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## PROPOSED CHANGE OF COMPANY NAME

The Board announces that it proposes to change the English name of the Company from “China Media and Films Holdings Limited” to “China Star Cultural Media Group Limited” and the Chinese name of the Company “中國星文化產業集團有限公司” will be adopted to replace “中國傳媒影視控股有限公司” for identification purpose only.

A circular containing, among other matters, details of the Proposed Change of Company Name and a notice of AGM, will be sent to the Shareholders as soon as practicable.

## PROPOSED CHANGE OF COMPANY NAME

The board (the “**Board**”) of directors (each a “**Director**”) of China Media and Films Holdings Limited (the “**Company**”) announces that it proposes to change the English name of the Company from “China Media and Films Holdings Limited” to “China Star Cultural Media Group Limited” and the Chinese name of the Company “中國星文化產業集團有限公司” will be adopted to replace “中國傳媒影視控股有限公司” for identification purpose only (the “**Proposed Change of Company Name**”).

The Proposed Change of Company Name will be subject to the following conditions:

- 1) the passing of a special resolution by the shareholders of the Company (the “**Shareholders**”) at the annual general meeting of the Company (the “**AGM**”) to approve the Proposed Change of Company Name; and
- 2) the Registrar of Companies in Bermuda approving the use of the new English name by the Company.

\* For identification only

Subject to the satisfaction of the conditions set out above, the Proposed Change of Company Name will take effect from the date of entry of the new English name of the Company on the register maintained by the Bermuda Registrar of Companies. The Company will then carry out all necessary filing procedures with the Companies Registry in Hong Kong.

### **Reasons for the Proposed Change of Company Name**

The Board considers that the Proposed Change of Company Name is part of the corporate strategy to reflect more accurately of and emphasise on the future business focus of the Company and its subsidiaries in the film and cultural industry. The Proposed Change of Company Name will better reflect the Company's business and direction and will, therefore, provide the Company a better identification and image, which is in the best interests of the Company and the Shareholders as a whole.

### **Effects of the Proposed Change of Company Name**

The Proposed Change of Company Name will not affect any rights of the holders of securities of the Company or the Company's daily business operation and its financial position.

All existing share certificates in issue bearing the present name of the Company shall, after the Proposed Change of Company Name becoming effective, continue to be evidence of title to such shares and the existing share certificates will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of the existing share certificates for new share certificates bearing the new English name of the Company. Once the Proposed Change of Company Name becomes effective, new share certificates will be issued only in the new English name of the Company.

The Board also proposes to adopt a new stock short name in both English and Chinese for the purpose of trading on the Growth Enterprise Market ("GEM") of The Stock Exchange of Hong Kong Limited.

## **General**

A circular containing, among other matters, details of the Proposed Change of Company Name and a notice of the AGM will be despatched to the Shareholders as soon as practicable.

The Company will make further announcements as and when appropriate on the results of the AGM, the effective date of the Proposed Change of Company Name and the new stock short name of the shares of the Company in both English and Chinese.

By Order of the Board  
**China Media and Films Holdings Limited**  
**Heung Wah Keung**  
*Chairman*

Hong Kong, 9 April 2014

*As at the date of this announcement, the executive Directors are Mr. Heung Wah Keung and Mr. Leung Wai Man and the independent non-executive Directors are Mr. Yip Tai Him, Mr. Law Yiu Sang, Jacky and Mr. Fung Wai Ching.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM for the purpose of giving information with regard to the issuer. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the page of “Latest Company Announcements” on the GEM website for at least 7 days from the date of its posting and the website of the Company at [www.cmfhl.com](http://www.cmfhl.com)*