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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 STRATEGIC LAYOUT IN PRIME COPYRIGHT

This announcement is made by A8 New Media Group Limited (the "**Company**", together with its subsidiaries, "**Group**") on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of our Group.

Finger Fun has benefited from its advanced layout in prime copyrights following the continuing popularity of prime copyright market, and will continue to strengthen its copyright reserve to maximize the values of copyright through deeper excavation. In 2014, Finger Fun purchased an exclusive edition right of a network literature named "Hunger for World Conquest" (「我欲封天」), a top-selling network literature written by an author named Ergen on Qidian Chinese Literature Platform. In the first half of 2015, Finger Fun cooperated with several mobile game developers to develop different types of mobile games based on the high-quality IP "Hunger for World Conquest" (「我欲封天」). In the second half of 2015, Finger Fun obtained the mobile game edition rights of "Monster Record" (「虎 X 鶴妖師錄」) and "Visit the Queen" (「拜見女皇陛下」), two top-selling comics from the largest online original animated comic website (www.u17.com) (「有妖氣」) in China. Finger Fun also obtained the mobile game edition rights of "Great Bug" (「魁拔」) from Beijing Vasoon Animation Co., Ltd (the "**Vasoon**"), a famous original animation-and-comic production company with over 20 years of operation in China.

SETTING UP JOINT VENTURE TO INCUBATE PRIME COPYRIGHT

The Company continuously strengthen its layout in the prime copyright. Recently, Finger Fun has set up a joint venture named Beijing Grass Entertainment Culture Co., Ltd (the "**Grass Entertainment**") with Vasoon. The mission of Grass Entertainment is to incubate copyright and develop its branding, then monetize through the development of peripheral products (including

mobile games) and copyright authorisation (including animation, comic and movies). Grass Entertainment will focus on the incubation of several copyrights including the signature copyright " Crazy Journey to the West " (「狼西遊」) from the Vasoon in the following period.

Vasoon was established in 1992 with its business operation focusing on the production of original animation-and-comic as well as the research and development of multi-touch copyright. Being an old brand animation-and-comic enterprise in China, it has produced 32 animation and comic and over 13,300 minutes of customized animation since its establishment. The productions of the Vasoon have received many awards, for example, a television cartoon named "Seven and a half Heroes" (「英雄七個半」) was awarded the Outstanding Award for animation film at the 22nd China TV Golden Eagle Award; an animated art short film named the "Tree" (「樹」) was awarded the Outstanding Short Film Award at the 10th Asian Films and Culture Festival in Lyon, France; an animated art short film named the "Birds" (「鳥」) was nominated the Outstanding Art Film at China Huabiao Movie Awards. Its recent productions include "Great Bug" (「魁拔」) and " Crazy Journey to the West " (「狼西遊」), of which "Great Bug" (「魁拔」) has been reproduced into three animation-and-comic films which was nominated the Best Art Film at China Jinji Movie Awards.

As the relevant applicable percentage ratios are expected to be less than 5% respectively, all the above-said transactions do not meet the disclosure requirements Pursuant to the requirements of the Rules Governing the Listing of Securities (the “**Listing Rules**”). This announcement is a voluntary announcement of the Company.

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

Hong Kong, 3 December 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.*