
THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of this circular or as to the action to be taken, you should consult a licensed securities dealer, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in Asia TeleMedia Limited, you should at once hand this circular, together with the enclosed form of proxy, to the purchaser or transferee or to the bank, licensed securities dealer or other agent through whom the sale or transfer was effected, for transmission to the purchaser or transferee.

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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
AND
NOTICE OF EXTRAORDINARY GENERAL MEETING**

A letter from the Board is set out on pages 2 to 4 of this circular.

A notice convening the EGM to be held at Suites 1102-1103, 11/F, Far East Finance Centre, 16 Harcourt Road, Admiralty, Hong Kong on Monday, 17 October 2011 at 10:00 a.m. is set out on pages 5 to 6 of this circular. Whether or not you intend to attend and vote at the EGM or any adjourned meeting in person, you are requested to complete and return the enclosed form of proxy in accordance with the instructions printed thereon and return it to the share registrar of the Company, Computershare Hong Kong Investor Services Limited, at 17M, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong as soon as possible, but in any event not less than 48 hours before the time appointed for holding of the EGM or any adjourned meetings. Completion and return of the form of proxy will not preclude you from attending and voting in person at the EGM or any adjourned meeting should you so wish.

23 September 2011

CONTENTS

	<i>Page</i>
DEFINITIONS	1
LETTER FROM THE BOARD	2
NOTICE OF THE EGM	5

DEFINITIONS

In this circular, unless the context otherwise requires, the following expressions have the following meanings:

“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
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“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
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong

LETTER FROM THE BOARD



ASIA TELEMEDIA LIMITED

亞洲電信媒體有限公司

(incorporated in Hong Kong with limited liability)

(Stock code: 376)

Executive Directors:

Mr. Ko Chun Shun, Johnson (*Chairman*)

Mr. Zhang Binghua

Mr. Chen Shengjie

Ms. Angelina Kwan

Mr. Tsoi Tong Hoo, Tony

Ms. Ko Wing Yan, Samantha

Registered office:

Suites 1102-1103

11/F, Far East Finance Centre

16 Harcourt Road

Admiralty

Hong Kong

Independent non-executive Directors:

Mr. Liu Zhengui

Mr. Ding Kebai

Mr. Chu Chung Yue, Howard

23 September 2011

To the Shareholders

Dear Sirs,

**PROPOSED CHANGE OF COMPANY NAME
AND
NOTICE OF EXTRAORDINARY GENERAL MEETING**

INTRODUCTION

The purpose of this circular is to provide you with information regarding the proposed change of the Company name and a notice convening the EGM.

PROPOSED CHANGE OF COMPANY NAME

On 20 September 2011, the Board announced that it proposed 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)”.

LETTER FROM THE BOARD

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 (one new certificate for each old certificate). 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.

LETTER FROM THE BOARD

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.

EGM

The notice of the EGM is set out on pages 5 to 6 of this circular.

Pursuant to Rule 13.39(4) of the Listing Rules, any vote of shareholders at a general meeting must be taken by poll. A form of proxy for use at the EGM is enclosed with this circular. Whether or not you are able to attend the EGM, you are requested to complete the accompanying form of proxy in accordance with the instructions printed thereon and return the same to the share registrar of the Company, Computershare Hong Kong Investor Services Limited at 17M, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong as soon as possible but in any event not less than 48 hours before the time appointed for holding of the EGM or any adjournment thereof. Completion and return of the form of proxy will not preclude you from attending and voting in person at the EGM or any adjournment thereof if you so wish and in such event, the instrument appointing a proxy shall be deemed to be revoked.

RECOMMENDATION

The Board considers that the proposed change of the Company name is in the interests of the Company and the Shareholders as a whole, and so recommends the Shareholders to vote in favour of the special resolution to be proposed at the EGM.

By order of the Board
Asia TeleMedia Limited
Ko Chun Shun, Johnson
Chairman and Executive Director

NOTICE OF THE EGM



ASIA TELEMEDIA LIMITED

亞洲電信媒體有限公司

(incorporated in Hong Kong with limited liability)

(Stock code: 376)

NOTICE OF EXTRAORDINARY GENERAL MEETING

NOTICE IS HEREBY GIVEN that an extraordinary general meeting (the “EGM”) of Asia TeleMedia Limited (the “Company”) will be held at Suites 1102-1103, 11/F, Far East Finance Centre, 16 Harcourt Road, Admiralty, Hong Kong on Monday, 17 October 2011 at 10:00 a.m. for the purpose of considering and, if thought fit, passing with or without modifications, the following resolution of the Company:

SPECIAL RESOLUTION

“**THAT**

- (A) subject to and conditional upon the approval of the Registrar of Companies of Hong Kong being obtained, the name of the Company be and is hereby changed 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)”; and
- (B) any director of the Company be and is hereby authorised to do all such acts and things and execute such documents as he/she may consider necessary, desirable or expedient to effect and implement the change of the Company name.”

By order of the board
Asia TeleMedia Limited
Ko Chun Shun, Johnson
Chairman and Executive Director

Hong Kong, 23 September 2011

Notes:

- 1 A shareholder entitled to attend and vote at the EGM is entitled to appoint another person as his proxy to attend and vote instead of him. On a poll votes may be given either personally or by proxy. A proxy need not be a shareholder of the Company. A shareholder of the Company may appoint more than one proxy to attend on the same occasion.

NOTICE OF THE EGM

- 2 Where there are joint registered holders of any share, any one of such persons may vote at the meeting, either personally or by proxy, in respect of such Share as if he were solely entitled thereto; but if more than one of such joint holders are present at the meeting personally or by proxy, that one of the said persons so present whose name stands first on the register of members of the Company in respect of such Shares shall alone be entitled to vote in respect thereof.
- 3 In order to be valid, the form of proxy duly completed and signed in accordance with the instructions printed thereon together with the power of attorney or other authority, (if any), under which it is signed or a certified copy thereof must be delivered to the share registrar of the Company, Computershare Hong Kong Investor Services Limited at 17M, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong not less than 48 hours before the time appointed for holding the EGM or any adjournment meeting (as the case may be).
- 4 Completion and return of the form of proxy shall not preclude shareholders from attending and voting in person at the EGM or at any adjourned meeting (as the case may be) or upon the poll concerned if they so wish. In such event, the instrument appointing the proxy shall be deemed to be revoked.
- 5 Shareholders whose names are held through Central Clearing and Settlement System or licensed securities dealer should contact their nominees if they would like to vote.