



Baosheng Media Group Holdings Limited

5,000,000 Ordinary Shares

This free writing prospectus relates to the initial public offering of ordinary shares of Baosheng Media Group Holdings Limited (the "Company") and should be read together with the preliminary prospectus dated October 20, 2020 (the "Preliminary Prospectus") that was included in [Amendment No. 3 to the Registration Statement on Form F-1](#) (File No. 333-239800) relating to these shares.

The following information supplements and updates the information contained in the Preliminary Prospectus:



Among the top 5 independent online advertising service providers in China by gross revenue¹ in 2018

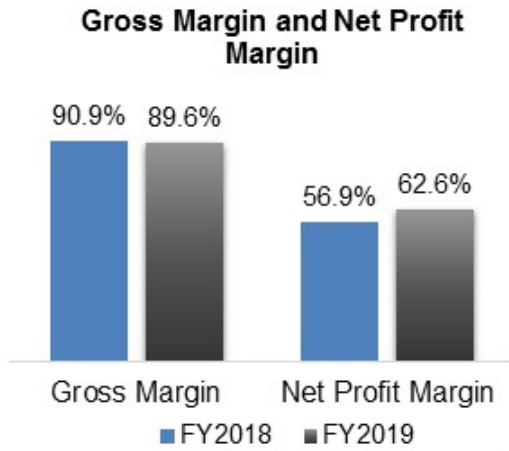
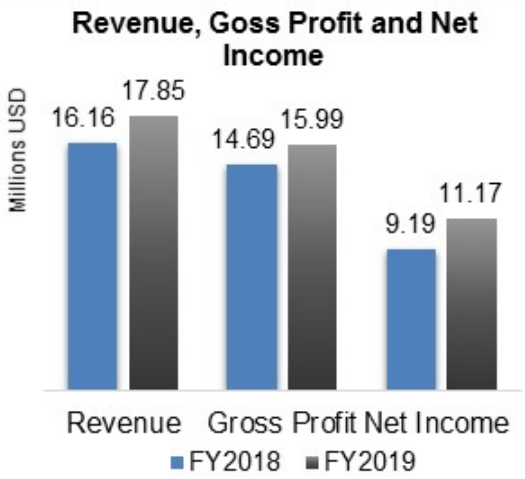
Investment Highlights

- Influence** - Solid and extensive partnerships with increasing market recognition
- Business Model** - Profitable and scalable business model with strong financial performance
- Customer Focus** - Diversified service offering through multi-channel online marketing solutions and optimization services
- Positioning** - Well positioned in growth market and success in strategy execution
- Leadership** - Experienced and visionary management team

Offering Summary

Issuer	Baosheng Media Group Holdings Limited
Offering Type	Initial Public Offering
Proposed Listing/Symbol	Nasdaq Capital Market – “BAOS” (approved subject to completion of the offering)
Ordinary Shares Offered	5,000,000 Ordinary Shares
Offering Price	\$5.00 - \$6.00
Gross Proceeds	\$25-30 million (Assuming no exercise of over-allotment option and excluding 300,000 Ordinary Shares)
Over-allotment	15%
Pre-offering Shares Outstanding	20,400,000 Ordinary Shares
Use of Proceeds	<ul style="list-style-type: none"> Approximately 59.3% for expanding our business scale and securing authorized agency status of additional media Approximately 18.5% for building our own network of Key Opinion Leaders Approximately 12.2% for expanding our manpower and talent pool Approximately 10.0% for general working capital
Underwriter	Univest Securities, LLC

Financials



Ad Offering Samples



Partnerships



Source: ¹ Frost & Sullivan entitled “China Online Advertising Market Study, Independent Market Research Report” on July 2019.

The Company has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the Company has filed with the SEC for more complete information about the Company and this offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov.

Alternatively, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by contacting Univest Securities, LLC at 212-343-8888.
