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新傳媒集團控股有限公司

NEW MEDIA GROUP HOLDINGS LIMITED

(proposed to be renamed as Evergrande Health Industry Group Limited 恒大健康產業集團有限公司)

(Incorporated in Hong Kong with limited liability)

(Stock Code: 708)

VOLUNTARY ANNOUNCEMENT

BUSINESS UPDATE

STRATEGIC INVESTMENT

COOPERATIVE FRAMEWORK AGREEMENT

**ENTERED INTO WITH THE MANAGEMENT COMMITTEE OF HAINAN BOAO
LECHENG INTERNATIONAL MEDICAL TOURISM PILOT ZONE AND WONJIN
BEAUTY MEDICAL GROUP OF KOREA**

This is a voluntary announcement made by New Media Group Holdings Limited (proposed to be renamed as Evergrande Health Industry Group Limited) (the “**Company**”).

As disclosed in the joint announcement dated 23 December 2014 issued by, among others, Evergrande Real Estate Group Limited (“**Evergrande**”) and the Company, and the composite offer and response document dated 6 March 2015 jointly issued by, among others, Evergrande and the Company, it is proposed that the Company, while operating its existing media related business, will diversify its businesses and develop into the health industry. The Company will endeavour to build a high-quality health management and medical services global platform, while promoting scientific healthcare concept and providing excellent health and medical services.

Strategic Investment Cooperative Framework Agreement

The Company is pleased to announce that, on 28 March 2015, the Company entered into a strategic investment cooperative framework agreement (the “**Strategic Investment Cooperative Framework Agreement**”) with the Management Committee of Hainan Boao Lecheng International Medical Tourism Pilot Zone and Wonjin Beauty Medical Group* of Korea (“**Wonjin Beauty**”) in relation to the cooperation between the parties in setting up international standard medical beauty and anti-aging centres. Pursuant to the Strategic Investment Cooperative Framework Agreement, the Company and Wonjin Beauty will actively participate in the first international medical tourism pilot zone approved by

the State Council of China, and will respond to the invitation from the Department of Commerce of the Hainan Province of China to invest into and construct hospitals that integrate plastic surgery, beauty and bodycare and anti-aging and healthcare services in the Hainan Boao Lecheng International Medical Tourism Pilot Zone (“**Boao Lecheng Pilot Zone**”), with the goal to develop them into high-end international plastic surgery hospitals featuring advanced technology, professional team and modern management.

The Company believes that as the Hainan Province is the largest island of international tourism in China, a special economic zone and the only tropical island province in China with magnificent scenery, and given various relevant preferential policies are made available to the Boao Lecheng Pilot Zone by the State Council of China and the government of Hainan (including The Nine Subsidies^{*1} released by the State Council of China), it provides the most favourable conditions for international medical institutions to enter China. At the same time, the Company proposes to fully employ information technology including the up-to-date highly efficient and accurate mass data as well as mobile internet (“**Internet+**”) to provide one stop service of beauty care, plastic surgery, anti-aging and health tourism to domestic and overseas high-end customers.

WONJIN Beauty Medical Group of Korea, formerly known as WONJIN Aesthetic Surgery, was established in 1999 and is one of the first plastic surgery hospitals in Korea. The group operates WONJIN Aesthetic Surgery Hospital, WONJIN Dermatology Clinic, WONJIN Dental Hospital and more, and is famous for its “emphasis on customers’ characters and pursuit of natural beauty”. The group employs over 100 professional medical practitioners and over 560 members of staff, and has developed into one of the largest medical beauty groups in Korea. To the best knowledge, information and belief of the Directors of the Company, having made all reasonable enquiries, Wonjin Beauty and its ultimate beneficial owners are third parties independent from the Company and connected persons of the Company and are not connected persons of the Company.

¹ The Nine Subsidies* (國九條) released by the State Council of China

The nine favorable policies in relation to Boao Lecheng International Medical Tourism Pilot Zone include: implementation of special import approval process for drugs that have obtained market launch approval in overseas in accordance with laws but pending approval in China and the acceleration of the approval of import registration of medical devices and drugs; trial period for overseas doctors to practice in the pilot zone extended to three years; permission for foreign capital to establish medical institutions in pilot zone; and examination on appropriate reduction of import tariff for certain medical devices and drugs with relatively high import tariff rates and which the pilot zone genuinely has a need for such products to be imported, by the Ministry of Finance and the relevant departments.

The Strategic Investment Cooperative Framework Agreement only contains high-level terms which provide a direction of the proposed cooperation. The detailed terms and the value of such cooperation are subject to further discussions and agreement between the parties. Further announcement(s) will be made by the Company in accordance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited as and when necessary. Shareholders and potential investors of the Company are reminded to exercise caution when dealing in the securities of the Company.

For and on behalf of
New Media Group Holdings Limited
Fong Kar Chun, Jimmy
Company Secretary

Hong Kong, 29 March 2015

** For identification purpose only*

As at the date of this announcement, the executive directors of the Company are Ms. Tan Chaohui, Mr. Tong Ming, Mr. Han Xiaoran; and the independent non-executive directors are Mr. Chau Shing Yim, David, Mr. Guo Jianwen and Mr. Xie Wu.