

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.



鳳凰衛視

PHOENIX SATELLITE TELEVISION HOLDINGS LIMITED

鳳凰衛視控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 02008)

CONTINUING CONNECTED TRANSACTION

On 9 October 2014, PMM entered into contract, the CMGD Outdoor Advertising Contract with CMGD for a period commencing from 9 October 2014 and ending on 31 March 2015.

The Transaction constitutes a continuing connected transaction for the Company under Chapter 14A of the Listing Rules. Since the applicable percentage ratios for the CMGD Outdoor Advertising Contract alone, and the Outdoor Advertising Contracts (which are aggregated pursuant to Chapter 14A of the Listing Rules) exceed 0.1% but less than 5%, pursuant to Chapter 14A of the Listing Rules, the Transaction is subject to the reporting, announcement and annual review requirements and is exempt from the independent shareholders' approval requirements under Chapter 14A of the Listing Rules.

INTRODUCTION

The Board wishes to announce that on 9 October 2014, PMM has entered into the CMGD Outdoor Advertising Contract with CMGD for a period commencing from 9 October 2014 and ending on 31 March 2015.

CMGD OUTDOOR ADVERTISING CONTRACT

Pursuant to the CMGD Outdoor Advertising Contract, CMGD shall place advertisements on the outdoor LED Panels operated by or licensed to PMM and/or its subsidiaries in the PRC for the period from 9 October 2014 to 31 March 2015 for promoting the customised mobile phone devices business of the CMCC Group. The maximum contract sum is not exceeding RMB2,500,000 (equivalent to approximately HK\$3,156,000). CMGD will be provided with a discount for 90% of the rate card published by PMM after taking into account of the local market condition and the advertising budget of CMGD.

Under the CMGD Outdoor Advertising Contract, CMGD shall, on a quarterly basis, pay the advertising costs relating to and for placement of advertisement on the LED Panels operated by or licensed to PMM and/or its subsidiaries in the PRC for that quarter in cash in full to PMM within 20 business days immediately after the receipt of the invoice issued by PMM and an inspection report issued by a third party jointly engaged by both PMM and CMGD.

REASONS FOR THE TRANSACTION

PMM and/or its subsidiaries sell advertising airtime on the outdoor LED Panels operated by or licensed to them in their ordinary course of business. Income generated from the sale of advertising airtime forms the major part of their turnovers. By selling advertising airtime to the CMCC Group, the Group is able to generate more income for its operation and business.

The CMGD Outdoor Advertising Contract was entered into by the parties after arm's length negotiation such that the advertising airtime on the outdoor LED Panels provided by the Group, through PMM, to other customers with similar purchase will be at rates no less favorable than that of the CMGD Outdoor Advertising Contract. The total contract sum under the CMGD Outdoor Advertising Contract was agreed between the parties with reference to the rate card published by PMM from time to time which contains the pricing structure for the sale of advertising airtime on the outdoor LED Panels, and the review of the marketing and promotional activities of CMGD in the PRC for 2014 and 2015.

The Directors (including the independent non-executive Directors) considered that the CMGD Outdoor Advertising Contract was entered into on normal commercial terms and in the ordinary and usual course of business of PMM and/or its subsidiaries, and the terms thereof and the maximum contract sum of not exceeding RMB2,500,000 (equivalent to approximately HK\$3,156,000) are fair and reasonable and in the interests of the Company and the Shareholders as a whole.

Three Directors of the Company, namely Mr. SHA Yuejia, Mr. GAO Nianshu and Dr. LO Ka Shui, have abstained from voting on the Board resolutions approving the CMGD Outdoor Advertising Contract due to the fact that Mr. SHA Yuejia and Mr. GAO Nianshu are Directors nominated by a member of the CMCC Group and Dr. LO Ka Shui is an independent non-executive director of China Mobile Limited. Save as disclosed above, none of the Directors has a material interest in the CMGD Outdoor Advertising Contract.

THE 2013 OUTDOOR ADVERTISING CONTRACT, THE PRC OUTDOOR ADVERTISING CONTRACT AND THE 2014 PRC OUTDOOR ADVERTISING CONTRACT

PMM entered into the 2013 Outdoor Advertising Contract with Shenzhen Media on 18 June 2013 for placing of advertisement for and on behalf of the CMCC Group on the outdoor LED Panels operated by or licensed to PMM and/or its subsidiaries in Guangdong Province, the PRC for the period from 1 July 2013 to 31 December 2014 for the sum of no more than RMB10,000,000 (equivalent to approximately HK\$12,640,000, RMB was converted into HK\$ at the rate of RMB1 to HK\$1.2640) for the promotion of the CMCC Group, the announcement of which was made on 18 June 2013 pursuant to Chapter 14A of the Listing Rules.

PMM entered into the PRC Outdoor Advertising Contract with CMC on 6 December 2013 for placing of advertisement for and on behalf of the CMCC Group on the outdoor LED Panels operated by or licensed to PMM and/or its subsidiaries in the PRC for the period from 6 December 2013 to 31 March 2014 for the sum of no more than RMB15,000,000 (equivalent to approximately HK\$19,089,000, RMB was converted into HK\$ at the rate of RMB1 to HK\$1.2726) for the promotion of the CMCC Group, the announcement of which was made on 6 December 2013 pursuant to Chapter 14A of the Listing Rules.

PMM entered into the 2014 PRC Outdoor Advertising Contract with CMC on 18 August 2014 for placing of advertisement on the outdoor LED Panels operated by or licensed to PMM and/or its subsidiaries in the PRC for the period from 18 August 2014 to 31 March 2015 for the sum of no more than RMB15,453,300 (equivalent to approximately HK\$19,316,625, RMB was converted into HK\$ at the rate of RMB1 to HK\$1.25) for the promotion of the CMCC Group, the announcement of which was made on 18 August 2014 pursuant to Chapter 14A of the Listing Rules.

IMPLICATIONS UNDER THE LISTING RULES

As CMHKG is a substantial shareholder of the Company holding approximately 19.67% issued share capital of the Company through its wholly-owned subsidiary namely Extra Step Investments Limited, CMGD, being a subsidiary of CMC, is a connected person of the Company under the Listing Rules and accordingly the Transaction constitutes a continuing connected transaction for the Company under Chapter 14A of the Listing Rules.

As the applicable percentage ratios for the CMGD Outdoor Advertising Contract alone, and the Outdoor Advertising Contracts (which are aggregated pursuant to Chapter 14A of the Listing Rules) exceed 0.1% but less than 5%, pursuant to Chapter 14A of the Listing Rules, the Transaction is subject to the reporting, announcement and annual review requirements and is exempt from the independent shareholders' approval requirements under Chapter 14A of the Listing Rules.

GENERAL

The Group is a satellite television operator and, through its subsidiaries, is a leading satellite television operator broadcasting in the PRC.

CMHKG is the substantial shareholder of China Mobile Limited which is a leading mobile telecommunications services provider in the PRC, providing mobile telecommunications and related services in all 31 provinces, autonomous regions and directly-administered municipalities in the PRC and in Hong Kong. The ordinary shares of China Mobile Limited are listed on the Stock Exchange and its American depositary shares are listed on the New York Stock Exchange.

CMGD, a subsidiary of CMC, is providing electronic communication product design and selling services in the PRC.

Unless otherwise stated in this announcement and for the purpose of illustration only, amounts quoted in RMB have been converted into HK\$ at the rate of RMB1 to HK\$1.2624. Such exchange rates have been used, where applicable, for the purpose of illustration only and do not constitute representations that any amounts were or may have been exchanged at these or any other rates or at all.

DEFINITIONS

“2013 Outdoor Advertising Contract”	the advertising contract entered into between PMM and Shenzhen Media dated 18 June 2013 relating to the purchase of advertising airtime by Shenzhen Media on the LED Panels operated by or licensed to PMM and/or its subsidiaries in Guangdong Province, the PRC for the period from 1 July 2013 to 31 December 2014 with the maximum aggregate contract sum not more than RMB10,000,000 (equivalent to approximately HK\$12,640,000, RMB was converted into HK\$ at the rate of RMB1 to HK\$1.2640)
“2014 PRC Outdoor Advertising Contract”	the advertising contract entered into between PMM and CMC dated 18 August 2014 relating to the purchase of advertising airtime by CMC on the LED Panels operated by or licensed to PMM and/or its subsidiaries in the PRC for the period from 18 August 2014 to 31 March 2015 for an advertising fee of RMB15,453,300 (equivalent to approximately HK\$19,316,625, RMB was converted into HK\$ at the rate of RMB1 to HK\$1.25)

“associates”	has the meaning ascribed to it under the Listing Rules
“Board”	the board of Directors
“CMC”	中國移動通信有限公司 (China Mobile Communication Co., Ltd.), a company established under the laws of the PRC with limited liability
“CMCC”	中國移動通信集團公司 (China Mobile Communications Corporation), a state-owned company established under the laws of the PRC
“CMCC Group”	CMCC and its associates
“CMGD”	中國移動通信集團終端有限公司 (China Mobile Group Device Co., Ltd.), a company established under the laws of the PRC
“CMGD Outdoor Advertising Contract”	the advertising contract entered into between PMM and CMGD dated 9 October 2014 relating to the purchase of advertising airtime by CMGD on the LED panels operated by or licensed to PMM and/or its subsidiaries in the PRC for the period from 9 October 2014 to 31 March 2015 for an advertising fee of not exceeding RMB2,500,000 (equivalent to approximately HK\$3,156,000)
“CMHKG”	China Mobile (Hong Kong) Group Limited, a company incorporated in Hong Kong with limited liability and is a subsidiary of CMCC
“Company”	Phoenix Satellite Television Holdings Limited, a company incorporated in the Cayman Islands with limited liability and the shares of which are listed on the Stock Exchange
“Director(s)”	the director(s) of the Company, including independent non-executive director(s)
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC

“LED Panels”	giant-sized light-emitting diode panels
“Listing Rules”	The Rules Governing the Listing of Securities on the Stock Exchange
“Outdoor Advertising Contracts”	The 2013 Outdoor Advertising Contract, the 2014 PRC Outdoor Advertising Contract, the PRC Outdoor Advertising Contract and the CMGD Outdoor Advertising Contract
“PMM”	Phoenix Metropolis Media Technology Company Limited*, 鳳凰都市傳媒科技股份有限公司 (formerly known as Phoenix Metropolis Media (Beijing) Company Limited*, 鳳凰都市(北京)廣告傳播有限公司), a company incorporated in the PRC with limited liability and is 45.54% indirectly held by the Company. As the Group is able to govern the financial and operating policies of PMM by virtue of de-facto control, PMM is thus regarded as a subsidiary of the Company
“PRC”	the People’s Republic of China, which for the purpose of this announcement, shall exclude Hong Kong, the Macau Special Administrative Region and Taiwan
“PRC Outdoor Advertising Contract”	the advertising contract entered into between PMM and CMC dated 6 December 2013 relating to the purchase of advertising airtime by CMC on the LED Panels operated by or licensed to PMM and/or its subsidiaries in various cities in the PRC for the period from 6 December 2013 to 31 March 2014 for the sum of no more than RMB15,000,000 (equivalent to approximately HK\$19,089,000, RMB was converted into HK\$ at the rate of RMB1 to HK\$1.2726)
“RMB”	Renminbi, the lawful currency of the PRC
“Shareholder(s)”	holder(s) of ordinary shares of HK\$0.10 each in the issued share capital of the Company
“Shenzhen Media”	深圳市中港文化傳播有限責任公司, a company established under the laws of the PRC
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

“Transaction” the transactions contemplated under the CMGD Outdoor Advertising Contract for the period from 9 October 2014 to 31 March 2015

“%” per cent.

By Order of the Board
Phoenix Satellite Television Holdings Limited
LIU Changle
Chairman

Hong Kong, 9 October 2014

As at the date of this announcement, the board of directors of the Company comprises:

Executive Directors

Mr. LIU Changle (Chairman) (also an alternate director to Mr. CHUI Keung), Mr. CHUI Keung (also an alternate director to Mr. LIU Changle) and Mr. WANG Ji Yan (also an alternate director to Mr. LIU Changle and Mr. CHUI Keung)

Non-executive Directors

Mr. SHA Yuejia, Mr. GAO Nianshu, Mr. GONG Jianzhong and Mr. SUN Yanjun

Independent Non-executive Directors

Dr. LO Ka Shui, Mr. LEUNG Hok Lim, Mr. Thaddeus Thomas BECZAK and Mr. FANG Fenglei

Alternate Director

Mr. LAU Wai Kei, Ricky (alternate director to Mr. SUN Yanjun)

* *For identification purpose only*