



CINDERELLA MEDIA GROUP LIMITED

先傳媒集團有限公司*

(continued in Bermuda with limited liability)

(Stock code: 550)

19 March 2013

Dear Shareholder(s),

Election of Means of Receipt and Language for Corporate Communication

Pursuant to the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited in relation to the corporate communication ("Corporate Communication") of Cinderella Media Group Limited (the "Company"), the Company makes available various options for you to elect for the receipt of Corporate Communication of the Company in the future. Corporate Communication means any document to be issued by the Company for your information or action as defined under Rule 1.01 of the Listing Rules, including but not limited to (a) annual report; (b) interim report; (c) notice of meeting; (d) listing document; (e) circular and (f) proxy form.

You may choose one of the options set out below:

- (1) to read future Corporate Communication published on the Company's website at www.cinderellagroup.com.hk ("Website Version") in place of receiving printed copies, and receive a notification ("Notification") notifying you the publication of the Corporate Communication on the website of the Company; or
- (2) to receive the printed English version of all future Corporate Communication only; or
- (3) to receive the printed Chinese version of all future Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communication.

To make your election, please mark "X" in the appropriate box in the enclosed reply form (with postage pre-paid mailing label at the bottom of the reply form[#]) and sign and return the same to the Company's Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If the Company does not receive the enclosed reply form or receive an objection from you on or before 15 April 2013, you will be deemed to have consented to receiving the Website Version for all the Corporate Communication and only a Notification will be sent to you in the future.

Even if you elect the Website Version, you have the rights at any time to change your choice of language and means of receipt by sending reasonable prior notice in writing to the Company's Hong Kong Share Registrar. You may also send such notice by e-mail to enquiry@cinderellagroup.com.hk. If you have difficulties in receiving or gaining access to the Website Version of the Corporate Communication, the Company will upon your request in writing or by email send the printed versions of the Corporate Communication to you free of charge as soon as possible.

Please note that the Website Version of both English and Chinese languages of the Corporate Communication will be available on the Company's website at www.cinderellagroup.com.hk and on the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

In support of environmental protection and for the purpose of saving printing and mailing cost, the Company recommends you to elect the Website Version.

Should you have any query in relation to this letter, please contact us at (852) 2976 2388 during business hours from 9:00 a.m. to 5:00 p.m., Monday to Friday, excluding public holidays.

Yours faithfully
Cinderella Media Group Limited

* For identification only

[#] If the mailing label is used for posting in Hong Kong, no postage stamp is required. Please affix appropriate postage stamp when posting outside Hong Kong.

Reply Form 回條

To: Cinderella Media Group Limited (the "Company")
(Stock Code: 550)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre, 183 Queen's Road East,
Wanchai, Hong Kong

致: 先傳媒集團有限公司 (「本公司」)
(股份代號: 550)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the Corporate Communication* of the Company ("Corporate Communication") in the manner as indicated below:

本人/我們希望以下列方式收取 貴公司之公司通訊文件* (「公司通訊文件」):

(Please mark **ONLY ONE "X"** of the following boxes) (請從下列選擇中, 僅在其中一個空格內劃上「X」號)

- ☐ read the **Website Version** of all future Corporate Communication published on the Company's website in place of receiving printed copies; and receive a printed notification letter of the publication of Corporate Communication on website; **OR**
瀏覽所有日後在本公司網站發表之公司通訊文件**網上版本**, 以代替印刷本, 並收取公司通訊文件已在網上刊發之通知信函; **或**
- ☐ to receive the **printed English version** of all future Corporate Communication **ONLY**; **OR**
僅收取所有日後公司通訊文件之**英文印刷本**; **或**
- ☐ to receive the **printed Chinese version** of all future Corporate Communication **ONLY**; **OR**
僅收取所有日後公司通訊文件之**中文印刷本**; **或**
- ☐ to receive both **printed English and Chinese versions** of all future Corporate Communication.
同時收取所有日後公司通訊文件之**英文及中文印刷本**。

Contact telephone number
聯絡電話號碼

Signature
簽名

Date
日期

Note 附註

- If the Company does not receive this Reply Form or receive a response indicating the objection from you on or before 15 April 2013, you are deemed to consent to the Website Version only. All future Corporate Communication will be sent out in the manner specified in the Company's letter dated 19 March 2013 and we will send you a notification of the publication of the Corporate Communication on website.
倘若本公司於 2013 年 4 月 15 日或之前仍未收到 閣下的回條或表示反對的回覆, 閣下將被視為已同意收取所有日後公司通訊文件網上版本, 而本公司將按 2013 年 3 月 19 日之本公司函件內所述之方式向 閣下寄發有關公司通訊文件已在網上刊發通知。
- Shareholders are entitled to change the choice of means of receipt and language of the Company's Corporate Communication at any time by reasonable notice in writing or using email at enquiry@cinderellagroup.com.hk to the Company c/o the Company's Hong Kong Share Registrar.
股東有權隨時發出合理時間的書面通知或以電郵方式到 enquiry@cinderellagroup.com.hk 本公司香港股份過戶登記處, 要求更改收取公司通訊文件之語言版本及方式。
- For the avoidance of doubt, we do not accept any special instructions written on this Reply Form.
為免存疑, 任何在本回覆表格上的額外手寫指示, 本公司將不予處理。

*Corporate Communication includes but is not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

*公司通訊文件包括但不限於: (a) 董事局報告、年度財務報表連同核數師報告及如適用, 財務摘要報告; (b) 中期報告及如適用, 中期摘要報告; (c) 會議通告; (d) 上市文件; (e) 通函; 及(f) 委任代表表格。

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郵寄標籤 MAILING LABEL

閣下寄回此回條時, 請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope
to return this Reply Form to us.

No postage stamp necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong