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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

The Company is making arrangements to ascertain the Shareholders' choice with respect to election of language and means of receipt of future Corporate Communications in accordance with Rules 2.07A and 2.07B of the Listing Rules, Companies Ordinance and the Company's articles of association.

INTRODUCTION

In support of environmental protection and to minimize the use of paper and save printing and mailing costs, the Company is making arrangements pursuant to the Listing Rules, Companies Ordinance and its articles of association to ascertain the Shareholders' choice to receive future Corporate Communications (i) by electronic means through Next Media's website at www.nextmedia.com; or (ii) in printed form, in English only or in Chinese only or in both English and Chinese.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the Companies Ordinance and the articles of association of the Company, the following arrangements will be made by the Company:

1. On 18 September 2012, the Company will issue a letter to the Shareholders (the "First Letter") together with a reply form (the "Reply Form") with a pre-paid mailing label for posting within Hong Kong, prepared in both English and Chinese, to the Shareholders to enable them to elect to receive future Corporate Communications (i) by electronic means through Next Media's website at www.nextmedia.com (the "Electronic Version"); or (ii) in printed form, in English only or in Chinese only or in both English and Chinese (the "Printed Version"). Corporate Communications will continue to be published on Next Media's website at www.nextmedia.com in both languages.

To minimize the use of paper and save the printing and mailing costs, the Company recommends the Shareholders to elect to receive future Corporate Communications in Electronic Version instead of the Printed Version.

2. If the Company does not receive a duly signed and completed Reply Form (or another response from those Shareholders indicating that they object to receiving the Corporate

Communications in Electronic Version) from the Shareholders by 18 October 2012, those Shareholders are deemed to have consented to receiving the Electronic Version instead of the Printed Version.

3. For those Shareholders who have elected in the Reply Form to receive the Printed Version of the Corporate Communications, the Company will send their selected language version(s) of the Corporate Communications together with a letter (the “Second Letter”) and a change request form (the “Change Request Form”) with a pre-paid mailing label for posting within Hong Kong, prepared in both English and Chinese to them. The Second Letter specifies that the Corporate Communications prepared in the other language will be available upon request, and such Shareholders may change their language(s) choice and means of receipt of subsequent Corporate Communications by completing the Change Request Form and returning it to the Share Registrar.
4. For those Shareholders who have elected in the Reply Form to receive the Electronic Version (or those Shareholders who are deemed to have consented to receive the Corporate Communications through Next Media’s website at www.nextmedia.com), the Company will notify such Shareholders by mail at their addresses as appearing in the register of members of the Company maintained by the Share Registrar, as and when each Corporate Communication is published on Next Media’s website at www.nextmedia.com.
5. Shareholders are entitled at any time by reasonable notice in writing (not less than 7 days) to Next Media by e-mail at ir@nextmedia.com or the Share Registrar by post at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Hong Kong to change their choice of language and/or means of receiving the Corporate Communications. If any Shareholder who has elected (or is deemed to have consented) to receive the Corporate Communications in Electronic Version and, for any reason, has difficulty in receiving or gaining access to the Corporate Communications on Next Media’s website, the Company will upon request send the Corporate Communications to him in printed form free of charge.
6. All future Corporate Communications in both English and Chinese, and in accessible format, will be available on Next Media’s website at www.nextmedia.com. Both languages of each Corporate Communication will be filed with the Stock Exchange in electronic format on the same day as such Corporate Communication is despatched to the Shareholders or on such other day as required by the Stock Exchange or pursuant to the Listing Rules and will be available on the Stock Exchange’s website at www.hkexnews.hk.
7. The First Letter and the Second Letter will mention that both languages of each Corporate Communication will be available on Next Media’s website at www.nextmedia.com and the Company provides a dial-up hotline service (Tel.: (852) 2744 2733) during the business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays) to facilitate the Shareholders to make any enquiry about the Company’s proposed arrangements as set out above.

DEFINITIONS

“Board”	the board of directors of the Company
“Company” or “Next Media”	Next Media Limited, a company incorporated in Hong

	Kong with limited liability, the Shares of which are listed on the Stock Exchange
“Companies Ordinance”	the Companies Ordinance (Chapter 32 of the Laws of Hong Kong), as amended from time to time
“Corporate Communication(s)”	any notice(s) or document(s) issued or to be issued by the Company for information or action of the 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); (ii) the interim report; (iii) a notice of meeting; (iv) a listing document; (v) a circular; and (vi) a proxy form
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Share(s)”	ordinary share(s) of HK\$1.00 each in the capital of the Company, or of such other nominal amount as shall result from a sub-division, consolidation, reclassification or reconstruction of the share capital of the Company from time to time
“Share Registrar”	Computershare Hong Kong Investor Services Limited of 17M Floor, Hopewell Centre, 183 Queen’s Road East, Hong Kong, the Company’s share registrar
“Shareholder(s)”	Holder(s) of the Shares
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

By Order of the Board
Wong Shuk Ha, Cat
Company Secretary

Hong Kong, 17 September 2012

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