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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)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09 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, Law of Hong Kong).

The Board of directors (the “**Board**”) of Cinderella Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the latest unaudited financial information, the Group is expected to record a net loss for the year ended 31 December 2015 (“**FY2015**”) compared with a net profit for the previous financial year.

The net loss for FY2015 was primarily attributable to the loss from discontinued operations of (i) CinMedia Inc. and its subsidiaries (“**CinMedia Group**”); and (ii) Easking Limited and its subsidiaries (“**Easking Group**”) of approximately HK\$30 million for FY2015 before the completion of the disposal (the “**Disposal**”) of CinMedia Group and Easking Group by the Company on 25 August 2015. Details of the Disposal were disclosed in the Company’s circular dated 5 August 2015.

The CinMedia Group and Easking Group were principally engaged in the inflight magazine advertising business before the Disposal and the Company recorded HK\$4 million profit from the operations of the CinMedia Group and Easking Group for the year ended 31 December 2014.

As the Company is in the process of finalising the annual results of the Group for FY2015, the information contained in this announcement is only based on the preliminary assessment by the Company with reference to the information currently available and the consolidated management accounts of the Group, which have neither been confirmed nor audited by the Company's auditor, and is therefore subject to necessary adjustments. Detailed financial results of the Group for FY2015 are scheduled to be announced on 30 March 2016.

Potential investors and shareholders of the Company should exercise caution when dealing in shares of the Company.

By order of the Board
CINDERELLA MEDIA GROUP LIMITED
Tsang Hing Bun
Executive Director

Hong Kong, 15 March 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 nonexecutive Director; and Mr. Leung Siu Kee, Mr. William Keith Jacobsen and Mr. Au Yeung Chi Hang, Jimmy, as independent non-executive Directors.

** for identification purpose only*