

保利文化集團股份有限公司

POLY CULTURE GROUP CORPORATION LIMITED

(a joint stock limited company incorporated in the People's Republic of China with limited liability)
(於中華人民共和國註冊成立的股份有限公司)

Stock Code 股份代號: 3636

NOTIFICATION LETTER 通知信函

30 September 2014

Dear Registered Holder,

Poly Culture Group Corporation Limited (the "Company")
- Notice of Publication of 2014 Interim Report (the "Current Corporate Communication")

The English and Chinese versions of the Current Corporate Communication of the Company are available on the Company's website at www.polyculture.com.cn and The Stock Exchange of Hong Kong Limited's website at www.hkexnews.hk (the "HKEx website"). You may visit our website or the HKEx website to view and/or download those documents. If you have elected to receive the Corporate Communications ^(Note) in printed form, the printed version of the Current Corporate Communication in your selected language(s) is enclosed.

If you (i) have not received a printed version of the Current Corporate Communication and wish to receive one; (ii) want to receive a printed version of the Current Corporate Communication in the alternative language to that which you have received; and/or (iii) want to change your choice of English or Chinese language(s) or means of receiving all future Corporate Communications even if you have elected (or are deemed to have elected) to receive all future Corporate Communications by website, please complete and sign the change request form (the "Change Request Form") on the reverse side of this letter and return it to the Company c/o the Company's H Share Registrar, Computershare Hong Kong Investor Services Limited (the "H Share Registrar") at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong by using the mailing label at the bottom of the Change Request Form (a stamp is not needed if posted in Hong Kong) or by hand delivery. You may also send your request (specifying your name, address and request) via email to polyculture.ecom@computershare.com.hk or write to the H Share Registrar. The Company will upon your request send the Corporate Communications to you in printed form free of charge.

Should you have any queries in relation to this letter, please call the Company's telephone hotline at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Monday to Friday, excluding Hong Kong public holidays or send an email to polyculture.ecom@computershare.com.hk.

By order of the Board of Directors
Poly Culture Group Corporation Limited
Chen Hongsheng
Chairman

Note: Corporate Communication(s) refers to any documents issued or to be issued by the Company for the information or action of holders of any of its securities as defined in Rule 1.01 of the Listing Rules, including but not limited to (a) the annual report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; (f) a proxy form; and (g) a reply slip.

各位登記持有人:

保利文化集團股份有限公司 (「本公司」)
- 2014 年中期報告 (「本次公司通訊」) 之刊發通知

本公司之本次公司通訊的中、英文版本已登載於本公司網站www.polyculture.com.cn及香港聯合交易所有限公司網站www.hkexnews.hk(「聯交所網站」), 請瀏覽本公司網站或聯交所網站以閱覽及/或下載有關文件。如閣下已選擇收取公司通訊^(附註)的印刷本, 隨本函附奉閣下所選擇之語言版本的本次公司通訊的印刷本。

如閣下(i)沒有收取本次公司通訊之印刷本, 但希望收取該文件之印刷本; (ii)希望收取提供給閣下之本次公司通訊之印刷本的另一種語言編製的版本; 及/或(iii)希望更改收取所有日後刊發之公司通訊的中文或英文語言版本或收取方式的選擇縱使閣下已選擇(或被視作選擇)透過網站閱覽日後刊發之公司通訊, 請填妥在本函背面的變更申請表格(「變更申請表格」), 並使用隨附之郵寄標籤(如在香港投寄則無須貼上郵票)將填妥及簽署後的變更申請表格寄回, 或親手交回本公司H股股份過戶登記處香港中央證券登記有限公司(「H股股份過戶登記處」)以轉交本公司。H股股份過戶登記處地址為香港灣仔皇后大道東183號合和中心17M樓。閣下同時亦可將申請(註明閣下的姓名、地址及要求)以電郵方式發送到polyculture.ecom@computershare.com.hk或以書面方式通知H股股份過戶登記處。本公司將應閣下要求發送所要求的公司通訊的印刷本予閣下, 費用全免。

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

承董事會命
保利文化集團股份有限公司
陳洪生
董事長

2014 年 9 月 30 日

附註: 公司通訊乃指本公司已發出或將予發出上市規則第 1.01 條項下以供其任何證券的持有人參照或採取行動的任何文件, 包括但不限於: (a) 年度報告; (b) 中期報告; (c) 會議通告; (d) 上市文件; (e) 通函; (f) 委任代表表格; 及(g) 回執。

CHANGE REQUEST FORM 變更申請表格

To: Poly Culture Group Corporation Limited (the “Company”)
(Stock Code: 3636)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre,
183 Queen’s Road East, Wanchai, Hong Kong

致: 保利文化集團股份有限公司 (「公司」)
(股份代號: 3636)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

(A) To receive printed versions of the Current Corporate Communication
(甲) 收取本次公司通訊的印刷本

I/We have chosen to read the Current Corporate Communication posted on the Company’s website or have already received a printed copy of the document in Chinese or in English but would like to receive:
本人／我們已選擇閱覽刊登於公司網站的本次公司通訊或已收取文件的中文或英文印刷本，惟欲收取：

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

- ☐ the **printed English version** of the above document
上述文件的**英文印刷本**；OR 或
- ☐ the **printed Chinese version** of the above document
上述文件的**中文印刷本**；OR 或
- ☐ both the **printed English and Chinese versions** of the above document
上述文件的**英文及中文印刷本**。

(B) To change the choice of language or means of receiving all future Corporate Communications
(乙) 更改選取所有日後刊發的公司通訊之語言版本或收取方式

I/We would like to receive all future Corporate Communications of the Company:
本人／我們欲以下列方式收取公司所有日後刊發的公司通訊：

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

- ☐ by electronic means through the Company’s website (www.polyculture.com.cn) (instead of in printed form) with a notification letter mailed to my/our address when printed copies of the relevant Corporate Communications are published; OR
透過公司網站(www.polyculture.com.cn)以電子方式收取（代替印刷本），並在有關公司通訊印刷本刊發時郵寄通知信函至本人／我們的地址；或
- ☐ the **printed English version** of the Corporate Communications
公司通訊的**英文印刷本**；OR 或
- ☐ the **printed Chinese version** of the Corporate Communications
公司通訊的**中文印刷本**；OR 或
- ☐ both the **printed English and Chinese versions** of the Corporate Communications
公司通訊的**英文及中文印刷本**。

Signature:
簽名:

Contact telephone number:
聯絡電話號碼:

Date:
日期:

Notes 附註:

- Unless otherwise defined herein, terms used in this Change Request Form shall bear the same meanings as those defined in the letter to Shareholder(s) dated 30 September 2014.
除本文另有界定外，本變更申請表格中所用詞彙與日期為 2014 年 9 月 30 日致股東之函件所界定者具有相同涵義。
- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- Any form with more than one box marked “X”, with no box marked “X”, with no signature or otherwise incorrectly completed will 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。
- For the avoidance of doubt, we do not accept any special instructions given on this Change Request Form.
為免存疑，任何在本變更申請表上作出的特別指示，公司將不予處理。

* Corporate Communications include but are not limited to (a) an annual report; (b) an interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; (f) a proxy form; and (g) a reply slip.

* 公司通訊包括但不限於：(a) 年度報告；(b) 中期報告；(c) 會議通告；(d) 上市文件；(e) 通函；(f) 委任代表表格；及(g) 回執。

PCUH-30092014-1(0)

郵寄標籤 MAILING LABEL

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

閣下寄回此變更申請表格時，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 it on the envelope
to return this Change Request Form to us.
No postage stamp necessary if posted in Hong Kong.