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保利文化集團股份有限公司

POLY CULTURE GROUP CORPORATION LIMITED

(a joint stock limited company incorporated in the People's Republic of China)

(Stock Code: 3636)

PROPOSED CHANGE OF PRC AUDITOR

This announcement is made pursuant to Rule 13.51(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the "Board") of Poly Culture Group Corporation Limited (the "Company") hereby announces that, due to the fact that the engagement agreement between the Company and its current PRC auditor PKF DAXIN Certified Public Accountants LLP ("PKF DAXIN") has expired, and also the service term of PKF DAXIN which has continuously provided audit services for the Company exceeds the prescribed time limit, according to relevant requirements about the rotation of auditors issued by the Ministry of Finance and the State-owned Assets Supervision and Administration Commission of the State Council of the People's Republic of China, the Company proposes not to re-appoint PKF DAXIN as its PRC auditor.

On 28 April 2014, the Board made the resolution concerning the proposed appointment of BDO China Shu Lun Pan Certified Public Accountants LLP as the new PRC auditor of the Company. The Board agreed to submit the proposed change of PRC auditor as well as the remuneration of the new PRC auditor to the 2013 annual general meeting of the Company (the "AGM") for consideration and approval. Relevant proposal has been set out in the circular of the AGM dispatched to the shareholders of the Company on 28 April 2014.

The Company has received a confirmation from PKF DAXIN that there is no matter which PKF DAXIN needs to bring to the attention of the shareholders of the Company in relation to its retirement as the PRC auditor of the Company.

By order of the Board
Poly Culture Group Corporation Limited
Chen Hongsheng
Chairman

Beijing, PRC
28 April 2014

As of the date of this announcement, the executive Directors are Mr. Chen Hongsheng, Mr. Li Nan, Mr. Zhang Zhengao and Mr. Jiang Yingchun, the non-executive Directors are Mr. Wang Lin and Mr. Zhao Zigao, and the independent non-executive Directors are Mr. Li Boqian, Ms. Li Xiaohui and Mr. Yip Wai Ming.