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NEXT DIGITAL

NEXT DIGITAL LIMITED

壹傳媒有限公司

(Formerly known as Next Media Limited 壹傳媒有限公司)

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

**CHANGE OF COMPANY NAME,
CHANGE OF STOCK SHORT NAME,
CHANGE OF COMPANY WEBSITE,
FREE EXCHANGE OF SHARE CERTIFICATES
AND
ADOPTION OF NEW COMPANY LOGO**

The Board is pleased to announce that the name of the Company has been changed from “Next Media Limited 壹傳媒有限公司” to “Next Digital Limited 壹傳媒有限公司” with effect from 20 October 2015.

With effect from 9:00 a.m. on 29 October 2015, the stock short name for trading in the Shares on the Stock Exchange will be changed from “NEXT MEDIA” to “NEXT DIGITAL” in English and will remain unchanged as “壹傳媒” in Chinese. The stock code of the Company remains unchanged as “00282”.

From 29 October 2015 to 28 November 2015 (both days inclusive), Shareholders who wish to exchange their existing Share certificates (in blue colour) for new Share certificates bearing the new name of the Company may submit existing Share certificates to the share registrar of the Company for free exchange of the new Share certificates.

The website of the Company will be changed from “www.nextmedia.com” to “www.nextdigital.com.hk” with effect from 29 October 2015.

With effect from 26 October 2015, the Company has adopted a new logo which will be printed on the relevant corporate documents of the Company and appeared in its website.

Reference is made to the announcements of Next Digital Limited (formerly known as Next Media Limited) (the “Company”) dated 29 July 2015 and 5 October 2015 and the circular of the Company dated 1 September 2015 (the “Circular”) in relation to, among other things, the Change of the Company Name. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Circular.

CHANGE OF COMPANY NAME

The board of Directors (the “Board”) of the Company is pleased to announce that subsequent to the passing of a special resolution by the Shareholders at the Extraordinary General Meeting held on 5 October 2015 approving the Change of the Company Name, the Certificate of Change of Name was issued by the Registrar of Companies of Hong Kong on 20 October 2015. Accordingly, the name of the Company has been changed from “Next Media Limited 壹傳媒有限公司” to “Next Digital Limited 壹傳媒有限公司” with effect from 20 October 2015.

CHANGE OF STOCK SHORT NAME

With effect from 9:00 a.m. on 29 October 2015, the stock short name for trading in the Shares on the Stock Exchange will be changed from “NEXT MEDIA” to “NEXT DIGITAL” in English and will remain unchanged as “壹傳媒” in Chinese. The stock code of the Company remains unchanged as “00282”.

FREE EXCHANGE OF SHARE CERTIFICATES AND EFFECTS OF THE CHANGE OF COMPANY NAME

From 29 October 2015 to 28 November 2015 (both dates inclusive), Shareholders who wish to exchange their existing Share certificates (in blue colour) for new Share certificates bearing the new name of the Company may submit existing Share certificates to the share registrar of the Company, Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong, for free exchange of the new Share certificates (in blue colour) under the name of Next Digital Limited. It is expected that new Share certificates will be available for collection by Shareholders on or after 10 business days after their submission of the existing Share certificates. After 28 November 2015, existing Share certificates will be accepted for exchange only on a payment of a fee of HK\$2.50 (or such higher amount as may be allowed by the Stock Exchange from time to time) for each Share certificate. The Change of the Company Name will not affect any rights of the holders of the Shares of the Company. All existing Share certificates in issue bearing the name of Next Media Limited, after the Change of the Company Name becoming effective, continue to be evidence of legal title to such Shares and the existing Share certificates will continue to be valid for trading, settlement, registration and delivery purposes. With effect from 29 October 2015, new Share certificates will be issued in the name of Next Digital Limited.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed from “www.nextmedia.com” to “www.nextdigital.com.hk” with effect from 29 October 2015.

ADOPTION OF NEW COMPANY LOGO

With effect from 26 October 2015, the Company has adopted a new logo which will be printed on the relevant corporate documents of the Company, including but not limited to interim and annual reports, announcements, circulars, press releases, and appeared in its website. The new Company logo is as shown on the top of this announcement.

By Order of the Board
Cheung Ka Sing, Cassian
Interim Chairman and Chief Executive Officer

Hong Kong, 26 October 2015

As at the date of this announcement, the Board comprises:

Executive Directors:

Mr. Cheung Ka Sing, Cassian
(Interim Chairman)
Mr. Ting Ka Yu, Stephen
Mr. Ip Yut Kin

Independent Non-executive Directors:

Mr. Fok Kwong Hang, Terry
Mr. Wong Chi Hong, Frank
Dr. Lee Ka Yam, Danny
Dr. Bradley Jay Hamm