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XINHUA NEWS MEDIA HOLDINGS LIMITED

新華通訊頻媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 309)

PROFIT WARNING

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

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that based on the unaudited consolidated management accounts of the Group, the Group is expected to record a loss from continuing operations for the year ended 31 March 2013 which is significantly higher as compared to that recorded by the Group for the year ended 31 March 2012. The increase in loss is mainly attributable to the impairment of the intangible asset in relation to the granting of the free right (“Free Right”) owned under the television screen broadcast business (non-cash expenses). It has come to the Board’s attention that the carrying amount of the Free Right may not be fully recoverable in view of the development of the television screen broadcast business has not turned out as expected.

The information contained in this announcement is only a preliminary assessment by the Group based on the management accounts for the year ended 31 March 2013, which are under review and audit by the independent auditors of the Company. The audited annual results of the Group for the year 31 March 2013 are expected to be published on 28 June 2013.

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

On behalf of the Board

Xinhua News Media Holdings Limited

Kwong Yin Ping, Yvonne

Company Secretary

Hong Kong, 24 June 2013

As at the date of this announcement, the Board comprises seven executive directors, namely, Mr. Ju Mengjun, Dr. Lo Kou Hong, Mr. Mao Hongcheng, Mr. Chang Loong Cheong, Mr. Meng Jin, Mr. Shi Guoxiong and Mr. Zhou Guanghe; and four independent non-executive directors, namely, Mr. Xu Rong, Ms. Xu Zhijuan, Mr. Tang Binfeng and Mr. Wang Qi.