SinoMedia®

SINOMEDIA HOLDING LIMITED

中視金橋國際傳媒控股有限公司

(incorporated in Hong Kong with limited liability)

(Stock Code: 623)

PROFIT WARNING

This announcement is made by SinoMedia Holding Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong (the "**Listing Rules**") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group, the Group is expected to record a substantial decrease in consolidated net profit for the year ended 31 December 2015 as compared to the consolidated net profit of approximately RMB306 million for the year ended 31 December 2014. Based on information currently available, the expected decrease is mainly attributable to a significant decrease in revenue and gross profit of the Group due to the weakened sentiment on TV advertising spending amid the slowdown in the growth of China's economy.

As the Company is still in the process of finalising the annual results for the year ended 31 December 2015, the information contained in this announcement is only based on the preliminary assessment by the management of the Company of information currently available and is not based on any figures or information audited or reviewed by the Company's auditors. The audited results of the Group for the year ended 31 December 2015 is expected to be announced in March 2016.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company

On behalf of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 21 February 2016

As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan and Mr. Li Zongzhou as executive directors, and Mr. Qi Daqing, Mr. Lian Yuming, Ms. Wang Xin and Mr. He Hui, David as independent non-executive directors.