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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)

## **PROFIT WARNING**

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 management accounts (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a loss for the year ended 31 December 2014 as compared to the profit recorded for year ended 31 December 2013. 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 management accounts (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a loss for the year ended 31 December 2014 (the “**Year**”) as compared to the profit recorded for year ended 31 December 2013. But the specific amounts are yet to be confirmed. The major factor which causes the Group turning into loss was that most of the fair value gain on investment properties of A8 Music Building was recorded in the financial statements of 2013, which amounted to approximately RMB90.2 million, and the fair value gain on investment properties in the Year is expected to decline sharply.

Excluding the factors of fair value gain on investment properties and the share of losses of associates, the performance of the Group's core business in the Year improved significantly as compared with 2013. The main performances included: (1) continuous development of the mobile games publishing business and the growth of revenue scale in 2014 as compared with 2013; and (2) gradual increase of rental income during 2014 since A8 music building was officially put into operation in 2014.

The Group has actively deployed in the mobile games publishing business during the Year. We have reserved the publishing rights of eight to ten mobile games until now, and among which, three to five mobile games were expected to be launched in the first half of 2015. Following the expansion of mobile games publishing business and the stable income generated from A8 music building, the management of the Group has confidence to believe that the core business will have faster development and bring positive financial impact in 2015.

As the Group is still in the process of preparing the annual results for the year ended 31 December 2014, the information contained in this announcement is only a preliminary assessment by the Company based on the latest consolidated management accounts of the Group which have not yet been audited or reviewed by the Company's auditor. Financial information and other details of the Group will be disclosed in the annual results of the Group for the year ended 31 December 2014 which is expected to be published in March 2015.

**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, 21 January 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.*