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APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Yu Yongfu has been appointed as non-executive director of the Company, with effect from August 27, 2016.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board of directors (the “Board”) of the Alibaba Pictures Group Limited (the “Company”) is pleased to announce that Mr. Yu Yongfu (“Mr. Yu”) has been appointed as non-executive director of the Company, with effect from August 27, 2016. The biographical details of Mr. Yu are as follows:

Mr. Yu, aged 40, a partner of Alibaba Group Holding Limited (“Alibaba Group”) since December 2015, has served as president of mobile Internet division of Alibaba Group since May 2015. He has also served as committee leader, with overall leadership and management responsibility for the digital media and entertainment matrix of Alibaba Group from June 2016. Prior to his current positions, Mr. Yu served as president of UCWeb after he joined Alibaba Group in June 2014 and president of AutoNavi from March 2015. From May 2015 to June 2016, he was also president of Alimama. From 2006 to June 2014, he was chairman and chief executive officer of UCWeb before it became a wholly-owned subsidiary of Alibaba Group. Prior to that, he was a vice president and associate with Legend Capital from 2001 to 2006.

Mr. Yu also serves as an independent director and a member of the audit committee of Xunlei Limited, a NASDAQ-listed company. He received a bachelor's degree in business administration from Nankai University.

Save as disclosed above, Mr. Yu has not held any directorships in any other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years, nor has he held any other major appointments and professional qualifications.

Mr. Yu will enter into an appointment letter with the Company for a term of one year and the term of his service shall be automatically renewed for successive one-year term or until terminated in accordance with the appointment letter. Mr. Yu will hold office until the first general meeting of the Company after his appointment and be subject to re-election at this meeting in accordance with the Bye-laws of the Company. Mr. Yu will not receive remuneration for his position as non-executive director of the Company.

Except the relationship with Alibaba Group, the controlling shareholder (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) of the Company, as disclosed above, as at the date of this announcement, Mr. Yu does not have any relationship with any directors, senior management or substantial shareholder(s) (as defined in the Listing Rules) of the Company, and he does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Saved as disclosed above, there is no other information relating to Mr. Yu’s appointment that is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Mr. Yu to the Board.

OTHER INFORMATION

Pursuant to Rule 3.10A of the Listing Rules, the number of independent non-executive directors of a listed issuer must represent at least one-third of the Board. Following the appointment of Mr. Yu with effect from August 27, 2016, the number of independent non-executive directors of the Company falls below one-third of the Board as required under Rule 3.10A of the Listing Rules. The Company will take appropriate actions to enable the number of the independent non-executive directors representing at least one-third of the Board within three months from the effective date of Mr. Yu’s appointment. The Company will make further announcement(s) in due course.

On behalf of the Board
Alibaba Pictures Group Limited
Shao Xiaofeng
Chairman

Hong Kong, August 26, 2016

As at the date of this announcement, the board of directors of the Company comprises Mr. Shao Xiaofeng, Mr. Zhang Qiang, Mr. Deng Kangming, Ms. Zhang Wei and Mr. Fan Luyuan, being the executive directors; Mr. Li Lian Jie, being the non-executive director; and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen, being the independent non-executive directors.