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*This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the Shares. Prospective investors should read the listing document dated Friday, September 24, 2010 (the “Listing Document”) issued by Sound Global Ltd. (the “Company”).*

*This announcement does not constitute an offer of, nor is it calculated to invite offers for, shares or other securities of the Company, nor have any such shares or other securities been allotted with a view to any of them being offered for sale to or subscription by the public.*

*Unless the context requires otherwise, the capitalized terms used herein shall have the same meanings as defined in the Listing Document.*



**SOUND GLOBAL LTD.**

**桑德國際有限公司\***

*(Incorporated in Singapore with limited liability)*

***LISTING BY WAY OF INTRODUCTION  
OF THE ENTIRE ISSUED SHARE CAPITAL  
OF THE COMPANY ON THE MAIN BOARD  
OF THE STOCK EXCHANGE OF HONG KONG LIMITED***

*Stock code: 967*

**Sole Sponsor**

**Morgan Stanley**

## **LISTING AND DEALINGS**

Application has been made by the Company to the Listing Committee of the Stock Exchange for the granting of the listing of, and permission to deal in, the Shares in issue on the SGX-ST, the Shares to be issued following conversion of the Convertible Bonds and any Shares to be issued upon the exercise of options which have been granted under the Existing Share Option Scheme and which may be granted under the Share Option Scheme. Listing of the Shares on the Main Board of the Stock Exchange is by way of introduction and there are no Shares being issued or sold in connection with the Listing. Dealings in the Shares on the Stock Exchange are expected to commence on Thursday, September 30, 2010. The Shares will be traded on the Stock Exchange in board lots of 1,000 Shares each. The stock code of the Shares is 967.

## **ELIGIBILITY FOR CCASS**

Subject to the granting of the listing of, and permission to deal in, the Shares on the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or any other date as determined by HKSCC. All activities under CCASS are subject to the General Rules of CCASS and the CCASS Operational Procedures in effect from time to time. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading date. All necessary arrangements have been made for the Shares to be admitted into CCASS.

## **AVAILABILITY OF THE LISTING DOCUMENT**

The Listing Document is published in connection with the Introduction. Copies of the Listing Document, which contains particulars given in compliance with the Listing Rules applicable to the Introduction, are available for information purposes only, during normal business hours from Friday, September 24, 2010 to the Listing Date (both dates inclusive) at the following locations:

- the offices of Fried, Frank, Harris, Shriver & Jacobson at 9th Floor, Gloucester Tower, The Landmark, 15 Queen's Road Central, Hong Kong; and
- the offices of the Sponsor at 46th Floor, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong.

In addition, electronic copies of the Listing Document will be disseminated through:

- the website of the Company at <http://www.soundglobal.com.sg>;
- the website of the Stock Exchange at <http://www.hkexnews.hk>; and
- the website of the SGX-ST at <http://www.sgx.com>.

## **BRIDGING ARRANGEMENTS**

In connection with the Introduction, Morgan Stanley and/or its affiliates have been appointed as bridging dealer and intend to implement the bridging arrangements described in the paragraph headed “Bridging Arrangements” in the section headed “Listings, Registration, Dealings and Settlement” of the Listing Document. The bridging arrangements are intended to facilitate the migration of Shares to the Hong Kong Branch Share Register from the Singapore Principal Share Register in order for an open market in Shares to develop in Hong Kong following the Introduction. Such arbitrage activities are expected to contribute to the liquidity of trading in the Shares on the Hong Kong market upon the Introduction as well as to reduce potential material divergence between the Share price on the Hong Kong and the Singapore markets.

The Bridging Dealer will set up a designated dealer identity number solely for the purposes of carrying out arbitrage trades in Hong Kong, in order to ensure identification and thereby enhance transparency of such trades on the Hong Kong market. Once the designated dealer identity number is available and in any event not later than three Business Days before the first day of the Introduction, the Bridging Dealer will notify the Company of its designated dealer identity number. Such information will then be posted by the Company on the website of the Company, and disclosed by way of an announcement on both the Stock Exchange and SGX-ST.

The Company will, as soon as practicable and in any event before the opening of trading hours on the Business Day immediately before the first day of Listing, release an announcement on the Stock Exchange and the SGX-ST to inform the investing public of the following information as at the latest practicable date prior to such announcement:

- the number of Shares in respect of which the Singapore Principal Registrar has received instructions from Shareholders for the transfer of such Shares to the Hong Kong Branch Share Register (whether under the Batch-Transfers arrangements or otherwise); and
- the total number of Shares which have been registered on the Hong Kong Branch Share Register.

Prospective investors should refer to the paragraph headed “Bridging Arrangements” in the section headed “Listings, Registration, Dealings and Settlement” of the Listing Document for further details, and should refer to the associated risk factors set out in the section headed “Risk Factors” of the Listing Document.

## **INVESTOR EDUCATION**

Prior to the Introduction, the Company and the Sponsor will cooperate to give the investor community in Hong Kong general information about our Company, as well as information about the developments and/or changes to the bridging arrangements as disclosed in the Listing Document. After the Introduction has taken place, the Company and the Sponsor may continue to take measures to educate the public.

In particular, information, including the Company's previous day closing price, trading volume and other relevant historical data will be disclosed on the website of the Company. Furthermore, for three Business Days prior to the commencement of dealings in the Shares on the Stock Exchange, a daily announcement will be released on the Stock Exchange and the SGX-ST, disclosing the Company's previous day closing price on the SGX-ST, as well as any relevant developments and updates with regard to the bridging arrangements.

Real-time trading information in respect of the Shares can be obtained from the following sources:

- the website of SGX-ST at [http://www.sgx.com/wps/portal/marketplace/mp-en/prices\\_indices\\_statistics/securities/stocks](http://www.sgx.com/wps/portal/marketplace/mp-en/prices_indices_statistics/securities/stocks), at no cost; or
- through service providers that provide such facilities at investors' own expense. Such service will be provided on and subject to the terms and conditions of the relevant service provider.

This announcement is available for viewing on the website of the Company at [www.soundglobal.com.sg](http://www.soundglobal.com.sg) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

By Order of the Board  
**Wen Yibo**  
Chairman

Hong Kong, September 24, 2010

*As of the date of this announcement, the executive Directors are Wen Yibo, Li Li, Yan Xiaolei and Zhang Baolin; and the independent non-executive Directors are Fu Tao, Seow Han Chiang Winston and Wong See Meng.*

\* *For identification purposes only*

*Please also refer to the published version of this announcement in **South China Morning Post**.*