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Ruicheng (China) Media Group Limited **瑞誠(中國)傳媒集團有限公司**

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1640)

INSIDE INFORMATION

This announcement is made by Ruicheng (China) Media Group Limited (the “**Company**”, 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 under 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 of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment of the unaudited consolidated management accounts of the Group and the information currently available to the Board for the six months ended 30 June 2024 (the “**Period**”), the Group expects to record (i) a decrease in revenue of over 70% for the Period as compared to the six months ended 30 June 2023; and (ii) a significant increase in net profit for the Period as compared to a net profit of approximately RMB0.1 million for the six months ended 30 June 2023.

Such decrease in revenue is mainly attributable to the increase in competition within the advertisement industry in recent years and a price war engaged by market players, leading to an increase in associated costs of the Group and hence a decrease in the number of projects engaged by the Group. The significant increase in net profit is mainly attributable to the reversal of impairment loss of financial assets resulting from the disposal of the entire equity interest in a then subsidiary of the Company (details of which are set out in an announcement of the Company dated 28 June 2024), partially set-off by (i) the loss on disposal of such then subsidiary of the Company; and (ii) the increase in administrative expenses for the Period.

The information contained in this announcement is only based on the preliminary assessment of the consolidated management accounts of the Group and the information currently available to the Board for the Period, which have neither been reviewed nor audited by the Company’s auditor nor have they been reviewed by the audit committee of the Company. The Group is still in the process of finalising the interim results of the Group for the Period and therefore the actual results may differ from the information set out in this announcement. Details of the Group’s interim results for the Period are expected to be published by late August 2024.

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

By Order of the Board
Ruicheng (China) Media Group Limited
Wang Xin
Chairlady and Executive Director

Hong Kong, 19 August 2024

As at the date of this announcement, the executive Directors are Ms. Wang Xin, Mr. Leng Xuejun and Mr. Sun Changpeng, and the independent non-executive Directors are Mr. Li Xue, Mr. Wu Ke and Mr. Niu Zhongjie.