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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

**CLARIFICATION ANNOUNCEMENT
AND
UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS**

This statement is made at the request of The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of Next Media Limited (the “Company”) has noted the recent increases in the price and trading volume of the shares of the Company today.

The Board has also noted that articles have been published on *Apple Daily* and *Taiwan Apple Daily* respectively on 24 January 2014 stating that nxTomo Games Limited (“nxTomo Games”), an indirect wholly owned subsidiary of the Company, has become a strategic partner with Gung Ho Online Entertainment, Inc. (“Gung Ho”) in consignment of promotion and marketing services on Puzzle & Dragons (“PAD”) in Hong Kong and Taiwan.

The Board wishes to clarify that nxTomo Games has been recently in negotiations with Gung Ho for setting up collaboration for consignment of services relating to promotion and marketing on PAD in Hong Kong and Taiwan via mobile apps.

Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that it is not aware of any reasons for such increases or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance.

This announcement is made by the order of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

By order of the Board
Wong Shuk Ha, Cat
Secretary

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