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**A8 New Media Group Limited**  
**A8 新媒體集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock code: 800)**

**PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary review and analysis of the latest information currently available from the unaudited consolidated management accounts of the Group (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a decrease in revenue of not less than 20% for the Period as compared to that for the corresponding period in 2018. The Group is also expected to record a net loss of not less than RMB 3 million for the Period while a net profit was recorded for the same period last year. As at the date of this announcement, the specific figures are yet to be confirmed.

**Shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

This announcement is made by A8 New Media Group Limited (“**Company**”), and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“**SFO**”).

The board of directors of the Company (“**Board**”) wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on the preliminary review and analysis of the latest information currently available from the unaudited consolidated management accounts of the Group (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a decrease in revenue of not less than 20% for the six months ended 30 June 2019 (“**Period**”) as compared to that for the corresponding period in 2018. The Group is also expected to record a net loss of not less than RMB 3 million for the Period while a net profit was recorded for the same period last year. As at the date of this announcement, the specific figures are yet to be confirmed. The Group recorded an unaudited consolidated revenue of approximately RMB 77.8 million and an unaudited consolidated net profit after tax of approximately RMB 31.7 million for the six months ended 30 June 2018.

The expected decrease in the Group's revenue for the Period was mainly attributable to the decrease in revenue from the game related business of the Group. The expected net loss of the Group for the Period was mainly attributable to (i) the decrease in fair value of the financial assets at fair value through profit or loss related to 藍藍藍藍影視傳媒（天津）有限公司 (Lanlanlanlan Film & Television Media (Tianjin) Co., Ltd.) (the English name is for identification purposes only); and (ii) the loss from the film and television production business of the Group due to the unsatisfactory performance of the web drama "Matchmaker of Great Zhou Dynasty" produced by the Group.

As the Group is still in the process of preparing and finalising its unaudited consolidated financial results for the Period, the information contained in this announcement is only a preliminary assessment made by the Group based on the latest unaudited consolidated management accounts of the Group. It is not based on any data or information being audited or reviewed by the auditor of the Company. There may be adjustments following further review and finalisation of the unaudited consolidated financial results of the Group for the Period by the Board.

Financial information and other details of the Group's financial performance for the Period will be disclosed in the forthcoming interim results announcement of the Group which is expected to be published in August 2019.

**Shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

On behalf of the Board  
**A8 New Media Group Limited**  
*Chairman & Executive Director*  
**Liu Xiaosong**

Hong Kong, 9 August 2019

*As at the date of this announcement, the Board of the Company comprises:*

*(1) Executive Directors namely Mr. Liu Xiaosong and Mr. Lin Qian; and*

*(2) Independent Non-Executive Directors namely Mr. Chan Yiu Kwong, Ms. Wu Shihong and Mr. Li Feng.*