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Media Asia Group Holdings Limited

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

(Stock Code: 8075)

APPOINTMENT OF EXECUTIVE DIRECTOR

Mr. Yip Chai Tuck has been appointed an executive director of the Company and a member of the executive committee, the remuneration committee and the nomination committee of the Company with effect from 21 July 2014.

The board of directors (“**Board**”) of Media Asia Group Holdings Limited (“**Company**”) is pleased to announce that Mr. Yip Chai Tuck (“**Mr. Yip**”) has been appointed an executive director of the Company and a member of the executive committee, the remuneration committee and the nomination committee of the Company with effect from 21 July 2014.

Mr. Yip, aged 40, has been an executive director of eSun Holdings Limited (“**eSun**”, the ultimate holding company of the Company) since 14 February 2014 and the Chief Executive Officer of Lai Sun Garment (International) Limited (“**LSG**”, the ultimate holding company of Lai Sun Development Company Limited which is the controlling shareholder of eSun) since 19 August 2013. He has extensive experience in corporate advisory, business development and investment banking. Prior to joining the Lai Sun Group, Mr. Yip was a Managing Director of Goldman Sachs and Head of Mergers and Acquisitions (“**M&A**”) for China. He had also worked for PCCW Limited, a Hong Kong listed company, as Vice President of Ventures and M&A, responsible for strategic investments and M&A transactions.

He graduated from Macquarie University, Australia with a Bachelor of Commerce (Accounting) and obtained a Master degree in Applied Finance and Investments from the Financial Services Institute of Australia, where he is also a Fellow member.

Mr. Yip has entered into a service contract with the Company with no fixed term but such contract is determinable by either the Company or Mr. Yip serving the other party not less than 3 months’ written notice or payment in lieu thereof. Mr. Yip will be entitled to receive an annual remuneration of HK\$1,000,000 and such other remuneration and discretionary bonus as may be determined by the Board from time to time with reference to the results of the Company and its subsidiaries (“**Group**”) and his performance. Mr. Yip’s remuneration package has been reviewed by the remuneration committee of the Company and determined by the Board with reference to his qualifications, experience, duties and responsibilities with the Group and the prevailing market conditions.

In accordance with the provisions of the Bye-laws of the Company, Mr. Yip is due to retire from office at the next general meeting of the Company and is eligible for election thereat. If elected, he will be subject to retirement by rotation once every three years since then or his next election and will also be eligible for re-election as a director at future annual general meetings of the Company.

Mr. Yip does not hold any other directorships in listed public companies in the last three years and does not have any relationship with any directors, senior management, substantial or controlling shareholders of the Company, apart from his position as an executive director of eSun and the Chief Executive Officer of LSG set out above. As at the date of this announcement, Mr. Yip does not have any interests or short positions in the shares, underlying shares and/or debentures of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong.

Save as disclosed above, there are no other matters relating to Mr. Yip's appointment that need to be brought to the attention of the shareholders of the Company, and there is no information that needs to be disclosed pursuant to paragraphs (h) to (v) of Rule 17.50(2) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited.

The Board extends its warm welcome to Mr. Yip.

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

Hong Kong, 21 July 2014

As at the date of this announcement, the Board comprises six executive Directors, namely Dr. Lam Kin Ngok, Peter (Chairman), Mr. Yu Feng, Mr. 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 ("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 <http://www.hkgem.com> for at least 7 days from the date of its publication and on the website of the Company at <http://www.mediaasia.com>.