



A8 New Media Group Limited

A8 新媒體集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock code 股票代號：800)

NOTIFICATION LETTER 通知信函

1 September 2014

Dear Non-registered Holder ^(Note 1),

A8 New Media Group Limited (the "Company")
- Notice of Publication of Interim Report 2014 (the "Current Corporate Communications")

The English and Chinese versions of the Company's Current Corporate Communications are available on the Company's website at ir.a8.com and the HKExnews's website at www.hkexnews.hk. You may access the Current Corporate Communications by clicking "Investor Relationships" on the home page of our website, then selecting "Financial Reports" for the Interim Report 2014, and viewing them require Adobe® Reader® or browsing through the HKExnews's website.

If you wish to receive the printed version of the current and all future Corporate Communications ^(Note 2) of the Company, please complete the request form (the "Request Form") on the reverse side and send it to the Company c/o Computershare Hong Kong Investor Services Limited (the "Hong Kong Share Registrar"), by using the mailing label at the bottom of the Request Form (if you post in Hong Kong). Otherwise, please affix an appropriate stamp. The address of the Hong Kong Share Registrar is Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. The Request Form may also be downloaded from the Company's website at ir.a8.com or the HKExnews's website at www.hkexnews.hk.

If for any reason you have difficulty in receiving or gaining access to the website version of the Current Corporate Communications, the Company will promptly upon your request send the Current Corporate Communications to you in printed form free of charge.

Should you have any queries relating to any of the above matters, please call the Company's telephone enquiry hotline at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding public holidays or send an email to a8.ecom@computershare.com.hk.

Yours faithfully,
For and on behalf of
A8 New Media Group Limited
Liu Xiaosong
Chairman & Executive Director

Note 1: This letter is being sent to the non-registered holders of the Company, whose shares are held in the Central Clearing and Settlement System (CCASS) and who have notified the Company through Hong Kong Securities Clearing Company Limited that they wish to receive the Company's Corporate Communications. If you have sold or transferred all your shares in the Company, please disregard this letter and the Request Form on its reverse side.

Note 2: Corporate Communications (the "Corporate Communications") of the Company refers to any document issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位非登記股份持有人 ^(附註 1)：

A8新媒體集團有限公司(「本公司」)
— 中期報告 2014(「本次公司通訊文件」)之發佈通知

本公司的本次公司通訊文件中、英文版本已上載於本公司網站 ir.a8.com 及香港交易所披露易網站 www.hkexnews.hk，歡迎瀏覽。請在本公司網站主頁按「投資者關係」一項，再在項下選擇「業績報告」以瀏覽中期報告 2014，並使用 Adobe® Reader® 開啓或在香港交易所披露易網站瀏覽有關文件。

如閣下欲收取本公司本次及將來所有公司通訊文件 ^(附註 2) 之印刷本，請填妥在本函背面的申請表格(「申請表格」)，並使用申請表格下方的郵寄標籤寄回(如在香港投寄)；否則，請貼上適當的郵票。申請表格請寄回本公司經香港中央證券登記有限公司(「香港證券登記處」)，地址為香港灣仔皇后大道東 183 號合和中心 17 樓 1712 至 1716 號舖。申請表格亦可於本公司網站 ir.a8.com 或香港交易所披露易網站 www.hkexnews.hk 內下載。

如閣下因任何理由以致在收取或閱覽本次公司通訊文件之網上版本時出現困難，本公司將在閣下提出要求後立即免費向閣下寄上本次公司通訊文件的印刷本。

如閣下對本函內容有任何疑問，請致電本公司電話查詢熱線(852) 2862 8688，辦公時間為星期一至五(公眾假期除外)上午 9 時正至下午 6 時正或電郵到 a8.ecom@computershare.com.hk。

代表
A8 新媒體集團有限公司
主席兼執行董事
劉曉松
謹啓

二零一四年九月一日

附註 1：本函收件對象為本公司非登記股份持有人。該等人士的股份存放於中央結算及交收系統(中央結算系統)，並且他們已經通過香港中央結算有限公司通知本公司，希望收到本公司公司通訊文件。如果閣下已出售或轉讓全部所持有的本公司股份，則無需要理會本函件及其背面的申請表格。

附註 2：本公司公司通訊文件(「公司通訊文件」)指本公司發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件，其中包括但不限於：(a)董事會報告、年度財務報表連同核數師報告及財務摘要報告(如適用)；(b)中期報告及中期摘要報告(如適用)；(c)會議通告；(d)上市文件；(e)通函；及 (f)代表委任表格。

ADMH-01092014-1(0)

Request Form 申請表格

To: **A8 New Media Group Limited (the “Company”)**
(Stock code: 800)
c/o Computershare Hong Kong Investor Services Limited
(the “Hong Kong Share Registrar”)
17M Floor, Hopewell Centre,
183 Queen’s Road East,
Wanchai, Hong Kong

致: **A8 新媒體集團有限公司 (「本公司」)**
(股票代號: 800)
經香港中央證券登記有限公司
(「香港證券登記處」)
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the **CURRENT & ALL FUTURE** Corporate Communications* of the Company in the manner as indicated below:
本人/我們現在希望以下列方式收取本公司**本次及將來**所有公司通訊文件:

(Please mark **ONLY ONE (X)** of the following boxes) (請從下列選擇中, 僅在其中一個空格內劃上「X」號)

- to receive a printed notification letter informing that the Corporate Communications have been published on the Company’s website ir.a8.com and read the Corporate Communications published on the Company’s website (the “Website Version”) instead of receiving printed copies; **OR**
收取有關公司通訊文件已在本公司網站 ir.a8.com 刊發之通知信函並在本公司網站上瀏覽公司通訊文件(「網上版本」), 以代替印刷本; **或**
- to receive printed copies of all Corporate Communications in both English and Chinese versions; **OR**
收取所有公司通訊文件之中、英文印刷本; **或**
- to receive printed copies of all Corporate Communications in English version only; **OR**
僅收取所有公司通訊文件之英文印刷本; **或**
- to receive printed copies of all Corporate Communications in Chinese version only.
僅收取所有公司通訊文件之中文印刷本。

Name(s)[#]
姓名[#]

Signature
簽名

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Address[#]
地址[#]

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Contact telephone number
聯絡電話號碼

Date
日期

You are required to fill in the details if you download this Request Form from the Company’s Website. 假如你從本公司網站下載本申請表格, 請必須填上有關資料。

Notes 附註:

- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- By electing to read the Website Version of the Corporate Communications published on the Company’s website in place of receiving printed copies, you have expressly consented to waive the right to receive the Corporate Communications in printed form.
在選擇瀏覽在本公司網站刊發之公司通訊文件網上版本以代替收取印刷本後, 閣下已明示同意放棄收取公司通訊文件印刷本的權利。
- This Request Form is to be completed by the non-registered holders of the Company, whose shares are held in the Central Clearing and Settlement System (CCASS) and who have notified the Company through Hong Kong Securities Clearing Company Limited that they wish to receive the Company’s Corporate Communications.
本申請表格應由本公司非登記股份持有人填寫。該等人士的股份存放於中央結算及交收系統(中央結算系統), 並且他們已經通過香港中央結算有限公司通知本公司, 希望收到本公司公司通訊文件。
- Any form with more than one box marked (X), with no box marked (X), with no signature or otherwise incorrectly completed shall be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確, 則本表格將會作廢。
- The above instruction will apply to the **CURRENT & ALL FUTURE** Corporate Communications of the Company to be sent to you until you notify the Company c/o the Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, to the contrary or unless you have at anytime ceased to have any shareholding in the Company.
上述指示適用於本公司**本次及將來**發送予 閣下之所有公司通訊文件, 直至 閣下通知本公司經香港證券登記處香港中央證券登記有限公司另外之安排或 閣下在任何時候停止持有本公司的任何股份。
- For the avoidance of doubt, we do not accept any special instructions written on this Request Form.
為免存疑, 任何寫在本申請表格上的額外指示, 本公司將不予接受。

*The current corporate communications of the Company (the “Current Corporate Communications”) refers to the Interim Report 2014.

*本申請表格所提及之本公司本次公司通訊文件(「本次公司通訊文件」)指中期報告 2014。

郵寄標籤 MAILING LABEL

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong

閣下寄回此申請表格時, 請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope to return this Request Form to us.

No postage stamp is necessary if posted in Hong Kong.

ADMH-01092014-1(0)