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A8 Digital Music Holdings Limited

A8 電媒音樂控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 800)

VOLUNTARY ANNOUNCEMENT DUOMI MUSIC LAUNCH DUOMI SPARKLE EARPHONE STEP INTO MUSIC-ORIENTED HARDWARE MARKET

This announcement is made by A8 Digital Music Holdings 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.

The board of directors (the “**Board**”) of the Company hereby announces that Duomi Music Holding Limited (the “**Duomi Music**”), an associate of the Company, officially launch the Duomi Sparkle earphone with crystal elements (the “**Duomi Sparkle**”) on the market today, and will provide the “Duomi Sparkle for MI” for the users of of Beijing Xiaomi Science and Technology Company Limited (the “**Xiaomi**”) which will be distributed through Xiaomi’s official channels.

As at the date of this announcement, the Company, through its wholly owned subsidiary Phoenix Success Limited, holds 42.73% interest of Duomi Music (assuming after full conversion of preferred shares and no option has been exercised). Duomi Music has accumulated over 200 million registered users, among which tens of millions are active monthly. Duomi Music has established its important position in the digital music market in PRC, especially the mobile Internet sector.

Based on its user base and music platform, Duomi Music entered into the interactive entertainment filed by expanding the music-oriented derivative products to create the new life style for the users. As earphone plays an important role as the media for transmission music and the way to express the emotion and self-identification of peoples, Duomi Music choose to step into the music-oriented hardware market from the angel of the earphone. Duomi Sparkle is an earphone full of fashion and beauty element, designed especially for the young and fashion women. It adopts the original global first Ai intelligent dual control technology and is decorated by SWAROVSKI ® elements from Austria, thus providing more intimate and highly integrated software and hardware service to users.

The price of Duomi Sparkle is RMB199, the users can book it currently through the official website and Wechat shops of Duomi Music, and it will be distributed in bulk in future through the channels including the official website of Xiaomi, the Taobao shops etc. For Xiaomi's users, Duomi Music will provide the "Duomi Sparkle for MI" which will be distributed through the official channels of Xiaomi like Xiaomi Online Shops in future.

By integrating the musical-oriented hardware and software service, Duomi Music will cover kinds of smart phone terminals, thus create a virtuous ecosystem in digital music industry, and further consolidate the leading position in the mobile Internet sector.

On behalf of the Board
A8 Digital Music Holdings Limited
Chairman & Executive Director
Liu Xiaosong

Hong Kong, 24 June 2014

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

- (1) Executive directors namely Mr. Liu Xiaosong and Mr. Lu Bin; and*
- (2) Independent non-executive directors namely Mr. Chan Yiu Kwong, Ms. Wu Shihong and Mr. Song Ke.*