

## Principal subsidiaries, jointly controlled entities and associated companies

Name	Place of incorporation and kind of legal entity	Principal activities and place of operation	Particular of issued/registered capital	Effective interest held
tom.com enterprises limited	British Virgin Islands ("BVI"), limited liability company	Holds the domain name of www.tom.com	1 ordinary share of US\$1	100%
TOM Group International Limited (formerly known as TOM.COM INTERNATIONAL LIMITED)	Hong Kong, limited liability company	Operates tom.com portal and manages strategic investments of the Group in Greater China	10 ordinary shares of HK\$1 each	100%
TOM Holdings Limited	Cayman Islands ("CI"), limited liability company	Issuer of guaranteed convertible bonds	2 ordinary shares of US\$1 each	100%
<b>Internet Group</b>				
Advanced Internet Services Limited	Hong Kong, limited liability company	Investment holding in Mainland China	10,000,000 ordinary shares of US\$0.01 each	71.86%
Beijing GreaTom United Technology Company Limited	Mainland China, limited liability company	Development of operating platform for broadband Internet value-added services in Mainland China	Registered capital RMB25,000,000	64.67%
® Beijing Lei Ting Wan Jun Network Technology Limited	Mainland China, limited liability company	Provision of Internet content services, online advertising services and telecom value-added services in Mainland China	Registered capital RMB11,000,000	71.86%
® Beijing LingXun Interactive Science Technology and Development Company Limited, acquired on 11 August 2004	Mainland China, limited liability company	Provision of wireless internet services in Mainland China	Registered capital RMB10,000,000	71.86%
® Beijing Lei Ting Wu Ji Network Technology Company Limited	Mainland China, limited liability company	Provision of wireless IVR services in Mainland China	Registered capital RMB10,000,000	71.86%

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® Beijing Redsail Netlegend Data Network Technology Company Limited	Mainland China, limited liability company	Provision of interactive call center services in Mainland China	Registered capital RMB62,800,000	100%
Beijing Super Channel Network Limited	Mainland China, limited liability company	Development of software information system, computer network and website products in Mainland China	Registered capital US\$13,000,000	71.86%
Cernet Information Technology Company Limited	Mainland China, limited liability company	Provision of system integration and consultancy services in Mainland China	Registered capital RMB60,000,000	51%
* Cernet Online Company Limited	Mainland China, limited liability company	Acts as primary Internet services provider in Mainland China	Registered capital RMB10,000,000	37%
* ChinaPlus (Beijing) Company Limited	Mainland China, limited liability company	Provision of interactive online marketing services in Mainland China and Taiwan	Registered capital US\$3,500,000	50%
Emlink Electronic Network Systems (Shenzhen) Company Limited	Mainland China, limited liability company	Software, electronics and computer network system development in Mainland China	Registered capital US\$3,000,000	100%
TOM.COM (China) Investment Limited	Mainland China, limited liability company	Investment holding in Mainland China	Registered capital US\$30,000,000	71.86%
TOM Online Inc.	CI, limited liability company	Investment holding in Mainland China	3,896,200,000 ordinary shares of HK\$0.01 each	71.86%
® Shenzhen Freenet Information Technology Company Limited	Mainland China, limited liability company	Operates 163.net and e-mail service provider in Mainland China	Registered capital RMB23,000,000	71.86%

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⑥ Startone (Beijing) Information Technology Company Limited, acquired on 19 November 2004	Mainland China, limited liability company	Provision of wireless internet services in Mainland China	Registered capital RMB10,000,000	71.86%
<b>Outdoor Media Group</b>				
⑥ Beijing TOM International Advertising Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB1,000,000	100%
⑥ Chongqing Jinzhao Advertising Company Limited, acquired on 15 December 2004	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB6,000,000	51%
⑥ Fujian Seeout Guangming Media Advertising Company Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB5,000,000	70%
⑥ Guangzhou TOM Advertising Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB1,000,000	100%
⑥ Henan New Tianming Advertising & Information Chuanbo Company Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB6,000,000	50%
⑥ Kunming Fench Media Company Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB11,000,000	100%
⑥ Kunming Fench Star Information Industry Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB11,000,000	100%
⑥ Liaoning New Star Guangming Media Assets Company Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB10,000,000	60%
⑥ Qingdao Chunyu Advertising Chuanbo Company Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB1,500,000	70%

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⑥ Shandong Longjun Media Company Limited (formerly known as Shangdong Qilu International Outdoor Media Company Limited)	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB11,000,000	60%
⑥ Shanghai TOM International Outdoor Advertising Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB1,000,000	100%
⑥ Shenyang Sano Global Media Company Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB3,000,000	60%
⑥ Sichuan Southwest Outdoor Media Company Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB3,000,000	70%
⑥ Xiamen Bomei Lianhe Advertising Company Limited	Mainland China, limited liability company	Advertising sales in Mainland China	Registered capital RMB2,500,000	60%
TOM Outdoor Media Group Limited	BVI, limited liability company	Investment holding in Mainland China	1 ordinary share of US\$1	100%
<b>Publishing Group</b>				
Bookworm Club Co., Ltd	Taiwan, limited liability company	Distribution and retailing of books and magazines in Taiwan	100,000 ordinary shares of NT\$10 each	83.17%
Business Weekly Publishing Inc.	Taiwan, limited liability company	Publishing of magazines in Taiwan	169,120 ordinary shares of NT\$10 each	83.17%
# China Popular Computer Week Management Company Limited	Mainland China, limited liability company	Advertising sales and distribution of publication products in Mainland China	Registered capital RMB30,000,000	48.5%

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Cité Publishing Holding Limited	BVI, limited liability company	Investment holding in Taiwan	4,999,563 ordinary shares of US\$0.01 each	83.19%
Cité Publishing Limited	Taiwan, limited liability company	Publishing of books in Taiwan	28,171,506 ordinary shares of NT\$10 each	83.17%
廣州城邦文化傳播有限公司	Mainland China, limited liability company	Provision of consulting services relating to publishing, distribution, marketing and system integration of books in Mainland China	Registered capital HK\$1,000,000	83.17%
Home Media Group Limited	CI, limited liability company	Advertising sales and distribution of publications	986,922,602 ordinary shares of US\$0.00001 each	83.17%
Nong Nong Magazine Company Limited	Taiwan, limited liability company	Publishing of magazines in Taiwan	2,500,000 ordinary shares of NT\$10 each	66.54%
Shanghai TOM Cite Consulting Limited	Mainland China, limited liability company	Publication products design, promotion and information consultancy services in Mainland China	Registered capital US\$200,000	100%
Sharp Point Publishing Company Limited	Taiwan, limited liability company	Publishing of youth magazines and books in Taiwan	10,296,000 ordinary shares of NT\$10 each	83.17%
TOM (Cup Magazine) Publishing Limited	Hong Kong, limited liability company	Publishing of magazines in Hong Kong	2 ordinary shares of HK\$1 each	100%
Yazhou Zhoukan Limited	Hong Kong, limited liability company	Publishing of regional news magazines in Asia	9,500 ordinary shares of HK\$1 each	50%

Name	Place of incorporation and kind of legal entity	Principal activities and place of operation	Particular of issued/registered capital	Effective interest held
<b>Sports Group</b>				
Media Serv Ltd.	BVI, limited liability company	Advertising and sponsorship sales in relation to sports event and programmes in Asia	200 ordinary shares of US\$1 each	60%
Media Serv Asia Pacific Limited	BVI, limited liability company	Advertising and sponsorship sales in relation to sports event and programmes in Asia	1 ordinary shares of US\$1 each	60%
YCP Advertising Limited	Hong Kong, limited liability company	Sports advertising, event management and media buying business in Mainland China and Hong Kong	10 ordinary shares of HK\$1 each	80%
® 廣東羊城報業體育發展有限公司	Mainland China, limited liability company	Manages sponsorships and marketing of sports events and production of TV sports programs in Mainland China	Registered capital RMB5,000,000	80%
® 廣東羊城廣告有限公司	Mainland China, limited liability company	Advertising, corporate image design and sale of products in Mainland China	Registered capital RMB5,000,000	80%
<b>Television and Entertainment Group</b>				
China Entertainment Television Broadcast Limited	Hong Kong, limited liability company	Operations of satellite television channels and provision of content and television programmes to various platforms including satellite television and syndication network	30,000 ordinary shares of HK\$0.3 each	64.07%
TOM Digital Media Center Limited	Hong Kong, limited liability company	Provision of television channel organisation and satellite television transmission services	2 ordinary shares of HK\$1 each	100%

\* Jointly controlled entity

# Associated company

® The equity interest is held by individual nominees on behalf of the Group

## Principal subsidiaries, jointly controlled entities and associated companies

The above table lists the principal subsidiaries, jointly controlled entities and associated companies of the Group at 31 December 2004 which, in the opinion of the directors of the Company, principally affect the results and net assets of the Group. To give full details of subsidiaries, jointly controlled entities and associated companies would, in the opinion of the directors of the Company, result in particulars of excessive length.

Except for tom.com enterprises limited, TOM Group International Limited, TOM Online Inc. and TOM Outdoor Media Group Limited which are directly held by the Company, the interests in the remaining subsidiaries, jointly controlled entities and associated companies are held indirectly.