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柠萌影视

Linmon Media Limited

檸萌影視傳媒有限公司

(An exempted company incorporated in the Cayman Islands with limited liability)

(Stock Code: 9857)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is made by Linmon Media Limited (the “**Company**” or “**Linmon Media**”, together with its subsidiaries and consolidated affiliated entities, the “**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that “Once Upon a Time in Northeast China: Flash Marriage” (《東北愛情往事：閃婚玫瑰》), a short drama series produced by Xingning Culture which is a short drama brand under Linmon Media, recorded an accumulative viewership exceeding the threshold of 1 billion, with its viewership surpassing 300 million within three days after its launch. In the current increasingly intensified competition landscape of short-drama market, the rapid popularity of this project stems from its premium production quality and authentic conveyance of emotion, effectively achieving quality breakthrough in short drama series by embracing the philosophy of long-term development.

As the producer of this project and one of the short drama brands of the Group, Xingning Culture inherits the Group’s professional persistence in the content production of long drama series, and incorporates the concept of premium production for long drama series into the production of short drama series. With the spirit of professionalism, the production team has implemented rigorous control over every aspect of the production process including script refinement, actor performance

and scene reconstruction, and has presented the viewers a product with authentic historical vibe, nuanced character portrayal and resonant emotional expression, demonstrating that short drama series are also able to grapple with serious contemporary themes and profound humanistic values.

By order of the Board
Linmon Media Limited
Su Xiao
Chairman

Beijing, the PRC
27 October 2025

As at the date of this announcement, the executive directors of the Company are Mr. Su Xiao, Ms. Chen Fei and Ms. Xu Xiao'ou; the non-executive directors of the Company are Ms. Wang Juan and Mr. Zhang Rong; and the independent non-executive directors of the Company are Mr. Jiang Changjian, Ms. Tang Songlian and Ms. Liang Ning.