self-developed film and serial program script copyrights.

## Concert and event organisation

The Group has not recorded revenue from concert and event organisation segment in the three months ended 31 March 2022 and for the same period in 2021. It was due to the global suspension of concerts under the novel coronavirus outbreak.

The Group will liaise with the artists to reschedule over 23 concerts (including K-pop artists and a renowned top singer from the PRC) once the pandemic is under control.

### Mobile application development and operation

The Group has not recorded revenue from the mobile application development and operation segment for the three months ended 31 March 2022, comparing to RMB4.4 million for the corresponding period of last year. The decrease was mainly due to no promotional services for the period.

The Group will continue to work on the cooperation framework agreement between Beijing Yiju Creative Technology Limited\* ("Yiju Creative"), an indirect non-wholly owned subsidiary of the Company and Beijing Shu Cai Cultural Media Limited\* ("Shu Cai") to establish a formal agreement in relation to the cooperation on the aspects of creating and managing the official pages for over 30 exclusive artists of Shu Cai on the personalized mobile-based social networking platform named "Aiwoo" ("Mobile APP") owned by Yiju Creative, in order to create more business opportunities and revenue for the Group.

### **Artist management**

The revenue for the three months ended 31 March 2022 was approximately RMB0.6 million as compared to approximately RMB2.8 million in the same period of last year. The decrease was mainly due to the athletes managed by the Company entered the world tour schedule and less relevant business derived from the contracted artists during the period.

Our Group will continue to seek for opportunities between our artists and customers or brands, as well as managing and promoting our artists and/or athletic artists in order to bring more value to the Group.

Although the businesses of the Group are facing various external challenges in 2022, the Group will strive to make improvements and overcome the challenges under the leadership of our experienced management. Together with the various opportunities currently exploring, the Group believes our business will continue to improve.

## PURCHASES, SALES OR REDEMPTION OF LISTED SECURITIES OF THE COMPANY

Neither the Company nor any of its subsidiaries have purchased, sold or redeemed any of the Company's listed securities during the three months ended 31 March 2022.

#### **SHARE OPTION SCHEME**

The Company has adopted the share option scheme on 3 November 2015 (the "Share Option Scheme") and, unless otherwise cancelled or amended, will remain in force for 10 years from the date of its adoption and enables the Company to grant share options to the eligible persons (including any executive director, non-executive director and independent non-executive director, advisor and consultant of the Group) (the "Eligible Person(s)") as incentives or rewards for their contributions to the Group. No share option was granted, exercised, expired or lapsed since its adoption by the Company and there is no outstanding share option under the Share Option Scheme.

#### **COMPETING INTERESTS**

During the three months ended 31 March 2022, none of the Directors, the controlling shareholders of the Company and their respective close associates (as defined in the GEM Listing Rules) as at 31 March 2022 had any interest in any business which competes or is likely to compete, directly or indirectly, with the business of the Group or any other conflicts of interest with the Group.

#### CORPORATE GOVERNANCE PRACTICES

The Board and the management of the Company are committed to establishing good corporate governance practices and procedures. The maintenance of high standard of business ethics and corporate governance practices has always been one of the Group's goals. The Company believes that good corporate governance provides a framework that is essential for effective management, successful business growth and a healthy corporate culture, thereby leading to the enhancement of shareholders' value.

The Board has adopted the Corporate Governance Code (the "CG Code") as set out in Appendix 15 to the GEM Listing Rules.

The Board is pleased to report compliance with the code provisions of the CG Code for the three months ended 31 March 2022, except the following deviations (Code Provisions C.2.1 and D.2.5):

### **Chairman and Chief Executive Officer**

Mr. Philip Jian Yang is the Chairman of the Board and the Chief Executive Officer of the Company and is responsible for the overall operations, management, business development and strategy planning of the Group.

The Chairman also takes the lead to ensure that the Board works effectively and acts in the best interest of the Company by encouraging the directors to make active contribution in Board's affairs and promoting a culture of openness and debate.

The Board is of the view that although Mr. Yang is both Chairman and the Chief Executive Officer, the balance of power and authority is ensured by the operation of the Board, which comprises experienced individuals who would meet from time to time to discuss issues affecting operation of the Company. The Board will regularly review the need to appoint different individuals to perform the roles of chairman and chief executive officer separately.

## **Internal Audit Function**

The Company does not have an internal audit function and is currently of the view that there is no immediate need to set up an internal audit function within the Group in light of the size, nature and complexity of the Group's business. This situation will be reviewed from time to time.

#### DIRECTORS' SECURITIES TRANSACTIONS

The Company has adopted the Rules 5.48 to 5.67 of the GEM Listing Rules as the code of conduct for dealing in securities of the Company by the directors (the "Required Standard of Dealings"). The Company has confirmed, having made specific enquiry of the directors, all the directors have complied with the Required Standard of Dealings throughout the three months ended 31 March 2022.

#### **AUDIT COMMITTEE**

The Company has established an audit committee with written terms of reference in compliance with Rules 5.28 to 5.33 of the GEM Listing Rules. The primary duties of the Audit Committee are to review and supervise the financial control, internal control and risk management systems of the Group, and provide advice and comments on the Group's financial reporting matters to the Board. As at the date of this announcement, the Audit Committee comprises three independent non-executive directors, namely Mr. Yau Yan Yuen, Ms. Fu Yuehong and Mr. Tan Song Kwang.

The unaudited condensed consolidated results of the Company for the three months ended 31 March 2022 have been reviewed by the Audit Committee. The Audit Committee is of the opinion that such unaudited condensed consolidated results comply with the applicable accounting standards, the GEM Listing Rules and legal requirements, and that adequate disclosure have been made.

By order of the Board

Creative China Holdings Limited

Philip Jian Yang

Chairman and Executive Director

Hong Kong, 6 May 2022

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Philip Jian Yang and Ms. Yang Jianping as executive directors; Mr. Yang Shiyuan, Mr. Ge Xuyu and Mr. Wang Yong as non-executive directors; and Ms. Fu Yuehong, Mr. Yau Yan Yuen and Mr. Tan Song Kwang as independent non-executive directors.

This announcement will remain on the "Latest Company Announcements" page of the GEM website at www.hkgem.com for at least 7 days from the date of its posting and on the website of the Company at www.ntmediabj.com.

\* For identification purposes only