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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 INVESTMENT IN DUOMI MUSIC BY ENLIGHT MEDIA

This announcement is made by A8 New Media Group Limited (the "**Company**") on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest information in relation to Proposed Reorganisation of Duomi Music Group.

Reference is made to the announcement of the Company dated 28 December 2015 (the "**Announcement**") in relation to (1) Proposed Reorganisation of Duomi Music Group; and (2) Fully Exempt Connected Transaction - Increase in the Group's Interest in Duomi Music in the process of Proposed Reorganisation. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those described in the Announcement. It was mentioned in the Announcement that in December 2015, Mr. Liu and other Independent Third Parties including Stone Capital, Septwolves and other investors (collectively, the "**New Investors**") made capital contribution to Beijing Caiyun. The Company recently received the latest information from Duomi Music in relation to the New Investors, and confirmed that Beijing Enlight Media Co., Ltd. (the "**Enlight Media**") had invested in Duomi Music.

Enlight Media was founded in 1998, and was the biggest private culture and media corporation in PRC. Enlight Media was listed on the Growth Enterprises Market of Shenzhen Stock Exchange (stock code: 300251) in August 2011. Enlight Media is a multi-media content provider and operator, its main business includes the investment, production and distribution business of television shows, films, animations and games. Enlight Media has become the leading integrated media entertainment group. The distribution channels of Enlight Media cover TV, outdoor media, Internet and other new media channels and also off-line cinema channels.

After the Reorganisation of Duomi Music Group, Duomi Music obtained the Capital Injection from Enlight Media following the investment by Huayi Brothers. The Capital Injection from Enlight Media helps enlarging its entertainment resources, further expanding its entertainment field through the interaction between Duomi Music and Enlight Media, broadening its marketing channels, and further enhancing its brand influence and core competitiveness.

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

Hong Kong, 11 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.*