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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)**

## **POSITIVE PROFIT ALERT**

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 of directors (the “**Board**”) 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 six months ended 30 June 2025 (the “**First Half of 2025**”) and the information currently available, it is expected that (i) the Group will record a net profit of approximately RMB10.0 million to RMB12.0 million for the First Half of 2025, while a net loss of approximately RMB52.9 million was recorded for the six months ended 30 June 2024; and (ii) the Group will record an adjusted net profit of approximately RMB13.0 million to RMB15.0 million for the First Half of 2025, while an adjusted net loss of approximately RMB49.4 million was recorded for the six months ended 30 June 2024, therefore each of the net profit and the adjusted net profit achieved a turnaround from loss to profit.

The Board is of the view that the Group achieved a turnaround from loss to profit in the net profit and the adjusted net profit in the First Half of 2025 primarily due to the revenue growth driven by the broadcast of quality original drama series, the improvement in the financial performance of new businesses such as short drama series, and the further enhanced comprehensive budget management which led to quality improvement, efficiency enhancement and expense optimization.

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 share-based payments expenses (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 interim results for the First Half of 2025. 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. This information has yet to be audited or reviewed by the auditors of the Company and reviewed by members of the audit committee of the Board. The interim results of the Group for the First Half of 2025 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 interim results of the Group for the First Half of 2025, which will be released no later than the end of August 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  
6 August 2025

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