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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)

PROFIT WARNING

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 of the Company (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a decrease of not less than 35% in each of its revenue and net profit after tax for the Period as compared to that for the corresponding period in 2016. As at the date of this announcement, the specific figures 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 of the Company (which have neither been audited nor reviewed by the auditor of the Company), the Group is expected to record a decrease of not less than 35% in each of its revenue and net profit after tax for the six months ended 30 June 2017 (the “**Period**”) as compared to that for the corresponding period in 2016. As at the date of this announcement, the specific figures are yet to be confirmed. The Company recorded unaudited consolidated revenue of approximately RMB91.6 million and unaudited consolidated net profit after tax of approximately RMB16.3 million for the six months ended 30 June 2016.

The decrease in the Group’s revenue and net profit after tax for the Period were mainly attributable to the underperformed mobile game publishing business of the Group resulted from the delay in launching several mobile games, despite that, such decrease was partially offset by

the increase in the operating revenue generated from the property investment business of the Group due to the increase in rental income of the Group for the Period.

As the Group is still in the process of preparing and finalising the unaudited consolidated financial results for the Period, the information contained in this announcement is only a preliminary assessment by the Company based on the latest unaudited consolidated management accounts of the Company. It is not based on any data or information being audited or reviewed by the auditor of the Company. There may be adjustments following further review and finalisation of the unaudited consolidated management accounts of the Company by the Board.

Financial information and other details of the Group for the Period will be disclosed in the interim results announcement of the Group which is expected to be published in August 2017.

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 and Executive Director
Liu Xiaosong

Hong Kong, 1 August 2017

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

- (1) Executive Directors namely Mr. Liu Xiaosong and Mr. Lin Qian; and*
- (2) Independent Non-Executive Directors namely Mr. Chan Yiu Kwong, Ms. Wu Shihong and Mr. Li Feng.*