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## **MODERN MEDIA HOLDINGS LIMITED**

**現代傳播控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 72)**

### **VOLUNTARY ANNOUNCEMENT APPOINTMENT OF CHIEF CONTENT OFFICER**

This is a voluntary announcement made by Modern Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The board of directors of the Company (the “**Board**”) announces that Mr. Shao Zhong (“**Mr. Shao**”), the founder of the Group, the chairman of the Board and an executive director of the Company, was appointed as the chief content officer of the Group with effect from 8 February 2017. In recent years, following the rapid development of the mobile Internet, content marketing has become the core means for media companies to promote the growth of demand for user-content. In light of such development, the Group has further developed its business from being a printed media publisher to a content provider. In order to further promote the integration and planning of content resources of the Group and the innovation management of content marketing, the Group has set up the position of chief content officer to promote content resources planning and integration, to form and manage specialised content marketing team, and to enhance innovation and management of content marketing in order to benefit the Group’s audience in various media forms. Given Mr. Shao’s extensive experience in the traditional media industry and his continuous dedication on the innovation and development of the new media industry, the Company considers that Mr. Shao to be most suitable to assume the said position for the furtherance of the Group’s digital business. Following the said appointment, Mr. Shao will continue to focus on strategic planning, development and expansion of the new media business, and in particular, devoting greater effort and attention to the digital media and television production segment.

By Order of the Board  
**Modern Media Holdings Limited**  
**Shao Zhong**  
*Chairman and Executive Director*

Hong Kong, 8 February 2017

*As at the date of this announcement, the Board comprises the following members: (a) as executive directors, Mr. SHAO Zhong, Mr. WONG Shing Fat, Mr. MOK Chun Ho, Neil, Ms. YANG Ying, Mr. LI Jian and Mr. DEROCHE Alain; (b) as non-executive director, Dr. CHENG Chi Kong; (c) as independent non-executive directors, Mr. JIANG Nanchun, Mr. WANG Shi, Mr. AU-YEUNG Kwong Wah and Dr. GAO Hao.*