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Ruicheng (China) Media Group Limited

瑞誠(中國)傳媒集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1640)

PROFIT WARNING

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

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment of the unaudited consolidated management accounts of the Group and the information currently available to the Board for the year ended 31 December 2023 (the “**Year**”), the Group expects to record a net loss for the Year of over RMB22.0 million, as compared to a net loss of approximately RMB11.7 million for the year ended 31 December 2022. The net loss for the Year is mainly attributable to provisions made in view of the recoverability of certain trade receivables of the Group.

The information contained in this announcement is only based on the preliminary assessment of the consolidated management accounts of the Group and the information currently available to the Board for the Year, which have neither been reviewed nor audited by the Company’s auditor nor have they been reviewed by the audit committee of the Company. The Group is still in the process of finalising the annual results of the Group for the Year and therefore the actual results may differ from the information set out in this announcement. Details of the Group’s annual results for the Year are expected to be published by late March 2024.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
**Ruicheng (China) Media Group
Limited**
Wang Xin
Chairlady and Executive Director

Hong Kong, 22 March 2024

As at the date of this announcement, the executive Directors are Ms. Wang Xin, Ms. Li Na and Mr. Leng Xuejun, and the independent non-executive Directors are Mr. Li Xue, Mr. Wu Ke and Mr. How Sze Ming.