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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)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that based on the preliminary information currently available from the consolidated management accounts (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a significant increase in the profit of the Company for the year ended 31 December 2015 of not less than 100% as compared to the profit recorded for year ended 31 December 2014, which the Group had recorded a profit amounted to approximately RMB9.65 million. But the specific amounts are yet to be confirmed.

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

This announcement is made by A8 New Media Group 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**”) and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

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 preliminary information currently available from the consolidated management accounts (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a significant increase in the profit of the Company for the year ended 31 December 2015 (the “**Reporting Period**”) of not less than 100% as compared to the corresponding period of 2014, which the Group had recorded a profit amounted to approximately RMB9.65 million. But the specific amounts are yet to be confirmed. The significant improvement of the Group's profit was mainly due to the positive impact brought by the repayment of the First Tranche Convertible Notes of Duomi Music Holding Ltd held by the Group which was arisen from the difference

between the repayment amount of approximately US\$15,500,000 and its carrying value during the Reporting Period.

While the digital entertainment revenue of the Group for the Period are expected to decrease as compared to the corresponding period in 2014 which mainly due to: (1) the traditional wireless music service shrunk continually following the transformation of the strategy of the Company; and (2) the delay in launching several mobile games which resulted in lower than expected performance of the mobile game publishing business of the Group.

As the Group is still in the process of preparing the annual results for the year ended 31 December 2015, the information contained in this announcement is only a preliminary assessment by the Company based on the latest consolidated management accounts of the Group which have not yet been audited or reviewed by the Company's auditor. Financial information and other details of the Group will be disclosed in the 2015 annual results of the Group for the year ended 31 December 2015 which is expected to be published by March 2016.

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

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

Hong Kong, 24 February 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.*