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## **A8 New Media Group Limited**

### **A8 新媒體集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

(Stock code: 800)

## **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE OF THE GROUP ON MOBILE GAMES PUBLICATION**

This announcement is made by A8 New Media Group Limited (the “**Company**”, together with its subsidiaries, “**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of our Group.

### **OBTAINED EXCLUSIVE PUBLICATION RIGHT OF FOUR MOBILE GAMES**

The Group has entered into mobile games distribution business through Shenzhen Finger Fun Network Technology Limited (the “**Finger Fun**”, 「指遊方寸」), a wholly-owned subsidiary of the Company, since the beginning of 2013. During the first half of year 2014, the Finger Fun has obtained the exclusive publication right of four mobile games (the “**Mobile Games**”) on both iOS and Android platforms in China. The above said Mobile Games are all categorized as moderate and heavy online mobile games which include:

- i) Gods Throne (「眾神王座」), a Massive Multiplayer Online Action Role Playing Game (“MMOARPG”), was developed by Shanghai Moteng Network Technology Company Limited based on western fantasy world landscape and featured with unlimited PK and 3D map;
- ii) Oh! My God (「我的神啊」), a Card Role Playing Game, was developed by Shanghai Lewo Network Technology Company Limited featured with 3D effect action and the emphasis on cards combination playing style;
- iii) Arcade Heroes (「街機群英傳」), a Side Scrolling Combo-fighting Game with the theme of three kingdoms featured with 3D effect action, was developed by Chengdu Zhangkong Interactive Technology Limited Company; and

iv) The Venator (「Venator」), a Mixing Role Playing Game with various elements and playing styles, was introduced from Korea. The players in this game can collect various heroes, upgrade, strengthen and organize their team for various combats. The global publisher of this mobile game is NeoArena, a Korean listed company engaged in the mobile game publication business and Venator has been successfully published in Korea.

According to the operational plans of the Finger Fun, the commercial operation of the Mobile Games in China will be launched successively in the second half of 2014 which may have positive financial impact on the Company. The commercial operation of the Mobile Games may not be launched as expected due to various factors, shareholders and potential investors of the Company are advised to be cautious when trading the securities of the Company.

### **THE LAYOUT OF OVERSEAS MOBILE GAMES PUBLICATION BUSINESS**

The Group has recently signed an investment agreement (the “**Investment Agreement**”) with BIGBANG group (the “**BIGBANG**”) with the right to subscribe approximately 20% interest of the BIGBANG with a consideration of USD4 million (equivalent to approximately HKD31.2 million) pursuant to the Investment Agreement.

The BIGBANG mainly engages in the worldwide publication business of mobile games and mobile applications, and currently focuses in the Korea, Hong Kong, Macao and Taiwan markets. The core management team of the BIGBANG came from leading online game companies in China, Korea and Japan including Shanda Games, NetDragon, ACTOZ, SOFT, DENA, Gamevil and EA. They have solid experiences in the selection and localization of mobile games with an average of over seven years of experience in this industry. The Korean team of the BIGBANG has successfully published the mobile game named Million Arthur (「百萬亞瑟王」) in Korea. The BIGBANG has obtained the publication right of various mobile games and mobile applications including i) War Online (「戰火 Online」) which has been published in Korea; ii) Moji Weather (「墨蹟天氣」) which will be published in Korea; iii) Yes! My Lord (「Yes! My Lord」) which will be published in Korea, Hong Kong, Macao and Taiwan; and iv) Venator (「Venator」) which will be published in Hong Kong, Macao, Taiwan, Singapore and Malaysia.

Although the Finger Fun is currently focusing on elite mobile games publication business in China, the layout of the overseas mobile game publication business has been established through the investment in the BIGBANG considering the good overseas performance of various Chinese mobile games especially in Asia. Such investment will help the Group in forming a complete mobile game publication chain worldwide. Meanwhile, the Finger Fun can explore and introduce outstanding overseas mobile games into China through the investment in the BIGBANG.

### **OBTAINED AN EXCLUSIVE EDITION RIGHT OF A NETWORK LITERATURE WORK**

The Finger Fun has recently obtained an exclusive edition right of a network literature work named “Hunger for World Conquest” (「我欲封天」) in the field of mobile game publication. The Hunger for World Conquest was a recent top-selling network literature on the website of Starting Point Chinese Literature under the Shanda Literature Group. The Company believes that such network literature work and mobile game share lots of common features such as content and user group, and the success rate of developing a mobile game based on a popular literature work is generally higher, therefore the Company plans to cooperate with a third party developer to develop mobile game based on the above-said network literature work.

As the relevant applicable percentage ratios are expected to be less than 5% respectively, all the above-said transactions do not meet the disclosure requirements Pursuant to the requirements of the Rules Governing the Listing of Securities (the “**Listing Rules**”). This announcement is a voluntary announcement of the Company.

*In this announcement, amounts denominated in USD have been converted into HKD at the rate of USD1 = HKD7.8 for the purpose of illustration. Such exchange rates are for illustration purpose only and do not constitute representations that any amount in HKD or USD have been, could have been or may be converted at such rate.*

On behalf of the Board  
**A8 New Media Group Limited**  
Chairman & Executive Director  
**Liu Xiaosong**

Hong Kong, 1 August 2014

*As at the date of this announcement, the Board of the Company comprises:*

- (1) Executive Directors namely Mr. Liu Xiaosong and Mr. Lu Bin; and*
- (2) Independent Non-Executive Directors namely Mr. Chan Yiu Kwong, Ms. Wu Shihong and Mr. Song Ke. □*