

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.

KK CULTURE HOLDINGS LIMITED

KK 文化控股有限公司

(formerly known as Cinderella Media Group Limited)

(continued in Bermuda with limited liability)

(Stock Code: 550)

CHANGE OF COMPANY NAME AND CHANGE OF STOCK SHORT NAME

CHANGE OF COMPANY NAME

The Board is pleased to announce that the Proposed Change of Company Name from “Cinderella Media Group Limited” to “KK Culture Holdings Limited”, and the adoption of Chinese name “KK文化控股有限公司” as the secondary name of the Company to replace the previous Chinese name “先傳媒集團有限公司” which was for identification purpose only took effect on 5 June 2017.

CHANGE OF STOCK SHORT NAME

The English stock short name of the Company for trading in the Shares on the Stock Exchange will be changed from “CINMEDIA” to “KK CULTURE” and the Chinese stock short name of the Company for trading in the Shares on the Stock Exchange will be changed from “先傳媒” to “KK文化” with effect from 9:00 a.m. on 31 August 2017. The stock code of the Company on the Stock Exchange will remain unchanged as “550”.

References are made to the announcement of KK Culture Holdings Limited (formerly known as Cinderella Media Group Limited) (the “**Company**”) dated 24 March 2017, the circular of the Company dated 27 April 2017 (the “**Circular**”) and the announcement of the Company with respect to the poll results of the AGM dated 2 June 2017, in relation to, among other things, the Change of Company Name. Unless otherwise stated, capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that subsequent to the passing of a special resolution in relation to the Proposed Change of Company Name by the Shareholders at the AGM held on 2 June 2017, the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in Bermuda on 6 July 2017, certifying that the name of the Company has been changed from “Cinderella Media Group Limited” to “KK Culture Holdings Limited”, and the secondary name of the Company has been registered as “KK 文化控股有限公司” to replace “先傳媒集團有限公司” which was for identification purpose only.

The Certificate of Registration of Change of Corporation Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 16 August 2017, confirming the registration of the new name of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the laws of Hong Kong).

CHANGE OF STOCK SHORT NAME

The English stock short name of the Company for trading in the Shares on the Stock Exchange will be changed from “CINMEDIA” to “KK CULTURE” and the Chinese stock short name of the Company for trading in the Shares on the Stock Exchange will be changed from “先傳媒” to “KK 文化” with effect from 9:00 a.m. on 31 August 2017. The stock code of the Company on the Stock Exchange will remain unchanged as “550”.

EFFECTS OF THE CHANGE OF COMPANY NAME

The change of Company name will not affect any rights of the Shareholders or the Company’s daily business operation and its financial position. All existing share certificates in issue bearing the former name of the Company will continue to be evidence of title to such securities and valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for free exchange of the existing share certificates for new certificates bearing the new name of the Company. With effect from 31 August 2017, new share certificates will be issued under the new name of the Company.

By order of the Board
KK CULTURE HOLDINGS LIMITED
Chen Jiarong
Chairman

Hong Kong, 25 August 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.