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Media Asia Group Holdings Limited

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

(Stock Code: 8075)

Voluntary Announcement

The board (the “Board”) of directors (“the “Directors”) of Media Asia Group Holdings Limited (the “Company”) is pleased to announce that the Company (through its subsidiary) has entered into a binding deal memo for talent management with S.M. Entertainment Co., Ltd. of Korea (“SM”), under which the Company will act as the exclusive management agency of certain SM’s artists in the People’s Republic of China (the “PRC”).

Separately, the Company (through its subsidiary) has also entered into an agreement with two subsidiaries of SM (hereafter SM and its subsidiaries will be collectively described as the “SM Group”) and Fubon Financial Holding Venture Capital Corp. (“Fubon”), Kbro Media Co., Ltd. (“Kbro”), and TFN Media Co., Ltd. (“TFN”) (hereafter Fubon, Kbro and TFN will be collectively described as the “Fubon Group”) to set up Dragon Tiger Capital Partners L.P. (“DTCP”), which is an investment fund formed to invest in film and television projects mainly focusing on China and also the global Chinese language audience.

Exclusive Talent Management Agency of Certain SM Artists

The Company will act as the exclusive management agency of 3 SM’s artists and music groups, namely, Zhang Li Yin (張力尹), f(x) and EXO for commercial activities in the PRC including but not limited to film and TV performances, live events and advertising.

DTCP

The Company will control DTCP and co-manage DTCP with SM Group while the Fubon Group will also be a co-sponsor. The three co-sponsors have committed US\$ 20 million as seed capital and envisage to launch DTCP for fundraising from institutional investors in late September.

Given that the Company, the SM Group and Kbro are established and leading operators in the Asian media and entertainment industry, DTCP will leverage on the operating platforms of its co-sponsors in executing its investment strategy.

SM Group and Fubon Group

SM Group is Korea's largest entertainment group in music and artist management businesses and pioneer/leader of Korean wave in the world. SM Group has been leading Asian entertainment industry and trends and engages in music, artist management, concert/live performance, drama/variety show/film/musical production, and lifestyle entertainment businesses.

The Fubon Group is a leading Taiwanese financial and communications conglomerate with a long investment history in Greater China, South East Asia and United States. One of its members: Taiwan Mobile, is the leading mobile operator in Taiwan, offering consumers quadruple play services including mobile, fixed line, broadband and cable TV; the Fubon Group has extensive business activities in the PRC including banking, insurance, fund management and home shopping television.

By order of the Board
Media Asia Group Holdings Limited
Lui Siu Tsuen, Richard
Executive Director

Hong Kong, 3 September 2014

As at the date of this announcement, the Board comprises six Executive Directors, namely Dr. Lam Kin Ngok, Peter (Chairman), Mr. Yu Feng, Mr. Choi Chiu Fai, Stanley, Mr. Lui Siu Tsuen, Richard, Mr. Chan Chi Kwong and Mr. Yip Chai Tuck; and three Independent Non-executive Directors, namely Mr. Chan Chi Yuen, Mr. Zhang Xi and Mr. Ng Chi Ho, Dennis.

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 ("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 <http://www.hkgem.com> for at least 7 days from the date of its publication and on the website of the Company at <http://www.mediaasia.com>.