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 WARNING

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, 2026, the Group is expected to record revenue in the range of approximately RMB43.0 million to approximately RMB47.0 million for the six months ended June 30, 2026 as compared with the revenue of RMB59.0 million for the corresponding period in 2025, and net loss attributable to owners of the Company in the range of approximately RMB38.0 million to approximately RMB46.0 million for the six months ended June 30, 2026, as compared with a net loss attributable to owners of the Company of RMB11.0 million for the corresponding period in 2025.

The expected increase in net loss attributable to owners of the Company for the six months ended June 30, 2026 was primarily due to the following reasons:

1. the Group recorded a reduction in the number of variety programs compared with the corresponding period of the previous year, resulting in a decrease in gross profit generated from production of variety programs; and

2. the Group recorded a reduction in fair value of financial assets at fair value through profit or loss, primarily due to fluctuations in the stock prices of listed companies in which the Company invested.

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, 2026, 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, 2026, 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, 2026, which is expected to be published on August 21, 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, Executive Director and
Chief Executive Officer

Hong Kong, August 6, 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.