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CHINA OUTDOOR MEDIA GROUP LIMITED

中國戶外媒體集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 254)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO. Based on the information currently available, the Board wishes to inform the shareholders and potential investors of the Company that it is anticipated that the Group may record a loss for the year ended 30 June 2013 which was primarily attributable to the Impairment Loss.

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

This announcement is made by China Outdoor Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

Based on the information currently available despite lesser impairment loss (the “**Impairment Loss**”) on the goodwill arising from the acquisition (the “**Acquisition**”) of GMG Media Group Limited in 2010 as compared to that for the year ended 30 June 2012, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that it is anticipated that the Group may still record a loss for the year ended 30 June 2013 which was primarily attributable to the Impairment Loss. Details of the Acquisition were disclosed in the circular of the Company dated 26 March 2010.

The information contained in this announcement is only based on the preliminary assessment made by the management of the Group of the information currently available to the Group. The results of the Group for the year ended 30 June 2013 have not yet been finalized as at the date of this announcement.

The results announcement of the Group for the year ended 30 June 2013 is expected to be released before end of September 2013.

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

By order of the Board
China Outdoor Media Group Limited
Tang Lap Chin, Richard
Director

Hong Kong, 2 July 2013

As at the date of this announcement, the executive Directors are Mr. Tsui Wing Cheong, Sammy, Ms. Hu Wei, Mr. Lau Chi Yuen, Joseph, Mr. Tang Lap Chin, Richard and Mr. Lu Liang, the non-executive Director is Dr. Gao Hong Xing and the independent non-executive Directors are Ms. Tay Sheve Li, Mr. Cheng Sheung Hing, Mr. Cheng Kwong Choi, Alexander and Mr. Li Ning Qiao.