Television Broadcasts Limited
電視廣播有限公司

(Incorporated in Hong Kong with limited liability)
Stock Code: 00511

INSIDE INFORMATION – POSITIVE PROFIT ALERT AND BUSINESS UPDATE AND UNAUDITED OPERATIONAL INFORMATION FOR THE THREE-MONTH PERIOD ENDED 31 DECEMBER 2025

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions.

The Board wishes to inform Shareholders and potential investors that the Group expects to record EBITDA in excess of HK$350 million for FY2025 compared to EBITDA of HK$295 million in FY2024; and positive profit attributable to equity holders of the Company in excess of HK$50 million for the Year compared to a loss attributable to equity holders of the Company of HK$491 million in FY2024. Thus, the Group expects to achieve earnings per share of at least HK$0.11 in FY2025 compared to a loss per share of HK$1.09 in FY2024.

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

INSIDE INFORMATION – POSITIVE PROFIT ALERT

This announcement is made by Television Broadcasts Limited (the "**Company**" or "**TVB**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) 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) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the 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 a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 ("**Year**" or **FY2025**") and information currently available to the Board, the Group expects to record EBITDA in excess of HK$350 million for FY2025 compared to

EBITDA of HK$295 million for the year ended 31 December 2024 (“**FY2024**”); and positive profit attributable to equity holders of the Company in excess of HK$50 million for the Year compared to a loss attributable to equity holders of the Company of HK$491 million in FY2024. Thus, the Group expects to achieve earnings per share of at least HK$0.11 in FY2025 compared to a loss per share of HK$1.09 in FY2024.

BUSINESS UPDATE AND UNAUDITED OPERATIONAL INFORMATION FOR THE THREE-MONTH PERIOD ENDED 31 DECEMBER 2025

The Board is also pleased to provide the following business update and unaudited operational information in relation to certain of the Group’s businesses for the three-month period ended 31 December 2025 (the “**Quarter**”).

1. TV Broadcasting and Digital Media Businesses

During the Quarter, we maintained our market-leading viewership of terrestrial free-to-air TV channels in Hong Kong with our flagship Jade, 24-hour TVB News and other channels achieving an aggregate 81% market share of viewership:

	Average Weekday Prime Time (19:00-23:00) for three-month period ended:		
	31 Dec 2025	**30 Sep 2025**	**31 Dec 2024**
TVB free-to-air TV channels TV Rating (TVR) Points[1]	20.1	20.4	21.2
Market share of viewership (%) across all Hong Kong TV channels	81%	80%	81%

Our advertising income from terrestrial free-to-air channels in Hong Kong has continued to show year-on-year growth during the Quarter, boosted by advertising and sponsorship deals relating to the much-anticipated premiere of our drama series *The Queen of News 2* (新聞女王 2) in November 2025. As such, our advertising income over the full year of 2025 grew by a double-digit percentage compared to 2024.

Meanwhile, in our Digital Media business segment, digital advertising revenue continued to see strong double-digit percentage growth during the Quarter as clients purchased more advertising packages on our myTV SUPER streaming service and other digital assets. While average monthly active viewers across all tiers of our myTV SUPER streaming service remained stable at approximately 1.9 million during the Quarter, our other digital assets including social media accounts and mobile apps continued to grow by strong double-digit percentages in terms of followers and subscribers.

[1] Source: CSM Media Research

2. Mainland China-related Businesses

During the Quarter, our highly anticipated co-production drama *The Queen of News 2* (新聞女王 2) premiered on Youku. Audience reception in mainland China has been hugely positive, underscoring the enduring appeal of the Hong Kong drama genre among mainland viewers.

During the Quarter, we also commenced filming of a new co-production drama series *Undertable* (枱底) in partnership with Youhug Media. This is our first drama co-production project with Youhug Media, a leading Chinese TV entertainment group.

The Company is in the process of finalising the annual results of the Group for the Year. The information contained in this announcement is based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the Year and information currently available to the Board, which have not been agreed, audited or reviewed by the Company's auditor or its Audit Committee, and may be adjusted upon further review. An announcement setting forth details of the annual results of the Group for the Year is expected to be published in late March 2026.

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

By Order of the Board
LEE Lai Yi
Company Secretary

Hong Kong, 10 February 2026

As at the date of this announcement, the Board of the Company comprises:

Executive Directors
Thomas HUI To JP, Executive Chairman
TSANG Lai Chun

Non-executive Directors
LI Ruigang
Anthony LEE Hsien Pin

Independent Non-executive Directors
Dr. William LO Wing Yan JP
Dr. Allan ZEMAN GBM, GBS, JP
Felix FONG Wo BBS, JP