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CINDERELLA MEDIA GROUP LIMITED

先傳媒集團有限公司*

(continued in Bermuda with limited liability)

(Stock Code: 550)

APPOINTMENT OF DIRECTORS AND CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVES

APPOINTMENT OF DIRECTORS

The Board is pleased to announce that Mr. Liu Gary Wei, Ms. Chan Pak Yi and Mr. Tsang Hing Bun have been appointed as executive Directors, Mr. Yiu Yu Cheung has been appointed as the non-executive Director and Mr. Leung Siu Kee, Mr. William Keith Jacobsen and Mr. Au Yeung Chi Hang, Jimmy have been appointed as independent non-executive Directors with effect from 8 September 2015.

Details of the above newly appointed Directors are set out in this announcement.

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVES

The Company announces that with effect from 8 September 2015, Ms. Lam Mei Lan resigned as the secretary of the Company and the Company appointed Mr. Tsang Hing Bun as the secretary of the Company in her stead.

With effect from 8 September 2015, Ms. Lam and Mr. Lau Chuk Kin ceased to act as the authorised representatives under Rule 3.05 of the Listing Rules. Mr. Tsang Hing Bun and Mr. Liu Gary Wei have been appointed as the authorised representatives of the Company under Rule 3.05 of the Listing Rules.

APPOINTMENT OF DIRECTORS

The board (“**Board**”) of directors (“**Director**”) of Cinderella Media Group Limited (“**Company**”) is pleased to announce that Mr. Liu Gary Wei, Ms. Chan Pak Yi and Mr. Tsang Hing Bun have been appointed as executive Directors, Mr. Yiu Yu Cheung has been appointed as non-executive Director and Mr. Leung Siu Kee, Mr. William Keith Jacobsen and Mr. Au Yeung Chi Hang, Jimmy have been appointed as independent non-executive Directors with effect from 8 September 2015 (together, the “**Appointed Directors**”).

Biographical details of the Appointed Directors are set out as follows:

Executive Directors

Mr. Liu Gary Wei (“Mr. Liu”), aged 26, is the founder and chairman of a private investment management company in the People’s Republic of China (“**PRC**”). Mr. Liu holds a Bachelor of Arts Degree from the Boston University. As at the date of this announcement, Mr. Liu indirectly owns 45,908,000 shares of the Company (“**Shares**”), representing approximately 13.754% of the issued Shares, through Polaris Investment Management Limited, which is wholly-owned by Mr. Liu.

Ms. Chan Pak Yi (“Ms. Chan”), aged 26, is currently the company secretary in Heung Kong Group Limited, a private enterprise in the PRC. Ms. Chan holds a Master Degree of Commendation in International Finance from Nottingham Trent University in England and a Bachelor Degree of Accounting and Finance from Nottingham Trent University in England.

Mr. Tsang Hing Bun (“Mr. Tsang”), aged 35, is currently the chief financial officer and company secretary of a company listed on the Main Board of The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”). Mr. Tsang holds a Bachelor Degree of Social Science from the Chinese University of Hong Kong and a Master of Science Degree in Finance from City University of Hong Kong. Mr. Tsang is a member of The Hong Kong Institute of Certified Public Accountants and an associate member of The Hong Kong Institute of Chartered Secretaries. He was also admitted as an associate member of the Institute of Chartered Secretaries and Administrators in June 2010. He was granted the title of financial risk manager by Global Association of Risk Professionals in April 2010.

Non-executive Directors

Mr. Yiu Yu Cheung (“Mr. Yiu”), aged 32, obtained a Bachelor of Arts degree from Simon Fraser University in Canada in 2006. Mr. Yiu has experience in banking and securities industry. He joined OSK Securities Hong Kong Limited from November 2009 to July 2012 and his last position was assistant vice president of retail sales division. Mr. Yiu later joined RHB OSK Securities Hong Kong Limited in August 2012 and has tendered his resignation with effect from 1 October 2015 with his current position as vice president of business department.

Independent non-executive Directors

Mr. Leung Siu Kee (“Mr. Leung”), aged 39, is currently an independent non-executive director of China Chuanglian Education Group Limited (stock code: 2371). Mr. Leung obtained his bachelor degree of Business Administration majoring in Accounting at the Hong Kong University of Science and Technology with first honour. He has extensive accounting knowledge as he had worked in two international accounting firms for 5 years, mainly to provide auditing and business assurance services. Afterwards, Mr. Leung has devoted to develop his career in corporate finance and corporate restructuring businesses. Mr. Leung is a member of the Hong Kong Institute of Certified Public Accountants.

Mr. William Keith Jacobsen (“Mr. Jacobsen”), aged 49, is currently the managing director of a licensed corporation to advise on corporate finance matters. Mr. Jacobsen is an executive director of Auto Italia Holdings Limited (formerly known as Wo Kee Hong (Holdings) Limited, stock code: 720); a non-executive director of Madex International (Holdings) Limited (stock code: 231) and Huge China Holdings Limited (formerly known as Harmony Asset Limited, stock code: 428); and also an independent non-executive director of abc Multiactive Limited (stock code: 8131) and Sustainable Forest Holdings Limited (stock code: 723). He was also an independent non-executive director of King Stone Energy Group Limited (stock code: 663), Qingdao Holdings International Limited (formerly known as Hycomm Wireless Limited, stock code: 499), E-Rental Car Company Limited (formerly known as Perception Digital Holdings Limited, stock code: 1822) and China Financial Leasing Group Limited (stock code: 2312) for the period from 26 September 2008 to 30 September 2011, from 20 June 2008 to 27 September 2014, from 7 January 2013 to 29 August 2014 and from 1 February 2013 to 30 April 2015, respectively. He obtained a Bachelor of Laws degree from the University of Hong Kong and a Master of Business Administration from the University of British Columbia.

Mr. Au Yeung Chi Hang, Jimmy (“Mr. Au Yeung”), aged 36, is currently the chief financial officer and company secretary of Tesson Holdings Limited (formerly known as Kith Holdings Limited, stock code: 1201). Mr. Au Yeung was an Associate Director of an international accounting firm and a member of CPA Australia. He is also a non-practising member of the Hong Kong Institute of Certified Public Accountants. Mr. Au Yeung received a Bachelor of Commerce degree from the University of Melbourne, Australia. He has over 13 years of experience in accounting, corporate finance and financial advisory.

Save as disclosed above, each of the Appointed Directors has not held any other directorship in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years.

Save as disclosed above, as at the date of this announcement, each of the Appointed Directors does not have any interest in the Shares (within the meaning of Part XV of the Securities and Futures Ordinance (Cap. 571)).

Save as disclosed above, as at the date of this announcement, each of the Appointed Directors (i) does not hold any other positions in the Company or its subsidiaries; and (ii) does not have any other relationship with any other Directors, senior management, substantial shareholders or controlling shareholders of the Company.

As at the date of this announcement, each of the Appointed Directors has not entered into any service contract with the Company. Each of the Appointed Directors is not appointed for a specific term but he/she is subject to retirement by rotation and re-election in accordance with the Company's bye-laws. Each of the Appointed Directors will be entitled to receive a director fee to be determined by the Board and the remuneration committee of the Company with reference to his/her duties, responsibilities, qualifications, experiences, the prevailing market conditions and the Company's remuneration policy.

Save as disclosed above, there is no other information in relation to the appointment of the Appointed Directors that is required to be disclosed nor are/were they involved in any of the matters required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on the Stock Exchange ("**Listing Rules**"); and there is no other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would like to extend its welcome to Mr. Liu, Ms. Chan, Mr. Tsang, Mr. Yiu, Mr. Leung, Mr. Jacobsen and Mr. Au Yeung to join the Board.

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVES

The Company announces that with effect from 8 September 2015, Ms. Lam Mei Lan ("**Ms. Lam**") resigned as the secretary of the Company and the Company appointed Mr. Tsang as the secretary of the Company in her stead.

With effect from 8 September 2015, Ms. Lam and Mr. Lau Chuk Kin ceased to act as the authorised representatives under Rule 3.05 of the Listing Rules. Mr. Tsang and Mr. Liu have been appointed as the authorised representatives of the Company under Rule 3.05 of the Listing Rules.

By Order of the Board
Cinderella Media Group Limited
Lam Mei Lan
Executive Director

Hong Kong, 8 September 2015

As at the date of this announcement, the Board comprises Mr. Lau Chuk Kin, Ms. Lam Mei Lan, Mr. Liu Gary Wei, Ms. Chan Pak Yi and Mr. Tsang Hing Bun as executive Directors, Mr. Wan Siu Kau, Mr. Lee Ching Ming, Adrian, Mr. Peter Stavros Patapios Christofis and Mr. Yiu Yu Cheung as non-executive Directors; and Mrs. Ling Lee Ching Man, Eleanor, Mr. Cheng Ping Kuen, Franco, Mr. Ho David, Mr. Leung Siu Kee, Mr. William Keith Jacobsen and Mr. Au Yeung Chi Hang, Jimmy as independent non-executive Directors

* *For identification purpose only*