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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 year ended 31 December 2022 (“**the Period**”), it is expected that the Group will record an unaudited profit for the Period in the range of RMB10.0 million and RMB20.0 million, as compared with the audited profit of RMB55.5 million for the year ended 31 December 2021. The expected decrease was mainly attributable to 1) the decrease in dividend from the Group’s equity investments; and 2) the decrease in share of profits and losses of associates.

The Company is still in the process of finalizing the Group's consolidated financial annual results for the Period. 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 annual results announcement for the year ended 31 December 2022 of the Group to be published on 30 March 2023.

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, 15 March 2023

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. Gao Shenglin.