

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



歡喜傳媒集團有限公司\*  
HUANXI MEDIA GROUP LIMITED

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 1003)**

**PROFIT WARNING**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

This announcement is made by Huanxi Media Group Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the “**Year 2024**”), the Group expected to record a net loss of approximately HK\$260 million, as compared to the net profit of approximately HK\$159 million recorded for the year ended 31 December 2023 (the “**Last Year**”).

The industry underwent some changes during the Year 2024, the overall box office receipts of the film industry in China decreased compared with the Last Year, the box office receipts of the films debuted by the Group during the Year 2024 were not as expected, and some blockbusters invested by the Group had delayed to debut in 2025 on cinema screens in China and hence cannot make any contribution to the results of the Group temporarily, resulting in the Group recording a loss during the Year 2024. On the other hand, the Group recorded overall satisfactory box office receipts of the Group for the Last Year including the film *Full River Red* (滿江紅) which brought in commendable profit for the Group. The blockbusters invested by the Group had delayed to debut in 2025 such as *She’s Got No Name* (醬園弄) directed by Chan Ho Sun Peter and starring Zhang Ziyi and Lei Jiayin; *Li Na* (獨自•上場), directed by Chan Ho Sun Peter and starring Hu Ge, Vincent Cassel and Hao Lei; and *The Stage* (戲台) written and directed by Chen Peisi and starring Huang Bo, Chen Peisi, etc. on cinema screens which expect to contribute revenue and improve the results of the Group.

\* For identification purposes only

As the Company is in the process of finalising the Group's annual results for the year ended 31 December 2024, the information contained in this announcement is only based on a preliminary assessment by the management of the Company with reference to the latest information available, which is not based on any figures or information as audited or reviewed by the Company's auditors or the audit committee of the Company, thus may be subject to further adjustments.

The annual results announcement of the Group for the year ended 31 December 2024 is expected to be published on 28 March 2025.

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

By Order of the Board  
**Huanxi Media Group Limited**  
**Xiang Shaokun, Steven**  
*Executive Director and Chief Executive Officer*

Hong Kong, 21 March 2025

*As at the date of this announcement, the Board comprises Mr. Dong Ping (Chairman) and Mr. Xiang Shaokun, Steven (Chief Executive Officer) as executive Directors, Mr. Ning Hao, Mr. Xu Zheng and Ms. Li Ni as non-executive Directors, and Mr. Wong Tak Chuen, Mr. Li Xiaolong and Mr. Wang Hong as independent non-executive Directors.*