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SOUND GLOBAL LTD.

桑德國際有限公司*

(Incorporated in the Republic of Singapore with limited liability)

(Singapore Company Registration Number: 200515422C)

(Hong Kong Stock Code: 00967)

**REDEMPTION OF US\$150,000,000 11.875% SENIOR NOTES DUE 2017
(Stock Code: 4561)**

Reference is made to the announcements of Sound Global Ltd. (the “**Company**”) dated 20 July 2012, 7 August 2012 and 10 August 2012 in relation to the issue of 11.875% senior notes due 2017 in the aggregate principal amount of US\$150,000,000 by the Company (the “**Senior Notes**”). The Senior Notes have been listed on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) since 13 August 2012.

Pursuant to the terms of the indenture dated 10 August 2012 (as amended and supplemented from time to time) among, *inter alia*, the Company, the initial subsidiary guarantors named therein (the “**Initial Subsidiary Guarantors**”) and The Hongkong and Shanghai Banking Corporation Limited, as trustee (the “**Trustee**”) entered into in connection with the Senior Notes (the “**Indenture**”) and the supplemental indenture dated 26 November 2013 among, *inter alia*, Sound Global (Hong Kong) Limited, the Company, the Initial Subsidiary Guarantors and the Trustee entered into in connection with the Indenture, the Company wishes to announce that it has decided to exercise the option to redeem the entire outstanding amount of the Senior Notes (the “**Redemption**”) on 13 November 2015 (the “**Redemption Date**”) at a redemption price of 105.9375% of the principal amount of the Senior Notes to be redeemed, plus accrued and unpaid interests from 10 August 2015 to (but excluding) the Redemption Date (in an amount equal to US\$30.68 per US\$1,000 aggregate principal amount of the Senior Notes) (the “**Redemption Price**”).

The Company has informed the Trustee that all the outstanding Senior Notes will be redeemed in full at the Redemption Price on the Redemption Date. Upon redemption of the outstanding Senior Notes on the Redemption Date, all the redeemed Senior Notes will be cancelled.

As at the date of this announcement, the principal amount of the Senior Notes outstanding is US\$150,000,000. Upon completion of the Redemption, there will be no further outstanding Senior Notes in issue. Accordingly, the Company will make an application to the Stock Exchange for the Senior Notes to be delisted.

By Order of the Board
Sound Global Ltd.
Zhang Jingzhi
Executive Director

Hong Kong, 15 September 2015

As of the date of this announcement, the executive Directors are Wen Yibo, Zhang Jingzhi, Wang Kai, Luo Liyang, Jiang Anping and Liu Wei; and the independent non-executive Directors are Ma Yuanju, Luo Jianhua and Zhang Shuting.

* *For identification purposes only*