

**[For Immediate Release]**



## **Disposal of Shares by a Substantial Shareholder**

(9 May 2013 – Hong Kong) – SinoMedia Holding Limited (“SinoMedia” or the “Company”; stock code: 00623.hk), a leading media corporation in China, was informed by Bain Capital CTVGB Holding Ltd. (“Bain Capital”), a substantial shareholder (as defined under the Rules Governing the Listing of Securities of The Stock Exchange of Hong Kong Limited) of the Company, that it had disposed of 33,624,579 shares of the Company, representing approximately 6% of the issued capital of the Company. The substantial shareholder’s shareholding in the Company decreased gradually from approximately 21% since October of 2012, and following the aforesaid share disposal, Bain Capital ceases to hold any shares in the Company.

“We would like to thank Bain Capital for its invaluable contribution to the Company on development strategy and corporate governance matters in the past few years,” Mr. Chen Xin, Chairman of SinoMedia, said.

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### **About SinoMedia**

SinoMedia was founded in 1999 and listed on the Main Board of the Hong Kong Stock Exchange in 2008. SinoMedia is a member of the China Advertising Association and the International Advertising Association, a China’s A Grade Advertising Company, and the director of the executive committee of the Association of Accredited Advertising Agencies of China. As a leading media corporation in China, SinoMedia has focused on building and developing its four core businesses, namely, media resources management, integrated brand communication services, creative production of advertisement and content, and new media investment and integration. Its current businesses cover CCTV media resources, public service advertising broadcast network, online portal sites, video website, mobile media and overseas media. These businesses span from domestic to international markets and encompass both traditional and new media platforms. SinoMedia integrates the philosophy and operating system that span the entire media value chain and has provided comprehensive, professional, and high-quality brand communication services for more than 1,600 corporate clients and over 500 cities and government organisations.

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