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(Incorporated in Bermuda with limited liability)
(Stock code: 391)

PROFIT WARNING

This announcement is made by Mei Ah Entertainment Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 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) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the preliminary assessment of the unaudited management accounts and information currently available to the Board, the Group is expected to record an unaudited loss attributable to Shareholders between approximately HK\$30 million and HK\$40 million for the six months ended 30 September 2024 (the “Period”), as compared to a loss of approximately HK\$4.5 million for the corresponding period in 2023.

The change is mainly attributable to: (i) decrease in revenue recognized under the segment “film exhibition and film rights licensing and sub-licensing” which is in turn due to less titles delivered and completed during the Period under contracts with certain media platforms following the phase completion of those contracts; (ii) the below-expected results and the loss expected to be incurred in respect of a film title and a musical performance released by the Group during the Period; and (iii) the increased deficit on revaluation of investment properties following the market trend.

The Company is in the process of preparing and finalizing the interim results of the Group for the Period, and the information as set out above is only based on the preliminary assessment

by the Board with reference to the unaudited management accounts and information currently available to it, which have not been finalized and have not been reviewed by the Company's auditor or the Audit Committee of the Company. The actual results of the Group for the Period may be different from what is disclosed in this announcement. Further details of the Group's financial information for the Period shall be disclosed in the Company's interim results announcement for the Period which is expected to be published on 29 November 2024.

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

On Behalf of the Board

Li Kuo Hsing

Chairman

Hong Kong, 22 November 2024

As at the date of this announcement, the executive directors of the Company are Mr Li Kuo Hsing, Mr Li Tang Yuk and Dr. Dong Ming, and the independent non-executive directors are Dr Lam Lee G., Mr Guo Yan Jun, Mr Leung Tak Sing, Dominic, Mr. Ma Fung Kwok and Mr. Xu Lin.