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(Incorporated in the Republic of Singapore with limited liability)

(Hong Kong Stock Code: 00967)

(Singapore Stock Code: E6E)

OVERSEAS REGULATORY ANNOUNCEMENT

This overseas regulatory announcement is a reproduction of the announcement made by Sound Global Ltd. (the "Company"). In compliance with Rule 13.10(B) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), which requires a listed issuer to ensure that if securities of a listed issuer are also listed on other stock exchanges, the Stock Exchange shall be simultaneously informed of any information released to any of such other stock exchanges and that such information shall be released to the market in Hong Kong at the same time as it is released to the other markets. Please refer to the attached announcement on the next page issued on the Singapore Exchange Securities Trading Limited on September 3, 2013.

By Order of the Board
Wen Yibo
Chairman

Hong Kong, September 3, 2013

As of the date of this announcement, the executive Directors are Wen Yibo, Zhang Jingzhi, Wang Kai, Luo Liyang and Jiang Anping; and the independent non-executive Directors are Fu Tao, Seow Han Chiang Winston and Wong See Meng.

* For identification purposes only

SOUND GLOBAL LTD.

Company Registration No.: 200515422C (Incorporated in the Republic of Singapore) (the "Company")

ANNOUNCEMENT PURSUANT TO RULE 728 OF THE LISTING MANUAL OF THE SINGAPORE EXCHANGE SECURITIES TRADING LIMITED ("SGX-ST")

The Company refers to its announcements of: (a) 28 October 2011 made pursuant to Rules 704(31) and 728 of the SGX-ST Listing Manual in relation to the First Amendment and Restatement Agreement dated 25 June 2011 made between the Company and International Finance Corporation and its RMB885 Million USD Settled 6% Convertible Bonds Due 2015; and (b) 21 December 2012 made pursuant to Rule 704(31) of the SGX-ST Listing Manual in relation to its US\$150 million 11.875% Senior Notes Due 2017.

The Company has been informed by Mr. Wen Yibo ("Mr. Wen", a controlling shareholder and executive director of the Company) that in connection with financing arrangements made between Sound (HK) Limited ("Borrower") and Far Eastern International Bank Co., Ltd. ("Far Eastern International") for the corporate purposes of the Borrower, Sound Water (BVI) Limited ("Sound Water"), being a controlling shareholder of the Company, has charged 50,000,000 ordinary shares in the Company ("Shares"), comprising approximately 3.9% of the entire issued and paid-up share capital of the Company as at the date hereof, in favour of Far Eastern International. Depending on the extent of drawdown under such financing arrangements, Mr. Wen, the Borrower and/or Sound Water may charge up to an additional 43,000,000 Shares, comprising approximately 3.3% of the entire issued and paid-up share capital of the Company as at the date hereof, in favour of Far Eastern International.

Both the Borrower and Sound Water are companies in which Mr. Wen has a controlling interest in.

By Order of the Board

Wen Yibo Chairman

3 September 2013