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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
ENTERING INTO STRATEGIC COOPERATION AGREEMENT
BETWEEN DUOMI MUSIC AND MIGU CULTURE**

This is a voluntary announcement of A8 New Media Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") to inform its shareholders and potential investors about the latest business development of the Group.

Beijing Caiyun Online Technology Co., Ltd. (the "**Beijing Caiyun**") recently entered into a strategic cooperation agreement (the "**Strategic Cooperation Agreement**") with Migu Culture and Technology Co., Ltd. (the "**Migu Culture**").

Beijing Caiyun is a subsidiary indirectly controlled by Duomi Music Holding Limited, which is owned as to 42.73% by the Company (assuming no option under the existing ESOP has been exercised) and is an Associate of the Company. Beijing Caiyun engages in the business of cloud-based music service under Duomi Music platform and interactive services for fans under "Oops" platform. Duomi Music and Oops had accumulated over 400 million registered users, and the users' satisfaction is very high among young users.

Migu Culture, a wholly owned subsidiary of China Mobile Communications Corporation (the "**China Mobile**") is mainly providing mobile internet service to users. Migu Culture has been operating five platforms including Migu Music, Migu Reading, Migu Video, Migu Games and Migu Animation. Migu Culture has devoted to provide multi dimension mobile Internet digital content services for young people in China, and had accumulated over 500 million registered users.

According to the Strategic Cooperation Agreement, Beijing Caiyun and Migu Culture will develop the mobile internet culture market jointly and build leading enterprises in the industry through the cooperation in the field of music, games, videos, reading and animations based on

their advantages in products, technologies, users and market development to make full use of the advantages of both parties.

Duomi Music, Oops and Migu Music will launch a joint membership system to transform the mass China Mobile Wireless Music users to the Internet users, and the users can fulfil the payment through China Mobile's payment system and to achieve seamless connection of platforms.

At the same time, Migu Culture also expressed its intention to invest in Beijing Caiyun.

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

Hong Kong, 8 January 2016

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.*