

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Media Asia Group Holdings Limited

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8075)

PROFIT WARNING

This announcement is made pursuant to Rule 17.10 of the GEM Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Future Ordinance.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a consolidated loss for the six months ended 31 January 2016 as compared to a consolidated profit for the same period in 2015.

The expected consolidated loss for the six months ended 31 January 2016 is primarily attributable to the decrease in the number of large-scale films released and events held during the period.

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

This announcement is made by Media Asia Group Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group is expected to record a consolidated loss for the six months ended 31 January 2016 as compared to a consolidated profit for the same period in 2015.

The expected consolidated loss for the six months ended 31 January 2016 is primarily attributable to the decrease in the number of large-scale films released and events held during the period.

As the Company is still in the process of finalising its consolidated financial statements for the six months ended 31 January 2016, the information contained in this announcement is based on the information currently available and the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 31 January 2016. Shareholders and potential investors who are interested in exact information and financial figures should refer to the results announcement and the interim report of the Company for the six months ended 31 January 2016, which are expected to be published by mid March 2016.

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

By Order of the Board
Media Asia Group Holdings Limited
Lui Siu Tsuen, Richard
Executive Director

Hong Kong, 4 March 2016

As at the date of this announcement, the Board comprises four executive Directors, namely Dr. Lam Kin Ngok, Peter (Chairman), Mr. Chan Chi Kwong, Mr. Lui Siu Tsuen, Richard and Mr. Yip Chai Tuck; and three independent non-executive Directors, namely Mr. Chan Chi Yuen, Mr. Ng Chi Ho, Dennis and Mr. Zhang Xi.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market (the "GEM") of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Company Announcements" page of the GEM website at www.hkgem.com for at least 7 days from the date of its publication and on the website of the Company at www.mediaasia.com.