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Media Asia Group Holdings Limited

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

(Stock Code: 8075)

POSITIVE PROFIT ALERT

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 the Group is expected to record a consolidated profit for the Period as compared to a consolidated loss for the same period in 2016. The expected consolidated profit for the Period is primarily attributable to satisfactory performance of the Group's film 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 profit for the six months ended 31 January 2017 (the "**Period**") as compared to a consolidated loss for the same period in 2016. The expected consolidated profit for the Period is primarily attributable to satisfactory performance of the Group's film released and events held during the Period.

As the Company is still in the process of finalising its consolidated financial statements for the Period, 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 Period. The results announcement and the interim report of the Company for the Period are expected to be published by mid March 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, 8 March 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 for at least 7 days from the date of its publication and on the website of the Company at www.mediaasia.com.