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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)

INSIDE INFORMATION — PROFIT WARNING

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

The Board wishes to inform the shareholders of the Company and potential investors that based on information currently available in the unaudited consolidated management accounts of the Group for the five months ended 31 May 2013, the Group's revenue experienced a drop as compared with that for the same period in 2012.

The information contained in this announcement is only based on the preliminary assessment by the Company's management according to the unaudited consolidated management accounts of the Group and such information is not finalized or has not been audited nor reviewed by the Company's auditor.

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

This announcement is made by Modern Media Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that after the review of the unaudited consolidated management accounts of the Group for the five months ended 31 May 2013, the Group's revenue and net profit experienced a drop as compared with that for the same period in 2012. Based on the information currently available to the Company, the decrease in revenue and net profit was mainly attributable to the slowdown in the pace of economic growth in China which led to the decrease in advertising placement by customers on print media. Also, as for long-term development, the Group increased the investment in new media business

development in the first-half of the year. The Company expects the revenue for the six months ending 30 June 2013 will be affected by the above factors, which will have adverse impact on the Group's operating profits. Despite the above, the Board considers that generally the financial position, liquidity and the business operations of the Group remain stable and healthy as at the date of announcement.

The information contained in this announcement is only based on the preliminary assessment by the Company's management according to the unaudited consolidated management accounts of the Group and such information is not finalized or has not been audited nor reviewed by the Company's auditor. The detailed financial information of the Group in respect of the first half of 2013 shall be disclosed in the interim results announcement of the Group for the six months ended 30 June 2013, which is expected to be announced by the Company in around mid August 2013.

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

By order of the Board
Modern Media Holdings Limited
Shao Zhong
Chairman

Hong Kong, 11 June 2013

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, Mr. Li Jian and Mr. Cui Jianfeng; (b) as non-executive director, Mr. Cheng Chi Kong; (c) as independent non-executive directors, Mr. Jiang Nanchun, Mr. Wang Shi, Mr. Au-Yeung Kwong Wah and Mr. Mao Xiaofeng.