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## **CINDERELLA MEDIA GROUP LIMITED**

**先傳媒集團有限公司\***

*(Continued in the Bermuda with limited liability)*

(Stock Code: 550)

### **DISCLOSEABLE TRANSACTION ACQUISITION OF LISTED SECURITIES**

The Company acquired the Acquired Shares on 1 February 2016 for a total purchase price of HK\$24,884,100 (exclusive of transaction costs) from an independent individual seller.

The Acquisition constitutes a discloseable transaction for the Company under Chapter 14 of the Listing Rules, as one of the applicable percentage ratios exceeds 5% but is less than 25%.

#### **THE ACQUISITION**

The Board is pleased to announce that the Company acquired the Acquired Shares on 1 February 2016 at the price of HK\$0.215 per UKF Share (exclusive of transaction costs) from an independent individual seller. The purchase price of HK\$0.215 per UKF Share is reference to the closing price of HK\$0.216 per UKF Share as quoted on the Stock Exchange on 29 January 2016.

The aggregate purchase price of the Acquired Shares (exclusive of transaction costs) of approximately HK\$24,884,100 was financed by the Company's internal resources.

To the best knowledge, information and belief of the Directors having made all reasonable enquiries, the seller of the Acquired Shares is an Independent Third Party.

## INFORMATION OF UKF

UKF is a company incorporated in the Cayman Islands with limited liability whose shares are listed on the Main Board of the Stock Exchange (Stock Code: 1468). UKF is principally engaged in the trading of fur skins, fur skins brokerage and mink farming.

The following information is extracted from the annual report of UKF for the year ended 31 March 2015 and the interim report of UKF for the six months ended 30 September 2015:

	<b>For the six months ended 30 September 2015 HK\$ (<i>unaudited</i>)</b>	<b>For the year ended 31 March 2015 HK\$ (<i>audited</i>)</b>	<b>For the year ended 31 March 2014 HK\$ (<i>audited</i>)</b>
Revenue	157,662,130	301,596,169	301,637,189
Profit before tax	28,490,098	38,072,633	39,992,696
Profit after tax	26,538,361	36,639,153	35,841,267

The unaudited net asset value of UKF as at 30 September 2015 amounted to approximately HK\$408.05 million.

## REASONS FOR AND BENEFITS OF THE ACQUISITION

The principal business activity of the Company is investment holding. The Group is principally engaged in the provision of recruitment advertising services.

Having considered the financial performance of UKF, the Directors consider that the Acquisition is an attractive investment and can enhance the investment returns for the Company. The Directors are of the view that the Acquisition is fair and reasonable, on normal commercial terms and in the interests of the Company and the Shareholders as a whole.

## IMPLICATIONS UNDER THE LISTING RULES

The Acquisition constitutes a discloseable transaction for the Company under Chapter 14 of the Listing Rules, as one of the applicable percentage ratios exceeds 5% but is less than 25%.

## DEFINITIONS

In this announcement, unless the context otherwise requires, the following terms have the following meanings:

“Acquired Shares”	an aggregate of 115,740,000 UKF Shares, representing approximately 4.08% of the entire issued share capital of UKF at the date of this announcement
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“Acquisition”	the acquisition by the Company of the Acquired Shares
“Board”	the board of Directors
“Company”	Cinderella Media Group Limited, a company incorporated in the Cayman Islands with limited liability and continued in Bermuda as an exempted company, the Shares of which are listed on the Main Board of the Stock Exchange (Stock code: 550)
“Director(s)”	director(s) of the Company
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Independent Third Party(ies) ”	third party(ies) independent of and not connected with the Company and its connected persons
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Share(s)”	ordinary share(s) of HK\$0.20 each in the share capital of the Company
“Shareholder(s)”	holder(s) of Share(s)
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“UKF”	UKF (Holdings) Limited, a company incorporated in the Cayman Islands with limited liability whose shares are listed on the Stock Exchange (Stock Code: 1468)
“UKF Share(s)”	ordinary shares of HK\$0.01 each in the share capital of UKF
“%”	per cent

By Order of the Board  
**Cinderella Media Group Limited**  
**Tsang Hing Bun**  
*Executive Director*

Hong Kong, 1 February 2016

*As at the date of this announcement, the Board comprises Mr. Liu Gary Wei, Ms. Chan Pak Yi and Mr. Tsang Hing Bun as executive Directors; Mr. Yiu Yu Cheung as non-executive Director; and Mr. Leung Siu Kee, Mr. William Keith Jacobsen and Mr. Au Yeung Chi Hang, Jimmy, as independent non-executive Directors.*

*\* for identification purposes only*