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SCMP Group Limited

南華早報集團有限公司 *

(Incorporated in Bermuda with limited liability) (Stock Code: 583)

UNUSUAL PRICE AND TRADING MOVEMENTS RULE 13.10 ENQUIRY INSIDE INFORMATION AND RESUMPTION OF TRADING

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board of directors (the “Board”) of SCMP Group Limited (the “Company”, together with its subsidiaries, the “Group”) has noted the recent increases in the price and trading volume of the shares of the Company.

Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that, save as set out below, it is not aware of any reasons for such price and/or volume movements or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (“SFO”):

- (i) As announced in the Company’s announcement dated 7 February 2013, Kerry Media Limited had, on 7 February 2013, exercised its rights under the option agreements by giving notices to the grantees to require them to exercise the options in full in respect of 225,000,000 shares of the Company. As indicated by the Stock Exchange, assuming there are no other changes to the shareholding structure, the Company’s percentage of public float will be regarded as having fallen to approximately 10.5871% on the Final Return Date (as defined in the said announcement) and the Company is required to suspend trading in the shares of the Company on 26 February 2013 until the minimum public float is restored; and
- (ii) The Group is currently in negotiation with third parties regarding possible acquisition of a group of media companies in Hong Kong (the “Possible Acquisition”) which, if materialized, may constitute a discloseable transaction for the Company under Chapter 14 of the Rules Governing the Listing of Securities on the Stock Exchange (the “Listing Rules”). As at the issue of this announcement, only a non-binding term sheet has been entered into by the Group for the Possible

Acquisition and no other agreement (whether binding or non-binding) has been entered into by the Group.

The Company will make further announcement(s) as and when appropriate pursuant to the requirements under the Listing Rules and the SFO.

The Group has also been looking at and evaluating different potential investment opportunities and/or strategic options from time to time.

Shareholders and/or potential investors of the Company should note that the Possible Acquisition may or may not materialize and accordingly are advised to take note when dealing in the shares of the Company.

Resumption of Trading

At the request of the Company, trading in the shares of the Company on the Stock Exchange has been halted with effect from 1:00 p.m. on Monday, 18 February 2013 pending the release of this announcement. An application has been made to the Stock Exchange for the resumption of trading in the shares of the Company on the Stock Exchange with effect from 9:00 a.m. on Tuesday, 19 February 2013.

Made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this announcement.

By Order of the Board
SCMP Group Limited
Vera Leung
Company Secretary

Hong Kong, 18 February 2013

As at the date hereof, the Board comprises:

Non-executive Directors

Dr. David J. Pang (Chairman), Mr. Roberto V. Ongpin (Deputy Chairman)
and Tan Sri Dr. Khoo Kay Peng

Independent Non-executive Directors

Mr. Ronald J. Arculli, Dr. Fred Hu Zu Liu, Dr. the Hon. Sir David Li Kwok Po
and Mr. Wong Kai Man

Executive Director

Ms. Kuok Hui Kwong

** For identification purpose only*