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**NEXT MEDIA LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 00282)**

**ANNOUNCEMENT**

The board of directors (the “Board”) of Next Media Limited (the “Company” and together with its subsidiaries, the “Group”) notes from various media sources in Hong Kong today which reported that Mr. Lai Chee Ying, Jimmy (“Mr. Lai”), the chairman and executive director of the Company, has been led away by the Hong Kong Police (the “Police”) from the streets in Admiralty, Hong Kong where “Occupied Central” has been taking place. The Company confirms that Mr. Lai has been led away by the Police in Admiralty in this afternoon. At the time of issuing this announcement, the Company has not been requested by the Police to provide any assistance to this matter.

As the business and operations of the Group are and have been operating by a professional management team and not Mr. Lai alone, the Board considers that at present, this incident will not affect the normal and usual course of business of the Group. The Company will make further announcement(s) as and when necessary pursuant to the requirements under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and subject to the provisions of the applicable laws.

By order of the Board  
**Cheung Ka Sing, Cassian**  
*Executive Director and  
Chief Executive Officer*

Hong Kong, 11 December 2014

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

*Executive Directors:*

Mr. Lai Chee Ying, Jimmy (Chairman)  
Mr. Cheung Ka Sing, Cassian  
Mr. Ting Ka Yu, Stephen  
Mr. Ip Yut Kin

*Independent Non-executive Directors:*

Mr. Fok Kwong Hang, Terry  
Mr. Wong Chi Hong, Frank  
Dr. Lee Ka Yam, Danny