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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)

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board of directors (the “**Board**”) of SinoMedia Holding Limited (the “**Company**”) announces that on 15 September 2015, the Company granted share options (“**Share Options**”) to subscribe for a maximum of 2,400,000 ordinary shares of the Company (“**Share(s)**”) under the share option scheme adopted by the Company on 27 May 2008 to certain individuals (“**Grantees**”), subject to their acceptance. Details of the such grant are set out below:

| | | |
|--|---|--|
| Date of grant | : | 15 September 2015 |
| Exercise price of the Share Option granted | : | HK\$2.59, which represents the higher of (i) the closing price of HK\$2.52 per Share as stated in the daily quotations sheet issued by the Stock Exchange on 15 September 2015 and (ii) the average closing price of HK\$2.59 per Share as stated in the daily quotations sheets issued by the Stock Exchange for the five full trading days immediately preceding 15 September 2015 |
| Number of Share Options granted | : | 2,400,000 Share Options to subscribe for a maximum of 2,400,000 Shares |
| Closing price of Shares on the date of grant | : | HK\$2.52 |
| Validity period of Share Option | : | From 15 September 2015 to 14 September 2023 |

None of the Grantees is a director, chief executive or substantial shareholder of the Company, or any of their respective associates (as defined in the Listing Rules).

On behalf of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 15 September 2015

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