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CINDERELLA MEDIA GROUP LIMITED

先傳媒集團有限公司*

(continued in Bermuda with limited liability)

(Stock code: 550)

NOTICE OF BOARD MEETING

The board of Directors (the “**Board**”) of Cinderella Media Group Limited (the “**Company**”) hereby announces that a meeting of the Board will be held on Wednesday, 30 August 2017 to consider and approve, among others, the unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2017 and the payment of interim dividend (if any).

By order of the Board

CINDERELLA MEDIA GROUP LIMITED

Tsang Hing Bun

Executive Director

Hong Kong, 16 August 2017

As at the date of this announcement, the Board comprises Mr. Liu Gary Wei (Chief Executive Officer) and Mr. Tsang Hing Bun as executive Directors; Mr. Chen Jiarong (Chairman), Mr. Yiu Yu Cheung and Mr. Leung Siu Kee as non-executive Directors; and Mr. Chan Siu Lun, Mr. William Keith Jacobsen and Mr. Chan Chiu Hung, Alex, as independent non-executive Directors.

**for identification purpose only*