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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)**

### PROFIT ALERT – REDUCTION IN LOSS

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 six months ended June 30, 2025, the Group is expected to record revenue in the range of approximately RMB57.0 million to approximately RMB61.0 million for the six months ended June 30, 2025 as compared with the revenue of RMB71.1 million for the corresponding period in 2024, and net loss in the range of approximately RMB10.0 million to approximately RMB12.5 million for the six months ended June 30, 2025, as compared with a net loss of RMB56.0 million for the corresponding period in 2024.

The expected reduction in net loss for the six months ended June 30, 2025 was primarily due to the following reasons:

1. the Group recorded gross profit from variety program intellectual property (IP) production, operation and licensing as compared to a gross loss in the same period last year. During the the six months ended June 30, 2025, the Group shifted its focus to the directorial team and post-production aspects of variety shows, allowing for a certain level of gross profit; and
2. the Group’s administrative expenses decreased compared with the corresponding period in 2024.

The information contained in this announcement is based only on a preliminary assessment of the information currently available to the Board and the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025, which have not been reviewed by the audit committee of the Company nor audited or reviewed by the independent auditor of the Company and are subject to adjustments. As the Company is finalizing the consolidated financial results of the Group for the six months ended June 30, 2025, the actual information and data may differ from the information contained in this announcement.

**Shareholders and potential investors are advised to refer to the interim results announcement of the Group for the six months ended June 30, 2025, which is expected to be published on August 22, 2025. 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, August 7, 2025

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