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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

PROFIT ALERT

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

The board of directors (the “Board”) of Next Media Limited (the “Company”, together with its subsidiaries, the “Group”) wishes to inform the shareholders of the Company and the potential investors that based on a preliminary review of the unaudited consolidated management accounts, the Group is expected to record a slight profit for the six months ended 30 September 2013 as compared to a loss for the same period in 2012. The Board considers that this is mainly attributable to the substantial decrease in operating expenses as a result of disposal of the Group’s TV operations in Taiwan.

The information contained in this announcement is only based on a preliminary assessment made by the Board with reference to the current unaudited consolidated management accounts of the Group, and such information has not been audited and reviewed by the Company’s auditor. Shareholders of the Company and potential investors are advised to refer to the details of the Group’s interim results for the six months ended 30 September 2013 which is expected to be released on 22 November 2013.

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

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

Hong Kong, 15 November 2013

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