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乐华娱乐  
YUE HUA  
ENTERTAINMENT

**YH Entertainment Group**  
**乐华娱乐集团**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2306)**

**POSITIVE PROFIT ALERT**

This announcement is made by YH Entertainment Group (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2024 (the “**Relevant Period**”) and the information currently available to the Board, the Group is expected to record a net profit attributable to Shareholders in the range of approximately RMB20 million to RMB40 million for the Relevant Period as compared to a net loss attributable to Shareholders of approximately RMB175.4 million for the six months ended June 30, 2023.

The Board considers that such change from net loss attributable to Shareholders for the six months ended June 30, 2023 to net profit attributable to Shareholders for the Relevant Period was primarily due to (1) the absence of further fair value loss in connection with the convertible preferred shares and listing expenses as the Company completed the listing of its shares on The Stock Exchange of Hong Kong Limited in January 2023; and (2) the decrease in equity settled share-based payments during the Relevant Period.

As of the date of this announcement, the Company is in the process of finalizing the unaudited consolidated interim results of the Group for the Relevant Period. The information contained in this announcement is based on a preliminary review of the unaudited consolidated management accounts of the Group and the information currently available to the Board, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company and reviewed by the audit committee of the Board. The actual results of the Group for the Relevant Period may differ from the information contained in this announcement. Shareholders and potential investors are advised to read carefully the announcement of the interim results of the Group for the Relevant Period, which is expected to be released in August 2024.

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

By order of the Board  
**YH Entertainment Group**  
**DU Hua**  
*Executive Director, Chairlady of the Board and  
Chief Executive Officer*

Hong Kong, August 14, 2024

*As of the date of this announcement, the Board comprises Ms. DU Hua, Mr. SUN Yiding and Mr. SUN Le as executive Directors, Mr. MENG Jun as non-executive Director, and Mr. FAN Hui, Mr. LU Tao and Mr. HUANG Jiuling as independent non-executive Directors.*