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 中國創意
Creative China
Creative China Holdings Limited
中國創意控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8368)

PROFIT WARNING

This announcement is made by Creative China Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the GEM (“**GEM**”) of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the three months period ended 31 March 2022 (the “**Period**”) and the information currently available to the Board, the Company expects to record a loss not exceeding RMB4.0 million for the Period as compared to the profit of approximately RMB3.2 million for the corresponding period in 2021. The Board considers that the decrease in profit for the Period is mainly due to (1) fewer online promotion advertisements; and (2) the athletes managed by the Company entered the world tour schedule and less relevant business derived from the contracted artists during the period.

As at the date of this announcement, the Company is still in the process of preparing and finalising its first quarterly results for the three months ended 31 March 2022 (the “**Quarterly Results**”). The information contained in this announcement is based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group and current information available for the three months ended 31 March 2022, which has not been audited or reviewed by the Company’s independent auditors or the audit committee of the Company, and may be subject to adjustments. Shareholders and potential investors are advised to refer to details in the results announcement of the Company for the three months period ended 31 March 2022 which is expected to be published on or before 6 May 2022.

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

By order of the Board
Creative China Holdings Limited
Philip Jian Yang
Chairman and Executive Director

Hong Kong, 22 April 2022

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Philip Jian Yang and Ms. Yang Jianping as executive directors; Mr. Yang Shiyuan, Mr. Ge Xuyu and Mr. Wang Yong as non-executive directors; and Ms. Fu Yuehong, Mr. Yau Yan Yuen and Mr. Tan Song Kwang as independent non-executive directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on GEM website at www.hkgem.com on the “Latest Company Announcements” page for at least seven days from the date of its publication and will be published on the website of the Company at www.ntmediabj.com.