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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)

### INSIDE INFORMATION CHANGE IN SHAREHOLDING OF SUBSTANTIAL SHAREHOLDERS

This announcement is made by Cinderella Media Group Limited (the “**Company**”) 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) has been informed by Metro Victory Holdings Limited (“**Metro**”), the substantial shareholder (as defined under the Listing Rules) of the Company that, on 13 April 2016, Metro has disposed of 31,000,000 shares of the Company (“**Shares**”), representing 9.29% of the total number of issued Shares as at the date of this announcement, to Upsky Global Limited (“**Upsky**”), the substantial shareholder (as defined under the Listing Rules) of the Company at a price of HK\$2.55 per Share (the “**Disposal**”).

After the Disposal, (i) Metro shall hold 30,868,828 Shares, representing approximately 9.25% of the total issued share capital of the Company as at the date of this announcement and Metro ceased to be the substantial shareholder (as defined under the Listing Rules) of the Company; and (ii) Upsky shall hold 95,037,657 Shares, representing approximately 28.47% of the total issued share capital of the Company as at the date of this announcement.

The Board does not expect the Disposal will have any material adverse effect on the operations of the Company and its subsidiaries (collectively the “**Group**”).

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Shares.**

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

Hong Kong, 13 April 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. Chan Chiu Hung, Alex, as independent non-executive Directors.*

*\* For identification purpose only*