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柠萌影视

Linmon Media Limited

檸萌影視傳媒有限公司

(An exempted company incorporated in the Cayman Islands with limited liability)

(Stock Code: 9857)

PROFIT WARNING

This announcement is made by Linmon Media Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, 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 (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the “**Year 2024**”) and the information currently available, it is expected that (i) the Group will record a net loss of approximately RMB180 million to RMB200 million for the Year 2024, as compared to a net profit of approximately RMB213.6 million for the year ended 31 December 2023 (the “**Year 2023**”); and (ii) the Group will record an adjusted net loss of approximately RMB175 million to RMB195 million for the Year 2024, as compared to an adjusted net profit of approximately RMB227.4 million for the Year 2023.

Based on the information currently available to the Board, the Board is of the view that the aforesaid net loss and adjusted net loss were primarily caused by the combined impact of the following factors: (i) the influence of the overall industry environment; (ii) affected by the production cycle of the Group's drama series projects, relatively fewer episodes were broadcasted during the Year 2024, and the broadcasting channels are limited to online platforms only, leading to a year-on-year decrease in gross profit; and (iii) certain new businesses are still in the early investment stage. The Board also wishes to inform the Shareholders and potential investors that the cash flow of the Group is abundant and the financial position of the Group is stable.

The Board wishes to highlight that the “adjusted net profit/adjusted net loss” is not defined under the Hong Kong Financial Reporting Standards (HKFRSs). It is defined by the Group as the net profit/net loss adjusted by adding back the share-based payment (the “**Adjusted Item**”). The Group believes that such non-HKFRSs measure can eliminate the potential impact of the Adjusted Item and facilitate the comparison of operating performance from period to period and from company to company.

As of the date of this announcement, the Group is still in the process of finalizing the annual results for the Year 2024. The Board wishes to point out that the information contained in this announcement is only based on the Company’s preliminary assessment of the information currently available to the Group. Such information has yet to be audited or reviewed by the auditors of the Company or reviewed by the audit committee of the Board. The annual results of the Group for the Year 2024 may be subject to further adjustments and finalization and may differ from those disclosed in this announcement. Shareholders and potential investors are advised to refer to the announcement of the annual results of the Group for the Year 2024, which will be released no later than the end of March 2025.

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

By order of the Board
Linmon Media Limited
Su Xiao
Chairman

Beijing, PRC
14 March 2025

As at the date of this announcement, the executive Directors are Mr. Su Xiao, Ms. Chen Fei and Ms. Xu Xiao’ou; the non-executive Directors are Ms. Wang Juan and Mr. Zhang Rong; and the independent non-executive Directors are Ms. Long Yu, Mr. Jiang Changjian and Ms. Tang Songlian.