

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

**NEXT DIGITAL**

**NEXT DIGITAL LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 00282)**

## **PROFIT WARNING**

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 an increase in loss for the six months ended 30 September 2016 as compared to a loss for the corresponding period 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 Digital 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 (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, 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 an increase in loss for the six months ended 30 September 2016 as compared to a loss for the corresponding period in last year. Based on the information currently available to the Board, the anticipated an increase in loss for the six months ended 30 September 2016 was mainly attributable to the following reasons:

- (i) An approximately 24.8% fall in the overall advertising revenue and circulation income of the Group’s publications due to the sluggish economy and overall declining market trend for print publications both Hong Kong and Taiwan during the first half of 2016; and

- (ii) The expenses incurred for the downsizing of the Group's operations, in particular, the cessation of the publication of *FACE* and *ME!* in Hong Kong, as well as the restructuring of *Taiwan Apple Daily* and *Taiwan Next Magazine* and *Apple Daily* and *Next Magazine* in Hong Kong during the period under review, including the payment in lieu of notice amounting to HK\$37.8 million for layoff of the relevant employees of the Group.

The Company is in the process of finalizing the Group's interim results for the six months ended 30 September 2016. 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 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 2016 which is expected to be released on 14 November 2016.

**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, 2 November 2016

As at the date of this announcement, the Board comprises:-

*Non-executive Director:*

Mr. Ip Yut Kin (*Non-executive Chairman*)

*Executive Directors:*

Mr. Cheung Ka Sing, Cassian

Mr. Chow Tat Kuen, Royston

*Independent Non-executive Directors:*

Mr. Fok Kwong Hang, Terry

Mr. Wong Chi Hong, Frank

Dr. Lee Ka Yam, Danny

Dr. Bradley Jay Hamm