XINHUA NEWS MEDIA HOLDINGS LIMITED
新華通訊頻媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 309)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that based on the consolidated management accounts of the Group, the Group might record an audited consolidated net loss for the financial year ended 31 March 2016.

Shareholders and potential investors are advised to exercise caution when dealing in the shares in the Company.

This announcement is made by Xinhua News Media Holdings Limited (the "**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "**SFO**").

After a preliminary review of the consolidated management accounts of the Group, the board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the Board expects that the Group will record an audited consolidated net loss for the financial year ended 31 March 2016. The profit and loss condition of the Group might deteriorate as compared to the audited consolidated net loss for the corresponding period for the financial year ended 31 March 2015.

The Board considers that the consolidated net loss for the financial year ended 31 March 2016 was mainly attributable to the write off of certain intangible assets.

The Company is still in the process of finalizing the annual results of the Group for the financial year ended 31 March 2016. The overall financial results of the Group for the financial year ended 31 March 2016 will only be ascertained when all the relevant results and treatments are finalized. The annual results announcement of the Group for the financial year ended 31 March 2016 is expected to be announced on 22 June 2016.

Shareholders and potential investors are advised to exercise caution when dealing in the shares in the Company.

On behalf of the Board
Xinhua News Media Holdings Limited
Ju Mengjun
Co-chairman

Hong Kong, 13 June 2016

As at the date of this announcement, the Board comprises six Executive Directors, namely, Mr. Ju Mengjun, Dr. Lo Kou Hong, Mr. Yu Guang, Mr. David Wei Ji, Mr. Yan Liang and Mr. Wen Xin Nian; and three Independent non-executive Directors, namely, Mr. Wang Qi, Mr. Tsang Chi Hon and Mr. Ho Hin Yip.