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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)

Profit Warning

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that based on the information currently available to the Board, the Group is expected to record a loss for the six months ended 30 June 2012 as compared with the last corresponding period due to the continuing negative impact brought by the series of measures and policies implemented to MVAS industry by related management divisions and mobile operators in China since 2010, while the new business of the Company is still in investment stage.

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

This announcement is made by A8 Digital Music Holdings 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**”).

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 information currently available to the Board, the Group is expected to record a loss for the six months ended 30 June 2012 as compared with the last corresponding period due to the continuing negative impact brought by the series of measures implemented to the Mobile Value-Added Service (“**MVAS**”) industry by related industry management divisions and mobile operators in China since 2010, while the new business of the Company is still in investment stage.

Since the Company is still in the process of finalizing the interim results of the Group for the six months ended 30 June 2012, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the management accounts of the Group and on the information available for the time being, other than on any data or information 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 six months ended 30 June 2012 which is expected to be published on or around 16 August 2012.

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

By Order of the Board
A8 Digital Music Holdings Limited
Liu Xiaosong
Chairman & Executive Director

Hong Kong, 12 July 2012

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

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