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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 year ended 31 December 2025 (the “**Year 2025**”) and the information currently available, it is expected that the Group will record a net profit, a net profit attributable to the Shareholders and an adjusted net profit of all being approximately RMB20.0 million to RMB40.0 million for the Year 2025, while a net loss of approximately RMB190.1 million, a net loss attributable to the Shareholders of approximately RMB189.1 million, and an adjusted net loss of approximately RMB184.1 million were recorded for the year ended 31 December 2024 (the “**Year 2024**”). Each of the net profit, the net profit attributable to the Shareholders and the adjusted net profit achieved a turnaround from loss to profit in the Year 2025.

The Board is of the view that the Group achieved a turnaround from loss to profit in the net profit, the net profit attributable to the Shareholders and the adjusted net profit in the Year 2025 primarily due to the revenue growth driven by the broadcast of quality original drama series, the record-high revenue from the overseas business due to the diversified development of the segment, the significant improvement in the financial performance of the short drama series business as compared to last year, the rapid growth in revenue from the IP derivatives business, 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 annual results for the Year 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 is not based on the financial data already audited by the auditors of the Company. The annual results of the Group for the Year 2025 may be subject to further adjustments and finalization. The audited results of the Group for the Year 2025 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 2025, which will be released no later than the end of March 2026.

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
17 March 2026

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.