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**A8 Digital Music Holdings Limited**  
**A8 電媒音樂控股有限公司**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock code: 800)**

## **APPOINTMENT OF EXECUTIVE DIRECTOR**

The Board of the Company is pleased to announce that Mr. Lu has been appointed as an executive Director of the Company with effect from 19 August 2011.

The board (the "**Board**") of directors (the "**Directors**") of A8 Digital Music Holdings Limited (the "**Company**") is pleased to announce that Mr. Lu Bin (the "**Mr. Lu**") has been appointed as an executive Director of the Company with effect from 19 August 2011.

Mr. Lu, aged 42, graduated from Tsinghua University in 1992 with a Bachelor's degree in Engineering. In 2000, he obtained a degree of Master of Business Administration in Corporate Finance from The Ohio State University with the honor of excellent graduate. He studied Accounting at The Ohio State University in 2007. Mr. Lu has worked with Anaren, Inc (Nasdaq: ANEN) as Division Chief Financial Officer and Controller, and has worked as Partner for Janney & Lee Investment LLC.. He also held various finance management positions at China Network Communication Co., Ltd. (which has been acquired by China Unicom), Dell Inc. (Nasdaq: Dell) and China International Trust and Investment Corporation (currently known as CITIC Group). Mr. Lu has over 17 years' experience in strategic planning of corporate finance, finance management, equity investment, etc., and over 9 years' diversified working experience and in-depth understanding in the telecommunication and internet industries. Mr. Lu joined the Company in February 2011 as Chief Financial Officer.

Mr. Lu has entered into a service contract with the Company in respect of his appointment as an executive Director for a term commencing on 19 August 2011 and ending on 18 August 2014. The service contract is terminable by either party upon three months' written notice to the other party or payment in lieu of such notice to the other party. In addition, Mr. Lu is subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the articles of association of the Company.

Mr. Lu is entitled to a fixed director's fee of HK\$ 624,000 per annum. The director's fee was determined by the Board with reference to the prevailing market conditions and based on the anticipated responsibilities to be taken up by Mr. Lu and professional expertise to be exercised by Mr. Lu to the Company's affairs. Such emolument is subject to review by the

Board from time to time pursuant to the power conferred on it in the annual general meetings of the Company.

As at the date of this announcement, Mr. Lu has 2,340,000 share options of the Company (“**Share Options**”) within the meaning of Part XV of the Securities and Futures Ordinance. The Share Options were granted to Mr. Lu on 25 March 2011 (“**Date of Grant**”) under the share option scheme (“**Share Option Scheme**”) adopted by the Company on 26 May 2008 with exercise price of HK\$ 2.41 per share. One-fourth of the Share Options will be vested every 12-month period starting from 11 May 2011. Mr. Lu could exercise the Share Options from the Date of Grant to the earlier of (i) the date on which such Share Options lapse under the provisions of paragraph 10 of the Share Option Scheme; or (ii) 24 March 2016, being the date falling 5 years from the Date of Grant.

As at the date of this announcement, (i) Mr. Lu did not hold any directorships in any other listed public companies in Hong Kong or overseas in the last three years; (ii) he does not have any relationship with any directors, senior management or substantial or controlling shareholders (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”) of the Company; and (iii) he does not hold other positions with other members of the Company and/or its subsidiaries.

Save as disclosed above, the Board is not aware of any information relating to Mr. Lu's appointment which is required to be disclosed pursuant to the requirements of Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules or other matters that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its warmest welcome to Mr. Lu in joining the Board.

By Order of the Board  
**A8 Digital Music Holdings Limited**  
**Liu Xiaosong**  
*Chairman & Executive Director*

Hong Kong, 19 August 2011

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

- (1) Executive Directors namely Mr. Liu Xiaosong and Mr. Lu Bin;*
- (2) Non-executive Director namely Mr. Li Wei; and*
- (3) Independent non-executive Directors namely Mr. Chan Yiu Kwong, Mr. Zeng Liqing and Mr. Hui, Harry Chi..*