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XINHUA NEWS MEDIA HOLDINGS LIMITED

新華通訊頻媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 309)

Placing Agent

MasterLink Securities (Hong Kong) Corporation Limited

SUPPLEMENTAL ANNOUNCEMENT

Reference is made to the announcement of Xinhua News Media Holdings Limited (the "**Company**") dated 1 September 2014 in relation to the Placing of new Shares under General Mandate (the "**Announcement**"). Unless the context requires otherwise, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

In relation to the Placing, the Board would like to inform the Shareholders the following changes and provide additional information.

Fulfilment of conditions precedent

On 2 September 2014 (after trading hours), the Company entered into a supplemental agreement to the Placing Agreement with the Placing Agent whereby the parties agreed to change the long stop date for fulfilment of the conditions precedent under the Placing Agreement from 30 September 2014, as originally disclosed in the Announcement, to 15 September 2014. The Company shall use its best endeavours to procure the fulfilment of the conditions and in the event the conditions are not fulfilled by 15 September 2014 (or such later date as may be agreed between the Company and the Placing Agent), all rights, obligations and liabilities of the parties thereunder in relation to the Placing shall cease and determine and the Placing Agent shall be released from all obligations pursuant to the Placing Agreement and none of the parties shall have any claim against the others in respect of the Placing save for any antecedent breach.

Placing Price

The Board would like to further provide that the Placing Price of HK$0.325 per Share represents:

(i) a discount of approximately 9.72% to the closing price of HK$0.36 per Share as quoted on the Stock Exchange on 1 September 2014, being the date of the Placing Agreement;

(ii) a discount of approximately 7.93% to the average closing price of approximately HK$0.353 per Share as quoted on the Stock Exchange for the five consecutive trading days up to and including 1 September 2014, being the date of the Placing Agreement; and

(iii) a discount of approximately 7.14% to the average closing price of HK$0.35 per Share as quoted on the Stock Exchange in the five trading days immediately prior to the date of the Placing Agreement.

On behalf of the Board
Xinhua News Media Holdings Limited
Ju Mengjun
Co-chairman

Hong Kong, 2 September 2014

As at the date of this announcement, the Board comprises six executive directors, namely, Mr. Ju Mengjun, Dr. Lo Kou Hong, Mr. Yu Guang, Mr. David Wei Ji, Mr. Chang Yong and Mr. Yan Liang; and four independent non-executive directors, namely, Mr. Xu Rong, Mr. Tang Binfeng, Mr. Wang Qi and Mr. Tsang Chi Hon.