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CINDERELLA MEDIA GROUP LIMITED

先傳媒集團有限公司*

*(Incorporated in the Cayman Islands with limited
liability and continued in Bermuda)*

(Stock Code: 550)

WAIVER FROM STRICT COMPLIANCE WITH THE MINIMUM PUBLIC FLOAT REQUIREMENT

Reference is made to the joint announcement issued by the Joint Offerors and the Company dated 22 September 2015 in relation to, among other things, close of the Offer, results of the Offer and status of public float (the “**Joint Announcement**”). Capitalised terms used in this announcement shall have the same meanings as defined in the Joint Announcement unless the context requires otherwise.

As disclosed in the Joint Announcement, immediately following the close of the Offer, the Company could not satisfy the minimum public float requirement as set out under Rule 8.08(1)(a) of the Listing Rules. The Company had applied to the Stock Exchange for a temporary waiver from strict compliance with the minimum public float requirement (the “**Waiver**”) for a period of three months commencing from 22 September 2015.

On 14 October 2015, the Stock Exchange granted the Waiver to the Company for a period commencing from 22 September 2015 to 13 November 2015. Further announcement(s) will be made by the Company regarding the restoration of public float as and when appropriate pursuant to the Listing Rules.

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

Hong Kong, 15 October 2015

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.