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CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00343)

PROFIT WARNING

This announcement is made by Culturecom Holdings Limited (the "**Company**", together with its subsidiaries, collectively the "**Group**") pursuant to Rule 13.09 of the Rules (the "**Listing Rules**") Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") 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).

Based on the preliminary assessment of the Group's unaudited consolidated management accounts for the year ended 31 March 2026 (the "**Year**") and information available for the time being, the board (the "**Board**") of directors (the "**Directors**") of the Company hereby inform the shareholders of the Company (the "**Shareholders**") and potential investors that the Group is expected to record a net loss ranging from approximately HK$45 million to approximately HK$55 million for the Year, as compared to the net loss of approximately HK$28.4 million for the year ended 31 March 2025.

The expected increase in net loss is primarily attributable to:

(i) impairment loss of approximately HK$23 million recognised in respect of intangible assets, relating to the Group's natural language processing business (the "**NLP Business**"). The impairment was mainly due to the commercial failure of the NLP Business's first mass-production application – the "Fei Long Da Shi" AI mobile phone project, where the initial production units could not be delivered and the relevant processing contract was subsequently terminated by court judgment. As a result, master agency agreements, which provided the basis for capitalising the development costs in last year, did not result in actual purchase orders, and the competitive environment continued to be challenging. An independent valuation of the NLP Business conducted by BMI Appraisals Limited, a RICS-regulated professional valuation firm, concluded that its value in use as at 31 March 2026 was nominal; and

(ii) impairment loss of approximately HK$5 million recognised in respect of deposits paid for intangible assets relating to the same NLP Business, as the prospects for the investment remain viewed with caution.

As at the date of this announcement, the Company is in the process of finalising the annual results of the Group for Year. The information contained in this announcement is based solely on the preliminary assessment made by the Board with reference to the latest available unaudited consolidated management accounts of the Group for the Year and the information currently available, which have not been audited or reviewed by the independent auditors of the Company nor reviewed by the audit committee of the Company. The actual financial results of the Group for the Year may differ from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to carefully read the annual results announcement of the Company, which is expected to be published on 30 June 2026.

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 of
Culturecom Holdings Limited
Kwan Kin Chung
Executive Director

Hong Kong, 29 June 2026

As at the date hereof, the Board comprises of Mr. Huang Guangyu (being the Chairman and executive Director) and Mr. Kwan Kin Chung (being Managing Director and executive Director); and Mr. Wong Kwan Kit and Mr. Mung Yat Lik (both being independent non-executive Directors).

* *for identification purpose only*