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## **eSun Holdings Limited**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 571)**

### **PROFIT ALERT – REDUCTION IN LOSS**

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform Shareholders and potential investors that, based on the preliminary unaudited consolidated management accounts of the Group, the consolidated loss attributable to the owners of the Company for the year ended 31 July 2021 is expected to decrease significantly by not less than 90% as compared to the consolidated loss of approximately HK\$8,585.4 million for the year ended 31 July 2020, which is primarily due to (i) the non-recurrence of the loss on disposal and the operating results of Lai Fung Group following the completion of the Group's disposal of Lai Fung Group in May 2020; (ii) the reduction in the impairment of right-of-use assets and property, plant and equipment; and (iii) the absence of impairment of goodwill, during the Year under review.

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

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

The Company acts as an investment holding company and the principal activities of its subsidiaries include the development, operation of and investment in media and entertainment, music production and distribution, the investment in and production and distribution of television programs, films and video format products and cinema operation.

Based on the preliminary unaudited consolidated management accounts of the Group for the year ended 31 July 2021 (“**Year**”), the board of directors of the Company (“**Board**”) wishes to inform shareholders of the Company (“**Shareholders**”) and potential investors that the consolidated loss attributable to the owners of the Company for the Year is expected to decrease significantly by not less than 90% as compared to the consolidated loss of approximately HK\$8,585.4 million for the year ended 31 July 2020.

The significant decrease in the consolidated loss for the Year is primarily due to (i) the non-recurrence of the loss on disposal and the operating results of Lai Fung Holdings Limited and its subsidiaries (“**Lai Fung Group**”) following the completion of the Group’s disposal of Lai Fung Group in May 2020; (ii) the reduction in the impairment of right-of-use assets and property, plant and equipment; and (iii) the absence of impairment of goodwill, during the Year under review.

The information contained in this announcement represents a preliminary assessment based on the information that is currently available to the Board and such information has not been reviewed or audited by the independent auditor of the Company (“**Independent Auditor**”). The Company is preparing its full year results which are subject to further review and assessment by the Company’s audit committee, the Board and the Independent Auditor. Therefore, the Group’s audited consolidated results for the Year may be different from the information set out in this announcement. Further details of the Group’s financial performance will be provided in the final results announcement that is expected to be published on 19 October 2021.

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

By order of the Board  
**eSun Holdings Limited**  
**Lui Siu Tsuen, Richard**  
*Executive Director and*  
*Chief Executive Officer*

Hong Kong, 12 October 2021

*As at the date of this announcement, the Board comprises four Executive Directors, namely Messrs. Lui Siu Tsuen, Richard (Chief Executive Officer), Chew Fook Aun, Lam Hau Yin, Lester (also alternate to Madam U Po Chu) and Yip Chai Tuck; one Non-executive Director, namely Madam U Po Chu; and four Independent Non-executive Directors, namely Messrs. Low Chee Keong (Chairman), Lo Kwok Kwei, David and Alfred Donald Yap and Dr. Ng Lai Man, Carmen.*