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**SinoMedia**<sup>®</sup>  
**SINOMEDIA HOLDING LIMITED**  
**中視金橋國際傳媒控股有限公司**  
*(Incorporated in Hong Kong with limited liability)*  
**(Stock Code: 00623)**

**POSITIVE PROFIT ALERT**

This announcement is made by SinoMedia Holding 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).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (the “**Year**”), the Group is expected to record a profit attributable to equity shareholders of the Company in the range of approximately RMB85 million to RMB100 million for the Year, representing an increase of approximately 106% to 142% as compared to that for the year ended 31 December 2022. Based on information currently available, the expected increase in consolidated net profit for the Year is mainly attributable to the one-off gain of approximately RMB68 million recorded during the Year on disposal of properties (for further details, please refer to the circular of the Company dated 13 July 2023).

As the Company is still in the process of finalising the annual results for the Year, the information contained in this announcement is only based on the preliminary assessment by the management of the Company on information currently available, and is not based on any figures or information audited or reviewed by the Company’s auditors and audit committee. Further details of the Group’s financial results and performance will be disclosed in the Company’s annual results announcement which is expected to be published in late March 2024.

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

By order of the Board  
**SinoMedia Holding Limited**  
**Chen Xin**  
*Chairman*

Hong Kong, 5 March 2024

*As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan, Mr. Li Zongzhou and Ms. Liu Zhiyi as executive directors, and Mr. Qi Daqing, Ms. Ip Hung, Dr. Tan Henry and Dr. Zhang Hua as independent non-executive directors.*