

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **SING PAO MEDIA ENTERPRISES LIMITED**

**成報傳媒集團有限公司\***

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8010)**

### **PROFIT WARNING**

This announcement is made pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and Inside Information Provision (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the laws of Hong Kong)

The board of directors (the “**Board**”) of Sing Pao Media Enterprises Limited (the “**Company**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Company and its subsidiaries (collectively the “**Group**”) is expected to record a substantial loss for the 12 months ended 31 March 2014 (the “**Year**”) as compared to the loss reported for the corresponding period in 2013. The Board considers that such significant loss of the Group for the Year was mainly attributable to (a) the significant increase in administrative expenses, especially legal and professional fees in relation to the Company’s application for resumption of trading of its shares; (b) high finance costs incurred on certain loans; and (c) provisions made for certain trade receivables.

The information contained in this announcement is only based on the preliminary reviews by the management of the unaudited draft consolidated financial statements for the period ended 31 March 2014 of the Group. The Shareholders and potential investors should read carefully the annual results announcement of the Group for the period ended 31 March 2014 which is expected to be published in due course. Further announcement will be made in relation to the publication of the annual results as and when appropriate.

**Shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

## **CONTINUED SUSPENSION OF TRADING IN THE SHARES**

Suspension in the trading of the shares of the Company since 28 April 2005 will continue until the Company submits a viable resumption proposal cleared with The Stock Exchange of Hong Kong Limited.

By order of the Board of  
**Sing Pao Media Enterprises Limited**  
**Chong Cha Hwa**  
*Chairman*

Hong Kong, 28 July 2014

*As at the date of this announcement, the Board comprises thirteen directors, of which eight are executive directors, namely, Mr. Chong Cha Hwa, Mr. Ma Shui Cheong, Mr. Zheng Jian Peng, Mr. Murphy Kevin Michael, Mr. Hwa Guo Wai, Godwin, Mr. Jin Zu Lu, Mr. Du Jian Jun, and Ms. Meng Xiao Ying; and five are independent non-executive directors, namely, Mr. Cheng Wai Hei, Mr. Cheung Ning, Mr. Kong Tze Wing, Mr. Wong Wai Kwok and Mr. Leung King Pak.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.*

*This announcement is available for reference on the Company's website at <http://www.singpao.com> and will remain on the "Latest Company Announcements" page of the GEM website at <http://www.hkgem.com> for at least 7 days from the date of its publication.*

\* For identification purpose only