

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.



儒意控股
RUYI HOLDINGS

China Ruyi Holdings Limited
中國儒意控股有限公司

(a company incorporated in Bermuda with limited liability)

(Stock Code: 136)

POSITIVE PROFIT ALERT

This announcement is made by China Ruyi Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Hong Kong laws) and Rule 13.09 of the Listing Rules.

The board of directors (the “**Board**”) of the Company wishes to notify the shareholders (the “**Shareholders**”) and potential investors of the Company that based on the information currently available to the management, it is expected that the Group will record a significant increase in the unaudited net profit to approximately RMB1.1 to 1.2 billion for the year ended 31 December 2021 from approximately RMB12.02 million in the same period of 2020, representing approximately 92 to 100 times that of the same period of 2020. In particular, an aggregate of approximately RMB710 to 740 million represented the fair value gains from the warrants issued in respect of the acquisition of Virtual Cinema Entertainment Limited in early 2021 and the imputed interest income on other borrowings, with a net profit of approximately RMB500 to 570 million contributed by a marked rise in the revenue from the content production and online steaming sector, and a loss of approximately RMB90 to 110 million from internet community and manufacturing sectors.

The information contained in this announcement is only based on the preliminary review of the financial information currently available to the Company’s management, and not on any data or information which has been audited or reviewed by the auditor or the audit committee of the Company. Shareholders and potential investors are advised to read carefully the annual results announcement of the Company for the year ended 31 December 2021, which is expected to be published by the end of March 2022.

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

By order of the Board
China Ruyi Holdings Limited
Ke Liming
Chairman

Hong Kong, 7 March 2022

As at the date of this announcement, the executive directors of the Company are Mr. KE Liming, Ms. CHEN Xi, Mr. WAN Chao and Mr. Zhang Qiang; and the independent non-executive directors of the Company are Mr. CHAU Shing Yim, David, Mr. NIE Zhixin, Mr. CHEN Haiquan and Professor SHI Zhuomin.