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ANNOUNCEMENT OF INSIDE INFORMATION

This announcement is made by Alibaba Pictures Group Limited (the “Company”) pursuant to Rules 13.09 and 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

It has come to the attention of the board of directors of the Company that Mr. Liu Chunning, an executive director of the Company, has been detained by the Public Security Bureau in Mainland China in connection with an investigation into alleged receipt of bribes during his employment with Tencent Technology Co., Ltd which is unrelated to his employment with Alibaba Group Holding Limited or the Company.

Save as disclosed in this announcement, there is no other information to be disclosed pursuant to the requirements of Rules 13.51(2)(h) to (v) of the Listing Rules, and there is no matter that needs to be brought to the attention of the shareholders of the Company in connection with the investigation of Mr. Liu Chunning at the current stage. The Company will make further announcement if and when there is any significant development in this matter.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

On behalf of the Board
Alibaba Pictures Group Limited
Shao Xiaofeng
Chairman

Hong Kong, July 9, 2015

As at the date of this announcement, the Board comprises Mr. Shao Xiaofeng, Mr. Liu Chunning and Mr. Zhang Qiang, being the executive directors; Mr. Li Lian Jie, being the non-executive director; and Ms. Song Lixin, Mr. Tong Xiaomeng and Ms. Zhang Yu, being the independent non-executive directors.