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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. Jeffrey Soong has been appointed an executive director of the Company with effect from 22 November 2012.

The board of directors (the “**Board**”) of Media Asia Group Holdings Limited (the “**Company**”) is pleased to announce that Mr. Jeffrey Soong (“**Mr. Soong**”) has been appointed an executive director of the Company with effect from 22 November 2012.

Mr. Soong, aged 55, possesses about 20 years of experience in media industry both in Asia, in particular Greater China and the U.S.A. Mr. Soong was a managing director of Taiwan office of Celestial Pictures Limited, one of the leading Chinese motion picture companies from August 2010 to December 2011, and the chief executive officer and managing director of Infinio Group Limited, the shares of which are listed and traded on Singapore Stock Exchange Limited from June 2009 to July 2010. He was a chairman and the chief executive officer of Broadband Network Systems, Limited, an internet protocol television solutions provider in Hong Kong from June 2003 to June 2009. Mr. Soong had also held senior posts in the media and entertainment companies in the U.S.A. from 1992 to 2003, including an international television program distributor. Prior to joining the Company, Mr. Soong was an advisor of Fubon Financial Holdings Co., Ltd. for its media investment business. Mr. Soong received a Bachelor of Science in Engineering degree from National Taiwan University.

Mr. Soong and the Company have entered into a service agreement (the “**Service Agreement**”) with no fixed tenure, which is determinable by the Company or Mr. Soong by giving the other party not less than six months’ notice or payment in lieu thereof. Mr. Soong is subject to retirement and re-election at the next annual general meeting and thereafter subject to retirement by rotation and re-election at the annual general meeting of the Company at least once every three years in accordance with the Bye-laws of the

Company. Mr. Soong will receive a remuneration of HK\$5,000,000 per annum and a yearly discretionary bonus with reference to the results of the Company and its subsidiaries and his performance. Subject to the Rules Governing the Listing of Securities on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”), Mr. Soong will be granted an option pursuant to any share option scheme adopted by the Company from time to time (as from time to time amended, supplemented and/or modified) pursuant to Chapter 23 of the GEM Listing Rules (the “Share Option Scheme”) entitling him to subscribe 0.5% of the issued shares of HK\$0.01 each in the Company (the “Shares”) at a subscription price to be determined in accordance with the GEM Listing Rules and the Share Option Scheme. Mr. Soong’s remuneration package has been determined with reference to his experience, duties and responsibilities and the prevailing market conditions.

Save as disclosed above, as at the date of this announcement, Mr. Soong (i) does not have any relationship with any directors, senior management, or substantial or controlling shareholders of the Company; (ii) does not have any interests in the Shares, underlying Shares or debenture of the Company or any of its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong); (iii) does not hold other positions with the Company and other members of the Group; and (iv) has not held any directorship in the last three years prior to his appointment in any public companies, the securities of which are listed on any securities market in Hong Kong or overseas.

There is no information to be disclosed pursuant to paragraphs (h) to (v) of Rule 17.50(2) of the GEM Listing Rules nor are there any matters relating to Mr. Soong’s appointment that need to be brought to the attention of the shareholders of the Company.

The Board extends its warm welcome to Mr. Soong.

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

Hong Kong, 21 November 2012

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 Ms. Etsuko Hoshiyama; 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 of the Company (the “Directors”) collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 GEM website at <http://www.hkgem.com> on the "Latest Company Announcements" page for at least 7 days from the date of its publication and on the website of the Company at <http://www.maghl.com>.