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Starrise Media Holdings Limited

星宏傳媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1616)

PROFIT WARNING

This announcement is made by Starrise Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions of 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**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available, the Group is likely to record a net loss of no less than approximately RMB87 million for the year ended 31 December 2017, as opposed to the net profit of approximately RMB31 million recorded for the year ended 31 December 2016.

The anticipated net loss is mainly attributable to a potential impairment loss on goodwill. The relevant goodwill was initially recognised when Solid Will Limited and its subsidiaries were acquired by the Group in December 2015.

The Company is still in the process of finalising the Group’s financial information for the year ended 31 December 2017. This profit warning announcement is only based on the preliminary assessment by the Board with reference to the information currently available, which has not been audited or confirmed by the Company’s auditors and may be subject to changes and adjustments. The actual financial results of the Group for the year ended 31 December 2017 may be different from what is disclosed in this announcement. Further details of the Group’s financial results and performance for the year ended 31 December 2017 will be disclosed in the 2017 annual results announcement of the Company which is expected to be published on or about 29 March 2018.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Starrise Media Holdings Limited
LIU Dong
Chairman

Shandong, the PRC, 9 March 2018

As at the date of this announcement, the Board comprises eight directors of the Company, namely Mr. LIU Dong, Mr. LIU Zongjun, Ms. CHEN Chen, Mr. HE Han and Mr. TAN Bin as executive directors of the Company; and Mr. LAM Kai Yeung, Mr. GAO Gordon Xia and Mr. WANG Liangliang as independent non-executive directors of the Company.