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## **NEXT MEDIA LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 00282)**

### **PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a profit for the year ended 31 March 2014 as compared to a substantial loss in last year.

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

This announcement is made by Next Media Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “SFO”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a profit for the year ended 31 March 2014 as compared to a substantial loss in last year. Based on the information currently available to the Board, the print media operations are continuing making positive contribution to the Group whilst the digital business performance has improved, the anticipated turnaround of the financial results for the year ended 31 March 2014 is primarily attributable to, amongst other things, (i) the substantial decrease in operating expenses resulting from the disposal of the Group’s TV operations in Taiwan and cessation of publication of *Hong Kong Sharp Daily*; and (ii) the gain on disposal of the remaining 30% shareholding interest and shareholder’s loans in Colored World Holdings Limited, the holding company of Next Media Animation Limited, to Mr. Lai Chee Ying, Jimmy, the chairman and substantial shareholder of the Company.

The Company is in the process of finalizing the Group's audited financial results for the year ended 31 March 2014. 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 by the Company's independent auditor. Shareholders of the Company and potential investors are advised to refer to the details of the Group's financial results for the year ended 31 March 2014 which is expected to be released in June 2014.

**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, 12 May 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