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Huashi Group Holdings Limited **华视集团控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1111)

POSITIVE PROFIT ALERT

This announcement is made by Huashi Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the prospectus dated 31 October 2023 of the Company.

The board of directors (the “**Board**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (“**FY2023**”), the Group is expected to record an increase in the net profit of the Group for FY2023 by approximately 38% to 48% as compared with the net profit of the Group for the year ended 31 December 2022.

Based on the information currently available, the Board is of the view that the main reason of the increase in the net profit of the Group is primarily due to the increase in the Group’s revenue for FY2023. During FY2023, the Group continued to enhance its capabilities of business development, resulting in (i) the addition of the new customers under the provision of advertisement placement services; and (ii) the increase in the rebates from the Media Partner brought by the advertisement placements of the abovementioned new customers. The revenue from the provision of the advertisement placement services and the rebates from the Media Partner attributable to the abovementioned new customers amounted to approximately RMB22 million, which represented approximately 45% of the total revenue from the provision of the advertisement placement services and the rebates from the Media Partner for FY2023. As a result, the Group is expected to record an increase in revenue from its principal business for FY2023 as compared with the corresponding period in previous year.

As the Group is still in the process of finalising the results for FY2023, the information contained in this announcement is only based on the Board's preliminary review of the unaudited consolidated management accounts of the Group for FY2023 and other information currently available, which has not been audited or reviewed by the auditors of the Company, or reviewed by the audit committee of the Board. Therefore, the actual results of the Group for FY2023 may differ from the information contained in this announcement. Further details of the Group's financial results and performance will be disclosed in the Company's annual results announcement for FY2023, which is expected to be published on 27 March 2024.

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

By order of the Board
Huashi Group Holdings Limited
Chen Jicheng
Chairman and Chief Executive Officer

Wuhan, the PRC, 22 March 2024

As at the date of this announcement, the Board comprises Mr. Chen Jicheng, Ms. Wang Shujin, Mr. Zhang Bei and Ms. Xue Yuchun as executive directors, and Dr. He Weifeng, Mr. Peng Litang, Mr. Li Guangdou and Mr. How Sze Ming as independent non-executive directors.