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China Creative Digital Entertainment Limited **中國創意數碼娛樂有限公司**

(formerly known as HMV Digital China Group Limited)

(Incorporated in Bermuda with limited liability)

(Stock Code: 8078)

PROFIT WARNING

This announcement is made by China Creative Digital Entertainment Limited (the “**Company**” together with its subsidiaries, the “**Group**”) pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Cap. 571) and Rule 17.10 of the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and the potential investors that the Group is expected to record a loss of not less than HK\$1.9 billion for the year ended 30 June 2019 as compared to the corresponding period in 2018.

The Group’s results for the year ended 30 June 2019 have been adversely affected by, among other factors, the followings:

1. the voluntary winding up of the subsidiary, HMV Marketing Limited (“**HMV Retail**”);
2. an impairment on the goodwill and intangible assets in relation to the voluntary winding up of HMV Retail. The Board would like to emphasize that the impairment loss on the goodwill and intangible assets is a non-cash item and has no effect on the Group’s daily operations and cash flow;
3. the loss on disposal of subsidiaries;

4. the fair value change on the investment property;
5. increase in the impairment loss of film rights and financial assets as the carrying amount exceeds the recoverable amount;
6. increase in finance costs; and
7. impairment losses on loan receivables, trade receivables and other receivables.

The information contained in this announcement is only a preliminary assessment by the Board based on the Company's management accounts and the information provided by the management. The above information may be subjected to further adjustment based on further updated information, and following review by the Company's audit committee. Shareholders of the Company and potential investors are advised to read carefully the results announcement of the Company for the year ended 30 June 2019 which will be published on 23 September 2019.

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

By Order of the Board
China Creative Digital Entertainment Limited
Shiu Stephen Junior
Chairman

Hong Kong, 13 September 2019

As at the date of this announcement, the Board comprises Mr. Shiu Stephen Junior (Chairman), MS. Li Mau, Mr. Sun Lap Key, Christopher and Mr. Lee Wing Ho, Albert as executive Directors; Mr. Lee Wing Lun, Mr. Lee King Fui and Ms. Yang Yusi as independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM website at www.hkgem.com on the "Latest Company Announcements" page for seven days from the day of its posting and on the website of the Company at www.china3d8078.com.