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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 year ended December 31, 2025 (“**FY2025**”), the Group is expected to record a net loss of approximately RMB100.0 million to RMB125.0 million, as compared with a net loss of approximately RMB230.0 million for the correspondence period in 2024.

The expected reduction in net loss for FY2025 was primarily due to the following reasons:

1. The Group’s revenue remained stable during FY2025. Through enhanced cost control measures and improved operational efficiency, the Group achieved higher gross profit margins compared to the same period last year.
2. In 2024, the Group recognised (a) a goodwill impairment arising from the expected decrease in future revenue from film broadcasting rights and (b) certain impairments on financial assets and long-term assets. Such significant impairment impacts were not present in FY2025.
3. The Group’s administrative expenses significantly decreased compared with the corresponding period in 2024 as a result of ongoing cost optimization initiatives.

Despite the significant reduction in the loss, the Group did not return to profitability in FY2025. This was primarily due to impairment charges on properties held by certain associates, which led to a significant change in the carrying value of these investments.

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 FY2025, 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 FY2025, the actual information and data may differ from the information contained in this announcement.

Shareholders and potential investors are advised to refer to the annual results announcement of the Group for the year ended December 31, 2025, which is expected to be published on March 27, 2026. 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, March 18, 2026

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.