



A8 New Media Group Limited

A8 新媒體集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock code 股票代號: 800)

NOTIFICATION LETTER 通知信函

1 September 2014

Dear Shareholder ^(Note 1),

A8 New Media Group Limited (the "Company")
- Notice of Publication of Interim Report 2014 (the "Current Corporate Communications")

The English and Chinese versions of the Company's Current Corporate Communications are available on the Company's website at ir.a8.com and the HKExnews's website at www.hkexnews.hk. You may access the Current Corporate Communications by clicking "Investor Relationships" on the home page of our website, then selecting "Financial Reports" for the Interim Report 2014, and viewing them require Adobe® Reader® or browsing through the HKExnews's website.

You may at any time choose to receive free of charge the Corporate Communications ^(Note 2) either in printed form in both Chinese and English versions or in Chinese version only or in English version only, or read the website version, notwithstanding any wish to the contrary you have previously conveyed to the Company. If you wish to receive printed version of the Current Corporate Communications, please complete the request form (the "Request Form") on the reverse side and send it to the Company c/o Computershare Hong Kong Investor Services Limited (the "Hong Kong Share Registrar"), using the mailing label at the bottom of the Request Form (if you post in Hong Kong). Otherwise, please affix an appropriate stamp. The address of the Hong Kong Share Registrar is Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. The Request Form may also be downloaded from the Company's website at ir.a8.com or the HKExnews's website at www.hkexnews.hk.

If you would like to change your choice of language or means of receipt of the Company's Corporate Communications in the future, please write or send an email to the Company c/o the Hong Kong Share Registrar at a8.ecom@computershare.com.hk. Even if you have chosen (or are deemed to have consented) to receive the website version of all future Corporate Communications but for any reason you have difficulty in receiving or gaining access to the website version of the Current Corporate Communications, the Company will promptly upon your request send the Current Corporate Communications to you in printed form free of charge.

Should you have any queries relating to any of the above matters, please call the Company's telephone enquiry hotline at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding public holidays or send an email to a8.ecom@computershare.com.hk.

Yours faithfully,
For and on behalf of
A8 New Media Group Limited
Liu Xiaosong
Chairman & Executive Director

Note 1: This letter is being sent to the registered shareholders of the Company, whose names appear on the register of members of the Company. If you have sold or transferred all your shares in the Company, please disregard this letter and the Request Form on its reverse side.

Note 2: Corporate Communications (the "Corporate Communications") of the Company refers to any document issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位股東 ^(附註 1) :

A8新媒體集團有限公司(「本公司」)
- 中期報告 2014(「本次公司通訊文件」)之發佈通知

本公司的本次公司通訊文件中、英文版本已上載於本公司網站 ir.a8.com 及香港交易所披露易網站 www.hkexnews.hk, 歡迎瀏覽。請在本公司網站主頁按「投資者關係」一項, 再在項下選擇「業績報告」以瀏覽中期報告 2014, 並使用 Adobe® Reader® 開啟或在香港交易所披露易網站瀏覽有關文件。

儘管閣下早前曾向本公司作出公司通訊文件 ^(附註 2) 語言版本或收取方式的選擇, 但仍可以隨時更改有關選擇, 轉為收取中、英文印刷本、僅收取中文印刷本、僅收取英文印刷本或以網上方式收取, 費用全免。如閣下欲收取本次公司通訊文件之印刷本, 請閣下填妥在本函背面的申請表格(「申請表格」), 並使用申請表格下方的郵寄標籤寄回(如在香港投寄); 否則, 請貼上適當的郵票。申請表格請寄回本公司經香港中央證券登記有限公司(「香港證券登記處」), 地址為香港灣仔皇后大道東 183 號合和中心 17 樓 1712 至 1716 號舖。申請表格亦可於本公司網站 ir.a8.com 或香港交易所披露易網站 www.hkexnews.hk 內下載。

如欲選擇有別於閣下所選擇的本公司公司通訊文件之語言版本或收取方式, 請以書面或以電郵方式 a8.ecom@computershare.com.hk 送交到本公司經香港證券登記處, 以更改日後收取公司通訊文件之語言版本或收取方式之選擇。即使閣下已選擇(或被視為已同意選擇)收取日後公司通訊文件之網上版本, 但因任何理由以致在收取或閱覽本次公司通訊文件之網上版本時出現困難, 本公司將在閣下提出要求後立即免費向閣下寄上本次公司通訊文件的印刷本。

如閣下對本函內容有任何疑問, 請致電本公司電話查詢熱線(852) 2862 8688, 辦公時間為星期一至五(公眾假期除外)上午 9 時正至下午 6 時正或電郵到 a8.ecom@computershare.com.hk。

代表
A8 新媒體集團有限公司
主席兼執行董事
劉曉松
謹啓

二零一四年九月一日

附註 1: 本函收件對象為本公司登記股東。該等人士的姓名載列於本公司股東名冊上。如果閣下已出售或轉讓全部所持有的本公司股份, 則無需要理會本函件及其背面的申請表格。

附註 2: 本公司公司通訊文件(「公司通訊文件」)指本公司發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件, 其中包括但不限於: (a)董事會報告、年度財務報表連同核數師報告及財務摘要報告(如適用); (b)中期報告及中期摘要報告(如適用); (c)會議通告; (d)上市文件; (e)通函; 及 (f)代表委任表格。

ADMH-01092014-1(0)

Request Form 申請表格

To: A8 New Media Group Limited (the “Company”)
(Stock code: 800)
c/o Computershare Hong Kong Investor Services Limited
(the “Hong Kong Share Registrar”)
17M Floor, Hopewell Centre,
183 Queen’s Road East,
Wanchai, Hong Kong

致: A8 新媒體集團有限公司 (「本公司」)
(股票代號: 800)
經香港中央證券登記有限公司
(「香港證券登記處」)
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the **CURRENT** Corporate Communications* of the Company in the manner as indicated below:
本人/我們現在希望以下列方式收取本公司**本次**公司通訊文件:

(Please mark **ONLY ONE (X)** of the following boxes)
(請從下列選擇中, 僅在其中一個空格內劃上「X」號)

- to receive a printed copy of the Current Corporate Communications in both English and Chinese versions ; **OR**
收取本次公司通訊文件之中、英文印刷本; **或**
- to receive a printed copy of the Current Corporate Communications in English version only; **OR**
僅收取本次公司通訊文件之英文印刷本; **或**
- to receive a printed copy of the Current Corporate Communications in Chinese version only.
僅收取本次公司通訊文件之中文印刷本。

Name(s) of Registered Shareholder(s)[#]
登記股東姓名[#]

Signature
簽名

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Address[#]
地址[#]

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Contact telephone number
聯絡電話號碼

Date
日期

[#]You are required to fill in the details if you download this Request Form from the Company’s Website. 假如你從本公司網站下載本申請表格, 請必須填上有關資料。

Notes 附註:

- Please complete all your details clearly.
請閣下清楚填妥所有資料。
- If your shares are held in joint names, the registered shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign this Request Form in order for it to be valid.
如屬聯名登記股東, 則本申請表格須由該名於本公司股東名冊上就聯名持有股份其姓名位列首位的登記股東簽署, 方為有效。
- Any form with more than one box marked (X), with no box marked (X), with no signature or otherwise incorrectly completed shall be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確, 則本表格將會作廢。
- The above instruction will apply to the **CURRENT** Corporate Communications of the Company to be sent to you until you notify the Company c/o the Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, to the contrary or unless you have at anytime ceased to have any shareholding in the Company.
上述指示適用於本公司**本次**發送予閣下之公司通訊文件, 直至閣下通知本公司經香港證券登記處香港中央證券登記有限公司另外之安排或閣下在任何時候停止持有本公司的任何股份。
- For the avoidance of doubt, we do not accept any special instructions written on this Request Form.
為免存疑, 任何寫在本申請表格上的額外指示, 本公司將不予接受。

ADMH-01092014-100

*The current corporate communications of the Company (the “Current Corporate Communications”) refers to the Interim Report 2014 of the Company.

*本申請表格所提及之本公司本次公司通訊文件(「本次公司通訊文件」)指中期報告2014。

郵寄標籤 MAILING LABEL

閣下寄回此申請表格時, 請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope
to return this Request Form to us.
No postage stamp is necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong