

NOTIFICATION LETTER 通知函

16 July 2014

Dear shareholders ^(Note 1),

Next Media Limited (the "Company" or "Next Media")
– Circular dated 16 July 2014 in relation to the Connected Transactions Involving Issue of Shares to Directors,
Notice of Extraordinary General Meeting ^(Note 2) and Form of Proxy (Collectively, the "Current Corporate Communications")

We write to advise that the Company's Current Corporate Communications in both English and Chinese versions have been available on "INVESTOR RELATIONS" section on Next Media's website at www.nextmedia.com and on the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk since 15 July 2014.

If you would like to receive the printed version of the Current Corporate Communications in English and/or Chinese, please complete the request form (the "Request Form") (which also can be downloaded from the websites mentioned above) overleaf and sign and return it by post to the Company's share registrar, Computershare Hong Kong Investor Services Limited (the "Share Registrar"), at 17M Floor, Hopewell Centre, 183 Queen's Road East, Hong Kong, using the pre-paid mailing label (if you post in Hong Kong). Otherwise, please affix an appropriate stamp.

If you have chosen or are deemed to have consented to receive the Corporate Communications (as defined below) by electronic means through Next Media's website at www.nextmedia.com (the "Electronic Version") and for any reason has difficulty in receiving or gaining access to the Corporate Communications in Electronic Version, the Company will promptly upon request send the Corporate Communications to you in printed form free of charge. You are also entitled at any time by reasonable notice in writing (not less than 7 days) to Next Media by email at ir@nextmedia.com or to the Share Registrar by post, address as above, to change your choice of language and/or means of receiving the Corporate Communications.

"Corporate Communications" include any notice(s) or document(s) issued or to be issued by the Company for information or action of its shareholders, including but not limited to: (i) the directors' report, the Company's annual accounts together with a copy of the auditors' report and where applicable, its summary financial report (as defined in the Companies Ordinance (Chapter 622 of the Laws of Hong Kong)); (ii) the interim report; (iii) a notice of meeting; (iv) a listing document; (v) a circular and (vi) a proxy form.

In support of environmental protection and to save costs for the benefit of the shareholders, the Company highly recommends you to take advantage of accessing the Corporate Communications posted on our website.

Should there be any queries in relation to this letter, please contact us at (852) 2744 2733 during the business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
Next Media Limited
Wong Shuk Ha, Cat
Company Secretary

Note 1: This letter is addressed to the registered shareholders of the Company, whose names appear on the register of members of the Company. If you have sold or transferred all your shares in the Company, please disregard this letter and the Request Form overleaf.

Note 2: Extraordinary General Meeting of the Company will be held at Conference Room on the 1st Floor, 3 Chun Kwong Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong on Thursday, 31 July 2014 at 3:30 p.m. (or immediately after the conclusion of an annual general meeting of the Company to be held at 3:00 p.m. on the same day).

各位股東 ^(附註 1) :

壹傳媒有限公司 (「本公司」或「壹傳媒」)
– 日期為二零一四年七月十六日有關涉及向董事發行股份之關連交易通函、股東特別大會通告 ^(附註 2)
及代表委任表格 (統稱「本次公司通訊」)

吾等謹知會閣下，自二零一四年七月十五日起，本公司的本次公司通訊之中、英文版本已分別登載於壹傳媒網站 www.nextmedia.com 的「投資者關係」內及香港聯合交易所有限公司網站 www.hkexnews.hk。

倘閣下欲收取本次公司通訊之中及/或英文印刷版本，請閣下填妥及簽署本函件背面的申請表格(「申請表格」)(該表格亦可於上述網站下載)，並使用申請表格內可於香港郵寄的標籤寄回本公司股份過戶登記處，香港中央證券登記有限公司(「股份登記處」)，地址為香港皇后大道東183號合和中心17M樓；否則，請貼上適當的郵票。

倘閣下已選擇或被視為已選擇透過壹傳媒網站 www.nextmedia.com 以電子方式(「電子版本」)收取公司通訊(定義見下文)，及因各種理由以致閣下在收取或閱覽公司通訊的電子版本時遇上困難，本公司將因應要求儘快向閣下免費寄發公司通訊之印刷版本。閣下亦有權隨時於合理時間內發出書面通知(最短不少於7日)予壹傳媒(以電郵方式發送至 ir@nextmedia.com)或郵寄至股份登記處(地址同上)，要求更改收取公司通訊的語言版本及/或方式。

「公司通訊」包括本公司已發出或將予發出以供其股東參照或採取行動之任何通告或文件包括但不限於：(i)董事會報告、本公司之年報連同核數師報告及(倘適用)其財務報告概要(定義見公司條例(香港法例第622章))；(ii)中期報告；(iii)大會通告；(iv)上市文件；(v)通函及(vi)代表委任表格。

為響應環保及減省成本以保障股東利益，本公司極力推薦閣下選擇瀏覽本公司網站以閱覽公司通訊。

倘閣下對本函件有任何疑問，請於辦公時間內(星期一至五(公眾假期除外))，上午9時正至下午5時正致電本公司(852) 2744 2733。

代表
壹傳媒有限公司
王淑霞
公司秘書
謹啓

二零一四年七月十六日

附註 1：本函件乃向本公司登記股東發出，該等人士的姓名載列於本公司股東名冊上。倘閣下已出售或轉讓全部所持有的本公司股份，則無需要理會本函件及其背面的申請表格。

附註 2：股東特別大會將於二零一四年七月三十一日下午三時三十分(或緊隨將於同日下午三時正舉行之本公司股東週年大會結束後)假座香港新界將軍澳將軍澳工業邨駿光街三號一樓會議室舉行。

Request Form 申請表格

To: Next Media Limited (the “Company” or “Next Media”)
(Stock Code: 00282)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre,
183 Queen’s Road East,
Hong Kong

致：壹傳媒有限公司（「本公司」或「壹傳媒」）
(股份代號：00282)
經香港中央證券登記有限公司
香港皇后大道東 183 號
合和中心 17M 樓

Please mark **ONLY ONE (X)** of the following boxes
請從下列選擇中，僅在其中一個空格內劃上「X」號

Part A To request the Circular dated 16 July 2014 in relation to the Connected Transactions Involving Issue of Shares to Directors, Notice of Extraordinary General Meeting and Form of Proxy (Collectively, the “Current Corporate Communications”) in printed form

甲部 索取日期為二零一四年七月十六日有關涉及向董事發行股份之關連交易通函、股東特別大會通告及代表委任表格（統稱「本次公司通訊」）之印刷版本

- To receive the printed English version of the Current Corporate Communications only; **OR**
僅收取本次公司通訊之英文印刷版本; **或**
- To receive the printed Chinese version of the Current Corporate Communications only; **OR**
僅收取本次公司通訊之中文印刷版本; **或**
- To receive both the printed English and Chinese versions of the Current Corporate Communications.
同時收取本次公司通訊之中、英文印刷版本。

Part B To change the choice of language or means of receiving all future Corporate Communications*

乙部 更改選取所有日後公司通訊*之語言版本或收取方式

- To read all future Corporate Communications through Next Media’s website at www.nextmedia.com in place of receiving printed copies and to receive a notification letter to inform me/us by post of the publication of the Corporate Communications on Next Media’s website; **OR**
透過壹傳媒網站 www.nextmedia.com 瀏覽所有日後公司通訊，以代替收取印刷版本，並寄發通知函通知本人/吾等公司通訊已於壹傳媒網站刊發; **或**
- To receive the printed English version of all future Corporate Communications only; **OR**
僅收取所有日後公司通訊之英文印刷版本; **或**
- To receive the printed Chinese version of all future Corporate Communications only; **OR**
僅收取所有日後公司通訊之中文印刷版本; **或**
- To receive both the printed English and Chinese versions of all future Corporate Communications.
同時收取所有日後公司通訊之中、英文印刷版本。

Name(s) of shareholder(s)[#]
股東姓名[#]

Signature
簽名

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Address[#]
地址[#]

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Contact telephone number
聯絡電話號碼

Date
日期

[#]You are required to fill in the details if you download this Request Form from the websites of Next Media or The Stock Exchange of Hong Kong Limited.
如閣下從壹傳媒或香港聯合交易所有限公司網站下載本申請表格，請必須填上有關資料。

Notes 附註：

- Please complete all your details clearly.
請閣下清楚填寫所有資料。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign this Request Form in order for it to be valid.
如屬聯名股東，則本申請表格須由該名於本公司股東名冊上就聯名持有股份其姓名名列首位的股東簽署，方為有效。
- The above instruction in Part B will apply to all future Corporate Communications to be sent to the shareholders of the Company until you notify otherwise by reasonable notice in writing (not less than 7 days) to the Company’s share registrar, Computershare Hong Kong Investor Services Limited.
上述乙部的指示適用於本公司日後向本公司股東寄出之所有公司通訊，直至閣下於合理時間內發出書面通知（最短不少於7日）予本公司股份登記處「香港中央證券登記有限公司」。
- Shareholders of the Company are entitled to change their choice of language and/or means to receive the Corporate Communications at any time by reasonable notice in writing (not less than 7 days) to Next Media by email at ir@nextmedia.com or to the Company’s share registrar (address as above) by post.
本公司股東有權隨時於合理時間內發出書面通知（最短不少於7日）予壹傳媒以電郵方式發送至 ir@nextmedia.com 或郵寄至本公司股份登記處上述地址，要求更改有關公司通訊的語言版本及/或收取方式。
- This Request Form will be void if more than one box or no box is marked (X).
倘在本申請表格劃超過一個或未有劃上「X」號，本申請表格將視作無效。
- For the avoidance of doubt, we do not accept any special instructions written on this Request Form.
為免存疑，任何寫在本申請表格上的額外指示，本公司將不予接受。

* “Corporate Communications” includes any notice(s) or document(s) issued or to be issued by the Company for information or action of its shareholders, including but not limited to: (i) the directors’ report, the Company’s annual accounts together with a copy of the auditors’ report and where applicable, its summary financial report (as defined in the Companies Ordinance (Chapter 622 of the Laws of Hong Kong)); (ii) the interim report; (iii) a notice of meeting; (iv) a listing document; (v) a circular and (vi) a proxy form.

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MAILING LABEL 郵寄標籤

Computershare Hong Kong Investor Services Limited
香港中央證券登記有限公司
Freepost No. 簡便回郵號碼 37
Hong Kong 香港

Please cut the mailing label and stick this on the envelope
to return this Request Form to us.
No postage stamp is necessary if posted in Hong Kong.
閣下寄回此申請表格時，請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。

NMLH1 (0972014-2/7)