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A8 New Media Group Limited
A8 新媒體集團有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 800)

PROFIT WARNING

This announcement is made by A8 New Media Group Limited (“**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“**SFO**”).

The board of directors of the Company (“**Board**”) wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on the preliminary review of the current unaudited consolidated management accounts of the Group for the six months ended 30 June 2022 (the “**2022 Interim Period**”), it is expected that the Group will record an unaudited profit for the period in the range of RMB20.0 million and RMB30.0 million for the 2022 interim period, as compared with the unaudited profit for the period of RMB42.0 million for the interim period of 2021. The expected decrease was mainly attributable to 1) the decrease in dividend income from the Group’s equity investments; 2) the increase of impairment loss on goodwill; and 3) the increase in fair value gain on financial assets at fair value through profit or loss.

The Company is still in the process of finalizing the Group's interim consolidated financial results for 2022. The information contained in this announcement is based solely on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts and information currently available to the Board. Such information has not been confirmed or reviewed by the Company's auditors or the Audit Committee of the Board and therefore the actual results of the Group may be subject to further adjustments and changes. Shareholders and potential investors are advised to read carefully the 2022 interim results announcement of the group to be published on 23 August 2022.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

On behalf of the Board
A8 New Media Group Limited
Chairman & Executive Director
Liu Xiaosong

Hong Kong, 10 August 2022

As at the date of this announcement, the Board of the Company comprises:

(1) Executive Directors namely Mr. Liu Xiaosong and Mr. Ji Bo; and

(2) Independent Non-Executive Directors namely Mr. Chan Yiu Kwong, Ms. Wu Shihong and Mr. Li Feng.