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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

ANNOUNCEMENT

This announcement is made pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcement of Next Media Limited (the “Company”) published at 12:13p.m. on 24 January 2014 in relation to, amongst other things, the collaboration between nxTomo Games Limited (“nxTomo Games”), an indirect wholly owned subsidiary of the Company, and Gung Ho Online Entertainment, Inc. (“Gung Ho”) for consignment of promotion and marketing services on Puzzle & Dragons (“PAD”) in Hong Kong and Taiwan via mobile apps.

The Board wishes to further update that nxTomo Games has been appointed as the promotion and marketing representative of PAD and will pursue the related activities in Hong Kong and Taiwan. A non-legally binding letter of intent has been entered into between nxTomo Games and Gung Ho, after trading hours on 24 January 2014, in relation to the business cooperation of PAD with a view to entering into a formal agreement between the parties at a later stage.

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

By order of the Board
Cheung Ka Sing, Cassian
Executive Director
and Chief Executive Officer

Hong Kong, 24 January 2014

As at the date of this announcement, the Board comprises:

Executive Directors:

Mr. Lai Chee Ying, Jimmy (Chairman)
Mr. Cheung Ka Sing, Cassian
Mr. Ting Ka Yu, Stephen
Mr. Ip Yut Kin

Independent Non-executive Directors:

Mr. Fok Kwong Hang, Terry
Mr. Wong Chi Hong, Frank
Dr. Lee Ka Yam, Danny