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## **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.

The Board wishes to inform the Shareholders and potential investors that it is anticipated that the Group will suffer a material loss in the three months ending 31 July 2017. Such loss is likely to exceed the consolidated profit for the nine months ended 30 April 2017 reported by the Company and result in a consolidated loss for the year ending 31 July 2017.

**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**”, 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, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the ten months ended 31 May 2017 and information currently available, it is anticipated that the Group will suffer a material loss in the three months ending 31 July 2017. Such loss is likely to exceed the consolidated profit for the nine months ended 30 April 2017 reported by the Company in the results announcement dated 12 June 2017 and result in a consolidated loss for the year ending 31 July 2017. The anticipated loss for the three months ending 31 July 2017 is primarily attributable to unsatisfactory performance of the Group’s films recently released.

The information contained in this announcement is based on the information currently available and preliminary assessment of the unaudited consolidated management accounts of the Group for the ten months ended 31 May 2017, which have not been audited or reviewed by the Company’s auditor or audit committee. The results announcement and the annual report of the Company for the year ending 31 July 2017 are expected to be published in October 2017.

**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, 21 July 2017

*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](http://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](http://www.mediaasia.com).*