

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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
MR. LIU XIAOSONG WAS APPOINTED
AS THE CEO OF DUOMI MUSIC**

This announcement is made by A8 New Media Group Limited (the “**Company**”, together with its subsidiaries, “**Group**”) on a voluntary basis.

Mr. Liu Xiaosong (“**Mr. Liu**”), the Chairman and the Chief Executive Officer (the “**CEO**”) of the Company, was appointed as the CEO of Duomi Music Holding Limited (the “**Duomi Music**”), an associate company of the Group, on 7 August 2014. Mr. Liu will be responsible for the overall business operation and management of Duomi Music. Mr. Shi Jianping (“**Mr. Shi**”) resigned as the CEO of Duomi Music due to personal reasons and he will remain as the director and member of the core management team of Duomi Music. Mr. Shi will be responsible for the development of music accessories business line which is one of the key growth strategies of Duomi Music in the future.

Mr. Liu’s dual role as the CEO of the Company and Duomi Music will help the Group better strategizing music related businesses and integrating resources in order to achieve synergy.

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

Hong Kong, 8 August 2014

As at the date of this announcement, the Board of the Company 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.*