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新傳媒集團控股有限公司
NEW MEDIA GROUP HOLDINGS LIMITED
(Incorporated in Hong Kong with limited liability)
(Stock Code: 708)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made by New Media Group Holdings Limited (the “**Company**”) at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and pursuant to Rule 13.10 of the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”).

The board (the “**Board**”) of directors (“**Directors**”) of the Company 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 the announcement jointly published by the Company and Evergrande Real Estate Group Limited on 14 November 2014 in relation to a possible transaction pursuant to Rule 3.7 of the Takeovers Code and certain inside information with respect to the Company, it is not aware of any reasons for these 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. The discussion regarding the possible transaction is still ongoing and may or may not lead to definitive agreement. **Shareholders of the Company and potential investors should note that the possible transaction may or may not proceed and are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by the order of the Board. The Directors collectively and individually accepts responsibility for the accuracy of this announcement.

By order of the Board
New Media Group Holdings Limited
Percy Hughes Shirley
Executive Director & Chief Executive Officer

Hong Kong, 21 November 2014

As at the date hereof, the Board comprises :

Executive Directors:

Ms. Percy Hughes, Shirley
Mr. Lee Che Keung, Danny
Mr. Wong Chi Fai
Ms. Fan Man Seung, Vanessa

Independent Non-executive Directors:

Ms. Hui Wai Man, Shirley
Ms. Kwan Shin Luen, Susanna
Ms. Chan Sim Ling, Irene