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## **SINO-ENTERTAINMENT TECHNOLOGY HOLDINGS LIMITED**

**新娛科控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 6933)**

### **PROFIT WARNING — REDUCTION IN LOSS IN RELATION TO THE SIX MONTHS ENDED 30 JUNE 2024**

This announcement is made in accordance with 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 (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

The board of directors (the “**Board**”) of Sino-Entertainment Technology Holdings Limited (the “**Company**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that based on the preliminary review of the unaudited consolidated management accounts of the Company (together with its subsidiaries, the “**Group**”) for the six months ended 30 June 2024 (the “**Relevant Period**”) and the information currently available to the Board, the Group is expected to record a net loss ranging from approximately RMB5.0 million to approximately RMB7.0 million for the Relevant Period as compared with the net loss of approximately RMB14.2 million for the six months ended 30 June 2023. Such reduction in net loss was mainly due to the combined results of: (i) the increase in revenue from co-publishing of third-party games and revenue from the development and sales of games, (ii) the reversal of impairment losses under expected credit loss model previously recognised, and (iii) the increase in administrative expenses as a result of the increases in advertisement and promotion expenses, amortisation of intangible assets, and expenses on share-based payments.

As the Group’s interim results for the Relevant Period are subject to further review and have not been finalised, the information contained in this announcement is solely based on the information currently available and the preliminary assessment by the Board of the unaudited revenue and other financial information of the Group for the Relevant Period, which have not been audited or reviewed by the Company’s auditors or audit committee. Therefore, the actual consolidated results of the Group for the Relevant Period, which are expected to be released and set out in the interim results announcement of the Company by the end of August 2024, may differ from the information contained in this announcement.

Shareholders and potential investors of the Company are therefore advised to peruse the results of the Group for the Relevant Period with care when the interim results announcement is released.

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

By order of the Board  
**Sino-Entertainment Technology Holdings Limited**  
**Sui Jiaheng**  
*Chairman and Executive Director*

Hong Kong, 8 August 2024

*As at the date of this announcement, the executive Directors are Mr. Sui Jiaheng and Mr. Li Tao; the non-executive Director is Mr. He Shaoning; and the independent non-executive Directors are Ms. Pang Xia, Mr. Deng Chunhua and Ms. Chen Nan.*