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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)

POSITIVE PROFIT ALERT

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, for the year ended 31 December 2023 (“**Financial Year 2023**”), the Group is expected to record an unaudited net profit after tax from its film and television content production, online streaming and online gaming businesses of approximately RMB1,100 million to RMB1,200 million, whereas net profit after tax of these businesses for the same period of last year was approximately RMB180 million. The Group is expected to record an unaudited revenue of approximately RMB3,450 million to RMB4,000 million for the Financial Year 2023, representing a substantial increase of approximately 161.4% to 203.0% as compared to approximately RMB1,320 million for the same period of 2022; and an adjusted net profit¹ (which is not Hong Kong Financial Reporting Standards measure) of approximately RMB930 million to RMB1,080 million, representing an increase of approximately 257.7% to 315.4% as compared to approximately RMB260 million for the same period of 2022.

¹ The defined term of “adjusted net profit” means adjusted profit for the year net of (i) share-based compensation expense; (ii) changes in fair value of contingent consideration payable; (iii) imputed interest expense and income; and (iv) impairment of film and television rights. Please refer to the 2022 Annual Report of the Company for details.

The increase in revenue and net profit after tax from the film and television drama production, online streaming and online game businesses for the Financial Year 2023 were mainly attributable to:

- (1) the increase in revenue from television drama production business as a result of the positive market feedbacks received by the Group for its films and dramas, following the recovery from the COVID-19 pandemic; and
- (2) the continued business growth driven by the rapid development of the online game business of the Group as compared to last year.

The Board expects the Group may record a consolidated net profit after tax (in accordance with Hong Kong Financial Reporting Standards) of approximately RMB650 million to RMB800 million for the Financial Year 2023, which is comparable to approximately RMB790 million as recorded for the same period last year.

The information contained in this announcement is only based on the preliminary review of the financial information currently available to the Company's management, which are subject to finalization and other potential adjustments, if any, and not on any data or information which has been audited or reviewed by the auditor or the audit committee of the Company. Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for the Financial Year 2023, which is expected to be published by the end of March 2024.

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, 21 March 2024

As at the date of this announcement, the executive directors of the Company are Mr. Ke Liming 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.