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QIN JIA YUAN MEDIA SERVICES COMPANY LIMITED

勤 + 緣 媒 體 服 務 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2366)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that it is expected that the Group is likely to record a loss for the fifteen months ended 31 December 2012 as compared to the profit of HK\$54,468,000 for the year ended 30 September 2011.

This profit warning announcement is made based on the preliminary assessment by the management of the Company based on the latest management accounts of the Group.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Qin Jia Yuan Media Services Company Limited (the “**Company**” together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 (2) of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (the “**SFO**”) (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that it is expected that the Group is likely to record a loss for the fifteen months ended 31 December 2012 as compared to the profit of HK\$54,468,000 for the year ended 30 September 2011. The expected loss was mainly attributable to the (i) one-off financial impact from the early redemption of the interest bearing convertible bonds in the aggregate principal amount of HK\$90,669,693 due 2015 issued by the Company to First Media Holdings, Ltd., comprising effective interest of approximately HK\$50 million in accordance with Hong

Kong Accounting Standard 32 and 39, which will not have any cashflow impact, and early redemption premium of approximately HK\$10 million (as disclosed in the Company's interim report for the nine months ended 30 June 2012); (ii) decrease in turnover of approximately HK\$250 million; and (iii) potential impairment of certain aged trade and other receivables which is mainly related to advertising business that would not be further developed and of certain aged airtime payments paid to PRC television channels, the amount of the impairment is to be further ascertained.

This profit warning announcement is made based on the preliminary assessment by the management of the Company based on the latest management accounts of the Group and other information currently available to the Company, which have not yet been confirmed or audited by the Company's auditors. As announced on 30 April 2012, the financial year end date of the Company had been changed from 30 September to 31 December. Details of the audited consolidated results for the fifteen months ended 31 December 2012 will be published on the website of the Stock Exchange and the Company, respectively, in March 2013.

Shareholders and potential investors are advised to exercise caution in dealing in the shares of the Company.

By order of the Board
Qin Jia Yuan Media Services Company Limited
LAI Tsz Wah
Executive Director & Chief Executive Officer

Hong Kong, 8 February 2013

As at the date of this announcement, the Board consists of two executive Directors: Mr. LAI Tsz Wah (Chief Executive Officer) and Mr. GUO Hong; three non-executive Directors: Dr. LEUNG Anita Fung Yee Maria (Chairman), Mr. Peter Alphonse ZALDIVAR (with Mr. LAM Haw Shun, Dennis, JP as his alternate Director) and Dr. LIN Junbo; and three independent non-executive Directors: Ms. SZETO Wai Ling, Virginia, Mr. FUNG Ho Leung, Arthur and Mr. YEUNG Chung Hang, Patrick.