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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)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that based on the preliminary information currently available from the consolidated management accounts (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a significant increase in the profit of the Company for the six months ended 30 June 2016 of not less than 100% as compared to the corresponding period in 2015, which the Group had recorded a profit amounted to approximately RMB5.5 million. But the specific amounts are yet to be confirmed.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by A8 New Media Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary information currently available from the unaudited consolidated management accounts of the Company (which have not been reviewed by the auditor of the Company), the Group is expected to record a significant increase in the profit of the Company for the six months ended 30 June 2016 (the “**Period**”) of not less than 100% as compared to the corresponding period in 2015, which the Group had recorded a profit amounted to approximately RMB5.5 million. But the specific amounts are yet to be confirmed. The significant improvement of the Group's profit was mainly due to the combined effect of increase in recognition of deferred game related revenue and cost savings due to the effective cost control activities implemented during the period.

As the Company is still in the process of preparing the interim results of the Group for the Period,

the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the unaudited management accounts of the Group and on the information available for the time being. It is not based on any data or information which has been audited or reviewed by the auditors of the Company. Financial information and other details of the Group will be disclosed in the interim results announcement of the Group for the Period which is expected to be published in late August 2016.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

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

Hong Kong, 10 August 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. Li Feng.*