

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited (the "Stock Exchange") 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.

SinoMedia[®]

SINOMEDIA HOLDING LIMITED

中視金橋國際傳媒控股有限公司

(incorporated in Hong Kong with limited liability)

(Stock Code: 623)

PROFIT WARNING

This announcement is made by SinoMedia Holding Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong (the "**Listing Rules**") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group, the Group is expected to record a consolidated net loss for the six months ended 30 June 2016 as compared to the net profit recorded for the corresponding period in 2015. Based on information currently available, the expected net loss is mainly due to the slowdown in economic growth and structural transformation of economy in China which have weakened the spending on TV advertising thus adversely affected the revenue from the TV advertising business of the Group.

As the Company is still in the process of finalising the unaudited consolidated results for the six months ended 30 June 2016, the information contained in this announcement is only based on the preliminary assessment by the management of the Company of information currently available and is not based on any figures or information audited or reviewed by the Company's auditors. Further details of the Group's financial results and performance will be disclosed in the Company's interim results announcement which is expected to be published in August 2016.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company

On behalf of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 15 July 2016

As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan and Mr. Li Zongzhou as executive directors, and Mr. Qi Daqing, Mr. Lian Yuming, Ms. Wang Xin and Mr. He Hui, David as independent non-executive directors.