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## **ASIA TELEMEDIA LIMITED**

### **亞洲電信媒體有限公司**

*(incorporated in Hong Kong with limited liability)*

**(Stock code: 376)**

## **PROPOSED CHANGE OF COMPANY NAME**

The Board proposes to change the Company name from “Asia TeleMedia Limited (亞洲電信媒體有限公司)” to “ReOrient Group Limited (瑞東集團有限公司)”.

The proposed change of the Company name is subject to approval by the Shareholders at the EGM and approval by the Registrar of Companies of Hong Kong.

A circular containing, among other things, details of the proposed change of the Company name together with a notice convening the EGM will be despatched to the Shareholders on or before 12 October 2011.

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## **REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME**

The Group is principally engaged in the provision of financial services – currently comprising securities broking, share placing and underwriting, corporate finance, consulting and related services. The Directors consider that the present name of the Company is not consistent with the new business model of the Group and the proposed name would better reflect the nature and focus of the businesses of the Group. The proposed change of the Company name also represents a new start of the Company after its restructuring and resumption of trading in the Shares in August 2011.

## **CONDITIONS**

The proposed change of the Company name is subject to, among other things, (i) approval by the Shareholders by way of a special resolution at the EGM; and (ii) approval by the Registrar of Companies of Hong Kong.

The Company will carry out all necessary filing procedures with the Registrar of Companies of Hong Kong to effect the proposed change of the Company name after it has been approved by the Shareholders at the EGM. The proposed change of the Company name will take effect from the date on which the relevant certificate of change of name is issued by the Registrar of Companies of Hong Kong.

## **EFFECTS OF THE PROPOSED CHANGE OF COMPANY NAME**

The proposed change of the Company name will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the existing English and Chinese names of the Company will, after the proposed change of the Company name becoming effective, continue to be evidence of title to the Shares and will be valid for trading, settlement, registration and delivery purposes. Once the proposed change of the Company name becomes effective, any issue of share certificates will be under the new English and Chinese names of the Company. There will be arrangement for free exchange of the existing share certificates of the Company for new share certificates printed in the new name of the Company. Once the change of name becomes effective, Shareholders may, if they so wish, during the period of one month, deliver existing share certificates in respect of the Shares held by them to the share registrar of the Company, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17/F., Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, to exchange at the expense of the Company, for the new share certificates bearing the new name of the Company. After the expiry of such one month period, share certificates of the Company will be accepted for exchange only on payment of a fee of HK\$2.50 at the expense of the Shareholders for each certificate cancelled or each new certificate issued, whichever number of certificates cancelled or issued is higher (or such higher amount as may from time to time be allowed by the Stock Exchange). It is expected that the new share certificates will be available for collection within 10 business days from the date of submission of the existing share certificates.

Further announcement(s) will be made by the Company to inform the Shareholders of the effective date of the proposed change of the Company name and the change in stock short name.

## **GENERAL**

A circular containing, among other things, details of the proposed change of the Company name together with a notice convening the EGM will be despatched to the Shareholders on or before 12 October 2011.

## DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings when used herein:

“Board”	the board of Directors
“business day(s)”	any day(s) (excluding Saturday(s), Sunday(s) and public holiday(s)) in Hong Kong on which licensed banks in Hong Kong are generally open for normal banking business throughout their normal business hours
“Company”	Asia TeleMedia Limited, a company incorporated in Hong Kong with limited liability whose issued Shares are listed on the Stock Exchange
“Director(s)”	director(s) of the Company
“EGM”	the extraordinary general meeting of the Company to approve the proposed change of the Company name
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Share(s)”	ordinary issued share(s) of HK\$0.01 each in the share capital of the Company
“Shareholder(s)”	holder(s) of the issued Shares
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong

By order of the Board  
**Ko Chun Shun, Johnson**  
*Chairman and Executive Director*

Hong Kong, 20 September 2011

*As at the date of this announcement, the Board comprises six executive directors, namely Mr. Ko Chun Shun, Johnson, Mr. Zhang Binghua, Mr. Chen Shengjie, Ms. Angelina Kwan, Mr. Tsoi Tong Hoo, Tony and Ms. Ko Wing Yan, Samantha and three independent non-executive directors, namely Mr. Liu Zhengui, Mr. Ding Kebai and Mr. Chu Chung Yue, Howard.*