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SOUND GLOBAL LTD.

桑德國際有限公司*

(Incorporated in the Republic of Singapore with limited liability)

(Company Registration Number 200515422C)

(Hong Kong Stock Code: 00967)

DELAY IN DESPATCH OF CIRCULAR

Reference is made to the announcement (the “Announcement”) of Sound Global Ltd. (the “Company”) dated 18 September 2014 in relation to, among other things, the Subscription Agreement, which constitutes a connected transaction of the Company under the Listing Rules, and the 2nd Sale and Purchase Agreement, which constitutes a connected and discloseable transaction of the Company under the Listing Rules. Unless otherwise stated, capitalized terms used herein shall have the same meanings as ascribed thereto in the Announcement.

The Company later announced, on 21 October 2014 and 7 November 2014, to postpone the date of despatch of the circular (the “Circular”), containing, among other matters, further details on the Subscription Agreement and the 2nd Sale and Purchase Agreement, to on or before 7 November 2014 and 28 November 2014 respectively.

As more time is required for the Company to prepare and finalize the information to be included in the Circular, the date of despatch of the Circular is expected to be further postponed to on or before 3 December 2014.

By Order of the Board
Wen Yibo
Chairman

Hong Kong, 28 November 2014

As of the date of this announcement, the executive Directors are Wen Yibo, Zhang Jingzhi, Wang Kai, Luo Liyang and Jiang Anping; and the independent non-executive Directors are Fu Tao, Seow Han Chiang Winston and Wong See Meng.

** For identification purposes only*