

*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.*



## **CINDERELLA MEDIA GROUP LIMITED**

**先傳媒集團有限公司 \***

*(continued in Bermuda with limited liability)*

**(Stock code: 550)**

### **POLL RESULTS OF THE ANNUAL GENERAL MEETING**

Reference is made to the circular (“**Circular**”) of Cinderella Media Group Limited (“**Company**”) dated 27 April 2017. Terms used in this announcement shall have the same meanings as defined in the Circular.

The total number of issued Shares as at the date of the AGM was 370,034,000 Shares which is also the total number of Shares entitling the holder to attend and vote for or against all the resolutions. No Shareholders were required to abstain from voting.

The Board announces that all the resolutions (both ordinary and special) (“**Resolutions**”) set out in the notice of the AGM contained in the Circular were duly passed at the AGM held on 2 June 2017.

As at the date of the AGM, there were no Shares in issue entitling the Shareholders to attend and vote only against the Resolutions at the AGM. Computershare Hong Kong Investor Services Limited, the Hong Kong branch share registrar of the Company, acted as scrutineer for the vote-taking at the AGM.

*\*for identification purpose only*

The poll results in respect of each of the Resolutions are as follows:

<b>ORDINARY RESOLUTIONS</b>		<b>FOR Number of Shares (%)</b>	<b>AGAINST Number of Shares (%)</b>
1.	To receive and consider the audited consolidated financial statements and the reports of the directors and auditor for the year ended 31 December 2016	255,610,490 (100%)	0 (0%)
2.	(a) To re-elect Mr. Liu Gary Wei as Director	236,490,490 (92.52%)	19,120,000 (7.48%)
	(b) To re-elect Mr. Tsang Hing Bun as Director	236,490,490 (92.52%)	19,120,000 (7.48%)
	(c) To re-elect Mr. Chen Jiarong as Director	236,490,490 (92.52%)	19,120,000 (7.48%)
	(d) To re-elect Mr. Chan Siu Lun as Director	255,610,490 (100%)	0 (0%)
	(e) To authorise the Board to fix the Directors' remuneration	236,490,490 (100%)	0 (0%)
3.	To re-appoint BDO Limited as auditor and to authorise the Board to fix their remuneration	255,610,490 (100%)	0 (0%)
4.	To grant a general mandate to the Directors to allot and issue new Shares of the Company	255,610,490 (100%)	0 (0%)
5.	To grant a general mandate to the Directors to repurchase Shares of the Company	255,610,490 (100%)	0 (0%)
6.	To extend the new issue mandate to the directors of the Company to allot and issue additional shares by the nominal amount of shares repurchased by the Company	255,610,490 (100%)	0 (0%)

<b>SPECIAL RESOLUTION</b>		<b>FOR Number of Shares (%)</b>	<b>AGAINST Number of Shares (%)</b>
7.	To approve: (a) that the English name of the Company be changed from “Cinderella Media Group Limited” to “KK Culture Holdings Limited” and the new Chinese name of “KK 文化控股有限公司” be adopted as the secondary name of the Company in place of “先傳媒集團有限公司” which was adopted for identification purpose only; and (b) that the directors be and are hereby authorised to do all such acts and things and execute such further documents and take all steps which, in their opinion may be necessary, desirable or expedient to implement and give effect to the aforesaid change of name of the Company and to attend to any necessary registration and/or filing for and on behalf of the Company.	255,610,490 (100%)	0 (0%)

*Note:* The percentage of votes is based on the total number of Shares held by the Shareholders who voted at the AGM in person or by corporate representative or proxy.

### **Update of the change of Company name**

Subsequent to the passing of the special resolution by the Shareholders at the AGM, the change of company name is still subject to the approval of the Registrar of Companies in Bermuda by issuing a certificate of incorporation on change of name and a certificate of secondary name in relation to the new Chinese name. The change of company name will become effective from the date of entry of the new English name of the Company and the date of entry of the new Chinese secondary name of the Company, in each case, on the register maintained by the Registrar of Companies in Bermuda. Thereafter, the Company will carry out all necessary registration and/or filing

procedures with the Registrar of Companies in Hong Kong in connection therewith. The Company will further announce the effective date of the change of company name and the consequential changes of its stock short name for trading of the Shares on the Stock Exchange.

By order of the Board  
**CINDERELLA MEDIA GROUP LIMITED**

**Tsang Hing Bun**  
*Executive Director*

Hong Kong, 2 June 2017

*As at the date of this announcement, the Board comprises Mr. Liu Gary Wei (Chief Executive Officer) and Mr. Tsang Hing Bun as executive Directors; Mr. Chen Jiarong (Chairman), Mr. Yiu Yu Cheung and Mr. Leung Siu Kee as non-executive Directors; and Mr. Chan Siu Lun, Mr. William Keith Jacobsen and Mr. Chan Chiu Hung, Alex, as independent non-executive Directors.*