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**SinoMedia**<sup>®</sup>

**SINOMEDIA HOLDING LIMITED**

**中視金橋國際傳媒控股有限公司**

*(incorporated in Hong Kong with limited liability)*

**(Stock Code: 623)**

## **PROFIT WARNING**

This announcement is made by SinoMedia Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) 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 of the Company and potential investors that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group, the Group is expected to record a consolidated net loss for the year ended 31 December 2016 as compared to the net profit recorded for year ended 31 December 2015.

Based on information currently available, the expected net loss is mainly due to (i) the decrease in revenue from the TV advertising business of the Group as a result of the slowdown in economic growth in China and the sluggish growth in TV advertising market; and (ii) the newly obtained exclusive underwriting TV advertising resources by the Group in 2016 was still in cultivating stage while its costs were relatively fixed. The Group expects that the consolidated net loss for the year ended 31 December 2016 will be narrowed as compared with the consolidated net loss for the six months ended 30 June 2016.

As the Company is still in the process of finalising the annual results for the year ended 31 December 2016, the information contained in this announcement is only based on the preliminary assessment by the management of the Company of information currently available and is not based on any figures or information audited or reviewed by the Company’s auditors. The audited results of the Group for the year ended 31 December 2016 is expected to be published in March 2017.

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

On behalf of the Board  
**SinoMedia Holding Limited**  
**Chen Xin**  
*Chairman*

Hong Kong, 28 February 2017

*As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan and Mr. Li Zongzhou as executive directors, and Mr. Qi Daqing, Mr. Lian Yuming, Ms. Wang Xin and Mr. He Hui David as independent non-executive directors.*