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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)

POSITIVE PROFIT ALERT

This announcement is made by A8 New Media Group Limited (“**Company**”, and 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 (“**Listing Rules**”) and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“**SFO**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders of the Company and potential investors that based on a preliminary review of the Group’s unaudited management account for the year ended 31 December 2023 (the “**Period**”), it is expected that the Group will record an unaudited net profit in the range of RMB20 million to RMB30 million as compared with an audited net profit of approximately RMB14 million for the year ended 31 December 2022 (the “**Corresponding Period of the Previous Year**”). The expected increase of net profit in the Period is primarily attributed to: 1) a decrease in fair value change and impairment losses on investment businesses compared to the corresponding period of the previous year; 2) an increase in bank interest and dividend income; 3) a decrease in the fair value of investment properties; and 4) an increase in investment income.

It should be noted that the Group has yet to finalize its annual results for the year ended 31 December 2023. The information contained in this announcement is solely based on the information currently available to the Group and the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2023, which have not been reviewed by the Company’s auditors or the audit committee of the Board. As such, the final annual results of the Group for the year ended 31 December 2023 may be different from the financial disclosure contained in this announcement. Shareholders and potential investors are therefore advised to read carefully the results announcement of the Company for the year ended 31 December 2023, which is expected to be published by the Company by the end of March 2024.

Shareholders and potential investors are advised to 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, 7 March 2024

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*