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A8 New Media Group Limited

A8 新媒體集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 800)

SUPPLEMENTAL ANNOUNCEMENT TO THE PROFIT WARNING

This announcement is made by A8 New Media Group Limited (the “**Company**” 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 Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

Reference is made to the Company’s announcement dated 21 January 2015 (the “**Profit Warning**”) in relation that, based on the preliminary information then available from the management accounts, the Group was expected to record a loss for the year ended 31 December 2014. The major factor which causes the Group turning into loss as stated in the Profit Warning was that the fair value gain on investment properties of A8 Music Building in 2014 is expected to decline sharply (the “**Expectation**”).

The board of directors of the Company (the “**Board**”) wishes to further inform its shareholders and potential investors that, the decline of the fair value gain on investment properties of A8 Music Building recorded in 2014 is less than the Expectation according to the latest valuation report, which leads the Group to record a profit for the year ended 31 December 2014, based on the preliminary assessment of the information currently available to the Company.

As at the date hereof, the Company is still in the process of finalising its annual results for the year ended 31 December 2014. The information contained in this announcement represents only a preliminary assessment by the Board of the information currently available to the Company and the unaudited management accounts of the Group for the year ended 31 December 2014. Such information has not been audited or reviewed by the independent auditors of the Company. Details of the Group’s annual results for the year ended 31 December 2014 are expected to be announced by the end of March 2015.

This announcement is made by the order of the Company. All directors of the Company collectively and individually accept responsibility for the accuracy of this announcement. The Company will continue to act in accordance with the requirements of the Listing Rules.

On behalf of the Board
A8 New Media Group Limited
Chairman & Executive Director
Liu Xiaosong

Hong Kong, 19 March 2015

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

- (1) Executive Directors namely Mr. Liu Xiaosong and Mr. Liu Pun Leung; and*
- (2) Independent Non-Executive Directors namely Mr. Chan Yiu Kwong, Ms. Wu Shihong and Mr. Song Ke.*