

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**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 (the “**Listing Rules**”) 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 (the “**Board**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group, it is expected that the Group will record a loss attributable to equity shareholders of the Company of not less than RMB145.0 million for the year ended 31 December 2018, as compared to the loss attributable to equity shareholders of the Company of approximately RMB81.1 million recorded for the year ended 31 December 2017.

Based on the information currently available, the Board believes that the loss attributable to equity shareholders of the Company for the year ended 31 December 2018 is mainly attributable to the losses on change in fair value recognized in profit or loss of approximately RMB161.1 million in relation to the derivatives embedded in convertible bonds (the gain on change in the fair value of the embedded derivatives in convertible bonds for the year ended 31 December 2017 was approximately RMB56.3 million), which offset the increase in recurring profit from operations for the year.

The Company is still in the process of finalising the Group’s financial information for the year ended 31 December 2018. This profit warning announcement is only based on the information currently available to the Board and the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2018, which has not been audited or reviewed by the Company’s auditors and may be subject to significant changes and adjustments. The actual financial results of the Group for the year ended 31 December 2018 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 2018 will be disclosed in the 2018 annual results announcement of the Company which is expected to be published by the Company on around 29 March 2019.

**Shareholders 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, 13 March 2019

*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, Ms. LIU Chen Hong and Mr. WANG Liangliang as independent non-executive directors of the Company.*