

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)

**APPOINTMENTS OF AUTHORISED REPRESENTATIVE,
AGENT FOR SERVICE OF PROCESS IN HONG AND
THE CHAIRMAN OF NOMINATION COMMITTEE
RESIGNATION OF EXECUTIVE DIRECTOR, AUTHORISED
REPRESENTATIVE AND AGENT FOR SERVICE OF PROCESS
IN HONG KONG
APPOINTMENT OF EXECUTIVE DIRECTOR AND
MANAGING DIRECTOR**

The Board announces that with effect from 14 November 2014:

- (1) Mr. Gu has been appointed as authorised representative, agent for service of process in Hong Kong, a member of the nomination committee and the chairman of the nomination committee of the Company;
- (2) Mr. Chong has resigned as the executive director, authorised representative and agent for service of process in Hong Kong of the Company; and
- (3) Ms. Kwan has been appointed as an executive director and managing director of the Company.

APPOINTMENTS OF AUTHORISED REPRESENTATIVE, AGENT FOR SERVICE OF PROCESS IN HONG KONG AND THE CHAIRMAN OF NOMINATION COMMITTEE

The board of directors (the “**Board**”) of Sing Pao Media Enterprises Limited (the “**Company**”) is pleased to announce that with effect from 14 November 2014 Mr. Gu Zhuoheng (“**Mr. Gu**”) has been appointed as authorised representative for the purpose of Rule 5.24 of the Rules (the “**GEM Listing Rules**”) Governing the Listing of Securities on the Growth Enterprise Market (“**GEM**”) of the Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”). Also, with effect from 14 November 2014, Mr. Gu has been appointed as agent for service of process in Hong Kong for the purpose of Rule 17.50(5) of GEM Listing Rules, member of the nomination committee and the chairman of the nomination committee of the Company.

RESIGNATION OF EXECUTIVE DIRECTOR, AUTHORISED REPRESENTATIVE AND AGENT FOR SERVICE OF PROCESS IN HONG KONG

The Board further announces that with effect from 14 November 2014 Mr. Chong Cha Hwa (“**Mr. Chong**”) has resigned as executive director, the authorised representative and agent for service of process in Hong Kong of the Company due to the need to focus on his own business commitment.

Mr. Chong confirmed to the Company that he has no disagreement with the Board and there are no other matters to be brought to attention of the shareholders of the Company and the Stock Exchange in relation to his resignation.

The Board wishes to express its sincere thanks to Mr. Chong for his valuable guidance and advice during their tenure of service as member of the Board.

APPOINTMENT OF EXECUTIVE DIRECTOR AND MANAGING DIRECTOR

The Board is pleased to announce that Ms. Kwan Sharon (“**Ms. Kwan**”) the company secretary of the Company has been appointed as an executive director and managing director of the Company with effect from 14 November 2014.

Ms. Kwan, age 46, is a member of the Hong Kong Institution of Certified Public Accountants, and a Fellow member of Certified Practising Accountant of CPA Australia. Ms. Kwan graduated from University of Technology Sydney, Australia with a Bachelor Degree in Business, and an Executive Master of Business Administration Degree. She has many years of experience as chief financial officer, regional finance director, financial controller, company secretary, compliance officer, and head of commercial services in banking and financial services in listed and unlisted registered funds, asset management and professional service companies. These roles were in both private and public listed companies in Australia, United Kingdom and Hong Kong.

Ms. Kwan did not hold any directorship in any public listed companies in Hong Kong or overseas in the last three years. Ms. Kwan has not been appointed for a specific term with the Company and is subject to the general requirement of retirement by rotation and re-election at the annual general meetings in accordance with the articles of association of the Company. Ms. Kwan's emolument for acting as an executive director and managing director has not been determined.

As at the date of this announcement, Ms. Kwan did not have, and was not deemed to have, any interest in the shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance. She does not have any other relationship with the directors, senior management, substantial shareholders or controlling shareholders of the Company.

Save as disclosed herein, there is no other information required to be disclosed pursuant to paragraphs (h) to (v) of Rules 17.50(2) of the GEM Listing Rules, nor are there any other matters that need to be brought to the attention of the shareholders of the Company relating to his appointments.

The Board welcomes Ms. Kwan to the Board.

CONTINUED SUSPENSION OF TRADING IN THE SHARES

Trading in the shares of the Company has been suspended since 28 April 2005 and will remain suspended until further notice.

By order of the Board of
Sing Pao Media Enterprises Limited
Gu Zhuoheng
Chairman

Hong Kong, 14 November 2014

As at the date of this announcement, the Board comprises twelve directors of which eight are executive directors, namely, Mr. Gu Zhuoheng, Mr. Ma Shui Cheong, Mr. Jin Zu Lu, Mr. Murphy Kevin Michael, Mr. Hwa Guo Wai, Godwin, Mr. Du Jian Jun, Ms. Meng Xiao Ying, and Ms. Kwan Sharon; and four are independent non-executive directors, namely, Mr. Kong Tze Wing, Mr. Cheung Ning, 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