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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 Modern Media Holdings 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 and the provisions concerning inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (“**Board**”) of directors of the Company wishes to inform shareholders of the Company (“**Shareholders**”) and potential investors that based on a preliminary review of the Group’s unaudited management accounts for the first 11 months ended 30 November 2013 and other information currently available to the Board, the Board currently estimates that the Group will suffer a relatively significant drop in profit for the year ending 31 December 2013 (“**FY2013**”), as compared with that for the year ended 31 December 2012 (“**FY2012**”). The drop in profit is principally attributable to a moderate decline in the Group’s turnover (for reasons as stated in the Company’s announcement dated 11 June 2013 and the Company’s interim report for the year ended 30 June 2013), and a relatively larger increase in operating and other costs and expenses owing to the increase of investment by the Group in digital media business development in the current year. Though the Group has been taking measures to control its costs, the effect of such measures is likely to be materialized only in the next financial year.

The information contained in this announcement represents only a preliminary assessment made by the Board based on the information made available to the Board as at the date of this announcement. Such information has not been finalized nor audited nor reviewed by the Company’s auditors. The actual results of the Group for FY2013 may be different from what is disclosed in this announcement. The detailed financial information of the Group for FY2013 is expected to be published before end of March 2014.

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
Modern Media Holdings Limited
Shao Zhong
Chairman

Hong Kong, 20 December 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.