

NEXTmedia

NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

18 September 2012

Dear shareholders,

Election of Language and Means of Receipt of Corporate Communications

Next Media Limited (the “Company” or “Next Media”) wishes to invite you to select your preferred language and means to receive all future Corporate Communications (as defined below) (i) by electronic means through Next Media’s website at www.nextmedia.com in both English and Chinese (the “Electronic Version”); (ii) in printed English version only; (iii) in printed Chinese version only; or (iv) in both printed English and Chinese versions, in accordance with Rules 2.07A and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”), Companies Ordinance (Chapter 32 of the Laws of Hong Kong) and the articles of association of the Company, for the purposes of environmental protection and saving of printing and mailing costs.

“Corporate Communications” include any notice(s) or document(s) issued or to be issued by the Company for information or action of its 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, (Chapter 32 of the Laws of Hong Kong)); (ii) the interim report; (iii) a notice of meeting; (iv) a listing document; (v) a circular and (vi) a proxy form.

To make your selection, please mark (✓) in the appropriate box on the enclosed reply form, sign and return it to the Company’s share registrar (the “Share Registrar”), Computershare Hong Kong Investor Services Limited of 17M Floor, Hopewell Centre, 183 Queen’s Road East, Hong Kong, using the mailing label in the reply form if posted in Hong Kong. Otherwise, please affix an appropriate stamp if posted outside Hong Kong.

If the Company does not receive a duly signed and completed reply form or a response indicating your objection to receive the Corporate Communications in Electronic Version by 18 October 2012, you are deemed to have consented to receiving all future Corporate Communications by electronic means through Next Media’s website at www.nextmedia.com in lieu of receiving printed copies and only a notification letter will be sent to you in future.

You 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 your choice of language and/or means of receiving the Corporate Communications. If you have elected (or is deemed to have consented) to receive the Corporate Communications in the Electronic Version and for any reason has difficulty in receiving or gaining access to the Corporate Communications on Next Media’s website at www.nextmedia.com, the Company will upon request send the Corporate Communications to you in printed form free of charge.

Please note that all future Corporate Communications in both English and Chinese versions will be available (a) in printed form from the Company or the Share Registrar on request; and (b) on the respective websites of Next Media at www.nextmedia.com or the Stock Exchange at www.hkexnews.hk.

Should there be any queries in relation to this letter, please contact us at (852) 2744 2733 during the business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
Next Media Limited
Wong Shuk Ha, Cat
Company Secretary

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