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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)

VOLUNTARY ANNOUNCEMENT INCREASE IN SHAREHOLDING BY SHAREHOLDER

This is a voluntary announcement of A8 New Media Group Limited (the "**Company**") to inform its shareholders and potential investors about the latest information regarding increase in shareholding of the Company by a shareholder of the Company.

The Company has been informed by Mr. Liu Xiaosong ("**Mr. Liu**"), the Chairman of the board of directors of the Company ("**Directors**") and an executive Director, that Grand Idea Holdings Limited ("**Grand Idea**") had acquired 23,080,000 Shares at a price of HK\$0.66 per Share (the "**Acquisition**") in block trade transactions on 4 January 2016. Grand Idea is wholly owned by a family trust set up by Ms. Xie Yuanbi, the mother of Mr. Liu, for the benefits of certain of her family members (excluding Mr. Liu). Grand Idea is a party acting in concert (as defined under the Securities and Futures Ordinance) with Mr. Liu.

As a result of the Acquisition, the total number of Shares that Grand Idea held increased from 64,800,000 Shares immediately prior to the Acquisition, representing approximately 3.53% of the total issued share capital of the Company as at the date of this announcement, to 87,880,000 Shares immediately after the Acquisition, representing approximately 4.79% of the total issued share capital of the Company as at the date of this announcement.

As a result of the Acquisition, the total number of Shares that Mr. Liu and his parties acting in concert (including but not limited to Grand Idea) held increased from 586,621,398 Shares immediately prior to the Acquisition, representing approximately 31.97% of the total issued share capital of the Company as at the date of this announcement, to 609,701,398 Shares immediately after the Acquisition, representing approximately 33.22% of the total issued share capital of the Company as at the date of this announcement.

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

Hong Kong, 4 January 2016

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.*