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Asiaray Media Group Limited

雅仕維傳媒集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1993)

POSITIVE PROFIT ALERT

This announcement is made by Asiaray 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 and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform its shareholders (the “**Shareholders**”) and potential investors that based on the preliminary information currently available to the Company, it is expected to record a net profit of approximately RMB14.6 million for the six months ended 30 June 2025 (the “**Period**”), while a net loss of approximately RMB7.6 million was recorded for the six months ended 30 June 2024 (the “**Previous Period**”). The Board believes that the turnaround from net loss to net profit was mainly attributable to (i) the improved operating results following the termination of underperforming projects; (ii) the reduction in licence fees in certain projects; and (iii) the improved cost control strategies compared to the Previous Period.

The Company is in the course of preparing the interim results of the Group for the Period. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to information currently available to the Board, including the unaudited consolidated management accounts of the Group for the Period, which is subject to possible adjustments or amendments upon final review. Shareholders and potential investors of the Company are advised to read the interim results of the Group for the Period which will be disclosed in the interim results announcement to be published by the Company by the end of August 2025.

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

By order of the Board
Asiaray Media Group Limited
Lam Tak Hing, Vincent JP
Chairman

Hong Kong, 15 August 2025

As at the date of this announcement, the executive Directors are Mr. Lam Tak Hing, Vincent JP and Mr. Kwan Tat Cheong; the non-executive Director is Ms. Wu Xiaopin; and the independent non-executive Directors are Mr. Ma Andrew Chiu Cheung, Mr. Ma Ho Fai GBS JP and Ms. Mak Ka Ling.