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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 with limited liability)

(Stock Code: 3636)

CHANGE OF JOINT COMPANY SECRETARY, AUTHORISED REPRESENTATIVE AND AGENT FOR SERVICE OF PROCESS IN HONG KONG

The board of directors (the “**Board**”) of Poly Culture Group Corporation Limited (the “**Company**”) announces that Ms. Yung Mei Yee (“**Ms. Yung**”) tendered her resignation (the “**Resignation**”) as the joint company secretary, authorised representative and agent for service of process in Hong Kong of the Company with effect from 24 March 2016. Ms. Yung has confirmed that she has no disagreement with the Board and there are no circumstances related to her Resignation which need to be brought to the attention of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the shareholders of the Company. The Company would like to thank Ms. Yung for her contributions to the Company in the past.

The Board is also pleased to announce that Ms. Mok Ming Wai (“**Ms. Mok**”) has been appointed in replacement of Ms. Yung as the joint company secretary, authorised representative and agent for service of process in Hong Kong of the Company with effect from 24 March 2016.

Ms. Mok is a director of KCS Hong Kong Limited. She has over 20 years of professional and in-house experience in the company secretarial field. She is a fellow member of the Hong Kong Institute of Chartered Secretaries and the Institute of Chartered Secretaries and Administrators in the United Kingdom. Ms. Mok currently acts as company secretary of certain companies listed on the main board of the Stock Exchange. Ms. Mok holds a master’s degree in Applied Accounting and Finance.

The Stock Exchange has granted a revised waiver to the Company from strict compliance with the requirements under Rules 3.28 and 8.17 of Rules Governing the Listing of Securities of the Stock Exchange (the “**Listing Rules**”) for a period from 24 March 2016 to 5 March 2017 (the “**Revised Waiver Period**”) in relation to Mr. Chen Peng’s (“**Mr. Chen**”) eligibility to act as the joint company secretary on the conditions that (i) Mr. Chen will be assisted by Ms. Mok during the Revised Waiver Period; and (ii) the Company must notify the Stock Exchange at the end of the Revised Waiver Period for the Stock Exchange to re-visit the situation. The Stock Exchange expects that, after the end of the Revised Waiver Period, the Company will be able to demonstrate that Mr. Chen can satisfy Rules 3.28 and 8.17 of the Listing Rules after having the benefit of Ms. Mok’s assistance such that a further waiver will not be necessary.

The Board would like to welcome Ms. Mok to join the Company.

By Order of the Board
Poly Culture Group Corporation Limited
Xu Niansha
Chairman

Beijing, the PRC, 24 March 2016

As at the date of this announcement, the executive directors of the Company are Mr. Xu Niansha, Mr. Li Nan, Mr. Zhang Xi and Mr. Jiang Yingchun; the non-executive directors of the Company are Mr. Wang Lin and Mr. Zhao Zigao; and the independent non-executive directors of the Company are Mr. Li Boqian, Ms. Li Xiaohui and Mr. Yip Wai Ming.