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儒意控股
RUYI HOLDINGS

China Ruyi Holdings Limited

中國儒意控股有限公司

(a company incorporated in Bermuda with limited liability)

(Stock Code: 136)

PROFIT WARNING

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

The board of directors (the “**Board**”) of the Company wishes to notify the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the information currently available to the management, the Group is expected to record an unaudited net loss for the six months ended 30 June 2023 of approximately RMB259–269 million, whereas the net profit for the same period last year was approximately RMB147 million. The decline in financial results for the six months ended 30 June 2023 was mainly attributable to the fixed cost expenses incurred by the Company in various segments for active business development plans in the second half of the year and the coming year.

The management expects to release a number of films and TV dramas in the second half of the year and next year, which will bring considerable revenue and profit to the Group. These include the inspirational sports-themed movie “One and Only” (《熱烈》) starring Wang Yibo and Huang Bo and “Fireworks of My Heart” (《我的人間煙火》) starring Yang Yang, which have both been released, and will generate considerable returns for the Company in the second half of the year. Other films and TV dramas to be released include the war blockbuster “Hengyang 1944” (《援軍明日到達》) with Liu Heping as the chief producer; the historical detective long series TV drama “Rechter Tie” (《大唐狄公案》) with Di Renjie, a Tang dynasty chancellor, as the protagonist; the historical detective long series TV drama “Hero Legends” (《英雄志》) based on Sun Xiao’s martial arts novel of the same name; and the Republican Era TV drama “Chang Feng Po Lang” (《長風破浪》) starring Wang Yibo and Li Qin.

The Company expects that there will be substantial growth in revenue and profit of the gaming business in the second half of the year. The Company has provided publication and marketing support for three games which were released since June, and will also provide such support for various games to be launched, including RPG and two-dimensional card mobile games. The Company will also actively develop simulation game business, and has obtained the publication approval for a licensed Three Kingdoms-themed simulation game. The Company will successively launch a number of well-known IP massively multiplayer online mobile games and other simulation games.

With respect of the online streaming business, the Company continues to introduce quality movies and new major dramas, such as the classic popular drama “1883” and the large-scale IP drama series “Snowpiercer”. The Company will continue to expand and enrich its IP content to lay a solid foundation for further driving membership growth and generating revenue.

The information contained in this announcement is only based on the preliminary review of the financial information currently available to the Company’s management, and not on any data or information which has been audited or reviewed by the auditor or the audit committee of the Company, and may subject to change. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2023, which is expected to be published by the end of August 2023.

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

By order of the Board
China Ruyi Holdings Limited
Ke Liming
Chairman

Hong Kong, 20 August 2023

As at the date of this announcement, the executive directors of the Company are Mr. Ke Liming, Ms. Chen Xi and Mr. Zhang Qiang; the non-executive director of the Company is Mr. Yang Ming; and the independent non-executive directors of the Company are Mr. Chau Shing Yim, David, Mr. Nie Zhixin, Mr. Chen Haiquan and Professor Shi Zhuomin.