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Media Asia Group Holdings Limited

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

(Stock Code: 8075)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The board of directors (“**Board**”) of Media Asia Group Holdings Limited (“**Company**”, together with its subsidiaries, (“**Group**”)) has noted the increases in the price and trading volume of the shares of the Company today. Having made such enquiries with respect to the Company as is reasonable in the circumstances, the Board confirms that, save as disclosed below, it is not aware of any reasons for such price and volume movements or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance.

The Group is conducting discussions with a business partner for granting it an exclusive license to, amongst other things, distribute the Group’s music recordings and music videos via the Internet in the PRC (“**Potential Operational Transaction**”). The Potential Operational Transaction, if materialises, will be of a revenue nature in the ordinary and usual course of business and may have potential positive impact to the financial performance of the Group. As of the date of this announcement, the definitive agreements in connection with the Potential Operational Transaction have not been entered into.

The Potential Operational Transaction may or may not proceed. Shareholders of the Company and potential investors are advised to exercise caution in dealing in the securities of the Company.

This announcement is made by the order of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

For and on behalf of
Media Asia Group Holdings Limited
Lau Siu Mui
Company Secretary

Hong Kong, 22 April 2015

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

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.