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

**(Stock Code: 8087)**

## **VOLUNTARY ANNOUNCEMENT**

### **TV DRAMA INVESTMENT AGREEMENT AND MOVIE INVESTMENT AGREEMENT**

The Board is pleased to announce that on 23 October 2015 (after trading hours), 33 Services, an indirect wholly-owned subsidiary of the Company, has entered into the TV Drama Investment Agreement and the Movie Investment Agreement with Party A. Details of the above two agreements are described below:

#### **TV DRAMA INVESTMENT AGREEMENT**

Pursuant to the TV Drama Investment Agreement, 33 Services will acquire 20% of the entire equity ownership of the TV drama currently entitled 《北京朝五晚九》 (the English name of the TV drama is to be confirmed) for an investment amount of RMB15 million (equivalent to approximately HK\$18.2 million) (the “**TV Drama Investment**”).

#### **MOVIE INVESTMENT AGREEMENT**

Pursuant to the Movie Investment Agreement, 33 Services will invest in the production of a movie currently entitled 《再不瘋狂就老了》 (the English name of the TV drama is to be confirmed). Pursuant to the Movie Investment Agreement, 33 Services will acquire 50% of the entire equity ownership of the movie for an investment amount of RMB15 million (equivalent to approximately HK\$18.2 million) (the “**Movie Investment**”).

## **INFORMATION ON PARTY A**

Party A is one of the leading multimedia company in the PRC, with total investment amounted to RMB200 million (equivalent to approximately HK\$242.7 million). The company has initiated various projects with a number of units and institutions, involving in the investment in the production of documentary TV programs and TV dramas and the application of 3D multimedia technology. In respect of the investment in the production of documentary TV programs and TV dramas, Party A participated in the joint production of a large-scale documentary TV program entitled “Civilization in China” 《文明中國》.

To the best of the Directors’ knowledge, information and belief, having made all reasonable enquiries, Party A and its associates are Independent Third Parties.

## **REASONS FOR AND BENEFITS OF THE INVESTMENT AGREEMENTS**

The Group is principally engaged in the operation and provision of advertising services of printed media for railway networks, and outdoor advertising spaces on air traffic control towers at airports, trains and railway stations in the PRC.

As disclosed in the interim report of the Company for the six months ended 30 June 2015, the Group has been engaging in movie business and is expanding its business platform and expensing itself to a wider scope of potential clients with the rapid development of movie industry. The Group believes that the movie together with its ancillary products and marketing activities would provide more advertising channels, and bring additional revenue and business.

As stated in the prospectus of the Company dated 14 September 2015, the Board has been actively exploring business opportunities in order to diversify the Group’s existing businesses and expand into the international movie industry.

The Board considers the Investment Agreements to be a valuable opportunity for the Group to strengthen its presence in the movie industry. The Group is currently exploring more investment opportunities in the international movie industry. In the long run, the Group plans to provide a wide range of movie investments in different countries so as to capture the business opportunities of the movie industry worldwide, including Hollywood movies.

## **DEFINITIONS**

In this announcement, unless the context otherwise requires, the following expressions have the following meanings:

“33 Services”	33 Services Limited, a company incorporated in Hong Kong and an indirect wholly-owned subsidiary of the Company
“associates”	has the meaning ascribed thereto under the Listing Rules
“Board”	board of Directors of the Company
“Company”	China 33 Media Group Limited, a company incorporated in Cayman Islands with limited liability whose issued Shares are listed on GEM

“connected person(s)”	has the meaning ascribed thereto under the Listing Rules
“Director(s)”	the director(s) of the Company
“GEM”	the Growth Enterprise Market of the Stock Exchange
“Hong Kong”	The Hong Kong Special Administrative Region of PRC
“Independent Third Parties”	persons who are third parties not being connected person (as defined in the Listing Rules) and are independent of and not connected with the Company, any of the directors, chief executives and substantial shareholders of the Company or any of its subsidiaries or any of their respective associates (as defined in the Listing Rules)
“Investment Agreements”	collectively the TV Drama Investment Agreement and the Movie Investment Agreement
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Movie Investment Agreement”	a movie investment agreement dated 23 October 2015 entered into between 33 Services and Party A regarding an investment in the production of a movie, currently entitled 《再不瘋狂就老了》
“Party A”	a company with its principal address located in the PRC
“PRC”	the People’s Republic of China which, for the purposes of this announcement (unless otherwise indicated) excludes Hong Kong, Macau Special Administrative Region of PRC and Taiwan
“RMB”	Renminbi, the lawful currency of PRC
“Share(s)”	ordinary share(s) of US\$0.0010 each in the share capital of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“TV”	television

“TV Drama Investment Agreement”

an agreement dated 23 October 2015 entered into between Party A and 33 Services, regarding an investment in a drama currently entitled 《北京朝五晚九》

“%”

per cent.

By Order of the Board  
**China 33 Media Group Limited**  
**Ruan Deqing**  
*Chairman*

Hong Kong, 23 October 2015

*As at the date of this announcement, the executive Directors are Mr. Ruan Deqing, Mr. Peng Lichun and Mr. Ma Pun Fai; the non-executive Director is Mr. Wang Fuqing; and the independent non-executive Directors are Ms. Tay Sheve Li and Ms. Yu Shun Yan Verda.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Company Announcements” page of the GEM website at [www.hkgem.com](http://www.hkgem.com) for at least seven days from the date of its posting and the Company’s website at [www.china33media.com](http://www.china33media.com).*