

NOTIFICATION LETTER 通知函

1 September 2015

Dear non-registered holders ^(Note 1),

Next Media Limited (the "Company" or "Next Media")

– Circular dated 1 September 2015 in relation to the Proposed Change of the Company Name, Proposed Adoption of the Subsidiary Share Option Scheme and Notice of Extraordinary General Meeting ^(Note 2) (Collectively, the "Current Corporate Communications")

We write to advise that the Company's Current Corporate Communications in both English and Chinese versions have been available on "INVESTOR RELATIONS" section on Next Media's website at www.nextmedia.com and on the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk since 31 August 2015.

If you would like to receive the Current Corporate Communications and/or receive the Corporate Communications (as defined below) in printed form in future, please complete the request form (the "Request Form") (which may also be downloaded from the websites mentioned above) overleaf and sign and return it by post to the Company's share registrar, Computershare Hong Kong Investor Services Limited (the "Share Registrar"), at 17M Floor, Hopewell Centre, 183 Queen's Road East, Hong Kong, using the pre-paid mailing label (if you post in Hong Kong). Otherwise, please affix an appropriate stamp.

"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 622 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.

In support of environmental protection and to minimize the use of paper and save printing and mailing costs, the Company highly recommends you to take advantage of accessing the Corporate Communications posted on our website.

You may also at any time by reasonable notice in writing (not less than 7 days) to Next Media by email at ir@nextmedia.com or to the Share Registrar by post, address as above, to change your choice of language and/or means of receiving the Corporate Communications.

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

Note 1: This letter is addressed to the non-registered holders of the Company, whose shares are held in the Central Clearing and Settlement System (CCASS) and who have notified the Company through Hong Kong Securities Clearing Company Limited that they wish to receive the Company's Corporate Communications. If you have sold or transferred all your shares in the Company, please disregard this letter and the Request Form overleaf.

Note 2: Extraordinary General Meeting of the Company will be held at the Conference Room on the 1st Floor, 3 Chun Kwong Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong on Monday, 5 October 2015 at 3:00 p.m.

致非登記股份持有人 ^(附註 1)：

壹傳媒有限公司 (「本公司」或「壹傳媒」)

– 日期為二零一五年九月一日有關建議更改公司名稱、建議採納附屬公司股份期權計劃通函及股東特別大會通告 ^(附註 2) (統稱「本次公司通訊」)

吾等謹知會閣下，自二零一五年八月三十一日起，本公司的本次公司通訊之中，英文版本已分別登載於壹傳媒網站 www.nextmedia.com 的「投資者關係」內及香港聯合交易所有限公司網站 www.hkexnews.hk。

倘閣下欲收取本次公司通訊及/或日後收取公司通訊(定義見下文)之印刷版本，請閣下填妥及簽署本函件背面的申請表格(「申請表格」)(該表格亦可於上述網站下載)，並使用申請表格內的可於香港郵寄的標籤寄回本公司股份過戶登記處，香港中央證券登記有限公司(「股份登記處」)，地址為香港皇后大道東183號合和中心17M樓；否則，請貼上適當的郵票。

「公司通訊」包括本公司已發出或將予發出以供其股東參照或採取行動之任何通告或文件包括惟不限於：(i)董事會報告、本公司之年報連同核數師報告及(倘適用)其財務報告概要(定義見公司條例(香港法例第622章))；(ii)中期報告；(iii)大會通告；(iv)上市文件；(v)通函；及(vi)代表委任表格。

為響應環保及減省用紙並節省印刷與郵寄成本，本公司極力推薦閣下選擇瀏覽本公司網站以閱覽公司通訊。

閣下亦可隨時於合理時間內發出書面通知(最短不少於7日)予壹傳媒(以電郵方式發送至 ir@nextmedia.com)或郵寄至股份登記處(地址同上)，要求更改收取公司通訊的語言版本及/或方式。

倘閣下對本函件有任何疑問，請於辦公時間內(星期一至五(公眾假期除外))，上午9時正至下午5時正致電本公司(852) 2744 2733。

代表
壹傳媒有限公司
王淑霞
公司秘書
謹啟

二零一五年九月一日

附註 1：本函件乃向本公司非登記股份持有人發出，該等人士的股份存放於中央結算及交收系統(中央結算系統)，並且他們已經透過香港中央結算有限公司通知本公司，希望收取本公司公司通訊。倘閣下已出售或轉讓全部所持有的本公司股份，則無需要理會本函件及其背面的申請表格。

附註 2：股東特別大會將於二零一五年十月五日(星期一)下午三時正假座香港新界將軍澳將軍澳工業邨駿光街三號一樓會議室舉行。

Request Form 申請表格

To: Next Media Limited (the "Company" or "Next Media")
(Stock Code: 00282)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre,
183 Queen's Road East,
Hong Kong

致: 壹傳媒有限公司(「本公司」或「壹傳媒」)
(股份代號: 00282)
經香港中央證券登記有限公司
香港皇后大道東 183 號
合和中心 17M 樓

Please mark **ONLY ONE (X)** of the following boxes
請從下列選擇中，僅在其中一個空格內劃上「X」號

Part A To request the Circular dated 1 September 2015 in relation to the Proposed Change of the Company Name, Proposed Adoption of the Subsidiary Share Option Scheme and Notice of Extraordinary General Meeting (Collectively, the "Current Corporate Communications") in printed form

- 甲部** 索取日期為二零一五年九月一日有關建議更改公司名稱、建議採納附屬公司股份期權計劃通函及股東特別大會通告(統稱「本次公司通訊」)之印刷版本
- To receive the printed English version of the Current Corporate Communications only; **OR**
僅收取本次公司通訊之英文印刷版本; **或**
- To receive the printed Chinese version of the Current Corporate Communications only; **OR**
僅收取本次公司通訊之中文印刷版本; **或**
- To receive both the printed English and Chinese versions of the Current Corporate Communications.
同時收取本次公司通訊之中、英文印刷版本。

Part B To change the choice of language or means of receiving all future Corporate Communications*

- 乙部** 更改選取所有日後公司通訊*之語言版本或收取方式
- To read all future Corporate Communications through Next Media's website at www.nextmedia.com in place of receiving printed copies and to receive a notification letter to inform me/us by post of the publication of the Corporate Communications on Next Media's website; **OR**
透過壹傳媒網站 www.nextmedia.com 瀏覽所有日後公司通訊，以代替收取印刷版本，並寄發通知函通知本人/吾等公司通訊已於壹傳媒網站刊發; **或**
- To receive the printed English version of all future Corporate Communications only; **OR**
僅收取所有日後公司通訊之英文印刷版本; **或**
- To receive the printed Chinese version of all future Corporate Communications only; **OR**
僅收取所有日後公司通訊之中文印刷版本; **或**
- To receive both the printed English and Chinese versions of all future Corporate Communications.
同時收取所有日後公司通訊之中、英文印刷版本。

Name(s) of non-registered holder(s)[#]
非登記股份持有人姓名[#]

Signature
簽名

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Address of non-registered holder(s)[#]
非登記股份持有人的地址[#]

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Contact telephone number
聯絡電話號碼

Date
日期

[#]You are required to fill in the details if you download this Request Form from the websites of Next Media or The Stock Exchange of Hong Kong Limited.
如閣下從壹傳媒或香港聯合交易所有限公司網站下載本申請表格，請必須填上有關資料。

Notes 附註:

- Please complete all your details clearly.
請清楚填寫所有資料。
- This Request Form is to be completed by the non-registered holders of the Company, whose shares are held in the Central Clearing and Settlement System (CCASS) and who have notified the Company through Hong Kong Securities Clearing Company Limited that they wish to receive the Company's Corporate Communications.
本申請表格應由本公司非登記股份持有人填寫。該等人士的股份存放於中央結算及交收系統(中央結算系統)，並且他們已經透過香港中央結算有限公司通知本公司，希望收取本公司公司通訊。
- The above instruction in Part B will apply to all future Corporate Communications to be sent to you until you notify to the Company's share registrar, Computershare Hong Kong Investor Services Limited to the contrary or unless you have at any time ceased to have holdings in the Company.
上述乙部的指示適用於日後向閣下寄出之所有公司通訊，直至閣下通知本公司股份登記處「香港中央證券登記有限公司」另外之安排或任何時候不再持有本公司股份。
- This Request Form will be void if more than one box or no box is marked (X).
倘在本申請表格劃過一個或未有劃上「X」號，本申請表格將視作無效。
- For the avoidance of doubt, we do not accept any special instructions written on this Request Form.
為免存疑，任何寫在本申請表格上的額外指示，本公司將不予接受。

* "Corporate Communications" includes 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 622 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.

* 「公司通訊」包括本公司已發出或將予發出以供其股東參照或採取行動之任何通告或文件包括但不限於: (i)董事會報告、本公司之年報連同核數師報告及(倘適用)其財務報告概要(定義見公司條例(香港法例第622章)); (ii)中期報告; (iii)大會通告; (iv)上市文件; (v)通函; 及(vi)代表委任表格。

MAILING LABEL 郵寄標籤

Computershare Hong Kong Investor Services Limited
香港中央證券登記有限公司
Freepost No. 簡便回郵號碼 37
Hong Kong 香港

Please cut the mailing label and stick this on the envelope to return this Request Form to us.
No postage stamp is necessary if posted in Hong Kong.
閣下寄回此申請表格時，請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。

HN114/07/09/2015-1 (21)