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## **STAR CM Holdings Limited**

**星空華文控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 6698)**

### **POSITIVE PROFIT ALERT**

This announcement is made by STAR CM Holdings Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, collectively 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 of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2022 (“**FY2022**”), the Group is expected to record an adjusted net profit (non-IFRS measure)<sup>1</sup> in the range of RMB110.0 million to RMB125.0 million for FY2022 as compared with an adjusted net loss of approximately RMB304.3 million recorded for the year ended December 31, 2021 (“**FY2021**”). Based on information currently available to the Board, the expected turnaround from adjusted net loss to adjusted net profit for FY2022 was primarily attributable to (i) the Group did not record any impairment loss on goodwill for FY2022 as compared with an impairment loss on goodwill of RMB380.7 million for FY2021; and (ii) the overall decrease in administrative expenses of the Group as a result of the on-going impact of COVID-19 for FY2022.

The information contained in this announcement is based only on a preliminary assessment of the unaudited consolidated management accounts of the Group for FY2022, which have not been reviewed by the audit committee of the Company nor audited by the independent auditor of the Company and are subject to adjustments. As the Company is finalising the consolidated financial results of the Group for FY2022, the actual information and data may differ from the information contained in this announcement.

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<sup>1</sup> Adjusted net profit or loss is a non-IFRS measure defined as profit/(loss) for the year adjusted for (i) equity-settled share award expenses and (ii) listing expenses.

**Shareholders and potential investors are advised to refer to the annual results announcement of the Group for FY2022, which is expected to be published on or around March 28, 2023. Shareholders and potential investors are advised to exercise caution when dealing in the ordinary shares of the Company.**

By Order of the Board  
**STAR CM Holdings Limited**  
**Mr. Tian Ming**  
*Chairman and Chief Executive Officer*

Hong Kong, 17 March 2023

*As at the date of this announcement, the Board comprises (i) Mr. Tian Ming, Mr. Jin Lei, Mr. Xu Xiangdong, Mr. Lu Wei and Ms. Wang Yan as executive directors, (ii) Mr. Lee Wei Choy as non-executive director, and (iii) Mr. Li Liangrong, Mr. Chen Rehao and Mr. Sheng Wenhao as independent non-executive directors.*