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Neo Telemedia Limited **中國新電信集團有限公司**

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 8167)

CROSS-BORDER E-COMMERCE STRATEGIC COOPERATION FRAMEWORK AGREEMENT

This announcement is made by Neo Telemedia Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (“**GEM**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) (the “**GEM Listing Rules**”) and the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company announces that on 29 April 2015, Guangdong Wei Hai Xiao Yuan Mobile Network Company Limited*(廣東蔚海校園移動網絡有限公司) (“**Wei Hai**”) entered into the China Post and Guangdong Wei Hai Cross-border E-Commerce (Foshan) Customs Supervision Center Strategic Cooperation Framework Agreement*(中國郵政廣東蔚海跨境電商(佛山)保稅監管中心戰略合作框架協議) with China Postal Express & Logistics Co., Ltd., Guangdong Branch (“**China Postal Express Guangdong Branch**”), pursuant to which Wei Hai planned to operate a cross-border e-commerce integrated zone together with China Postal Express Guangdong Branch basing on the existing properties of at least 180,000 square metres in Foshan International Furniture Expo Mall in Foshan, Guangdong, China. The two parties shall follow the pattern of “Single Window” used in international trade to build a cross-border e-commerce entity integrated with multiple governmental resources such as customs, inspection and quarantine, industry and commerce, taxation and economic and trade.

Through structured contracts, the Company has asserted management control over the operations of, and enjoyed all of the economic benefits of Wei Hai, the details of which are set out in the announcement made by the Company dated 30 January 2015.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, China Postal Express Guangdong Branch and its ultimate beneficial owner are third parties independent to the Company and its connected persons (as defined under the GEM Listing Rules).

INFORMATION IN RELATION TO THE PARTIES

The principal activity of the Company is investment holding and the principal activities of its operating subsidiaries are the sale and distribution of telecommunication products, provision of cable and wireless broadband services, value-added telecommunication services and electronic media services.

The registered scope of business of Wei Hai includes research into and development of internet technology, and provision of online video, online picture, online game, online music and online payment services. The existing business of Wei Hai involves providing WiFi services, online picture services, and online advertising.

China Postal Express & Logistics Co., Ltd. is the largest integrated express and logistics services provider with the longest history of business operation, the widest network coverage and the richest categories of products in China. The business area of China Postal Express & Logistics Co., Ltd. has covered most of the countries and regions in the world as well as most cities and towns in China. With the largest express service network in China, China Postal Express & Logistics Co., Ltd. sees promising market prospects and huge development potential. China Postal Express Guangdong Branch is a major postal express, logistics, distribution and operation services provider mainly engaged in express, logistics, and international and domestic parcels express. The service concept of "safe, speed, security and convenient" has always been applied by China Postal Express Guangdong Branch to the providing of the "door to door" and "table to table" services, which are aiming to meet the needs of customers at all levels to the greatest extent.

Trading in shares of the Company on the Stock Exchange has been suspended since 5 February 2015 pending the release of inside information of the Company.

By order of the Board
Neo Telemedia Limited
CHEUNG Sing Tai
Chairman

Hong Kong, 29 April 2015

* The English translation of Chinese names in this announcement are included for information purpose only, and should not be regarded as the official English translation of such Chinese names.

As at the date of this announcement, the Board comprises three executive Directors, namely Mr. CHEUNG Sing Tai (Chairman and Chief Executive Officer), Mr. ZHANG Xinyu and Mr. LIAN Xin, and three independent non-executive Directors, namely Mr. LEUNG Ka Wo, Mr. CHOU Jianzhong and Ms. XI Lina.

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 the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. 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 “Latest Company Announcements” page of the Growth Enterprise Market website at www.hkgem.com for at least seven days from the date of its posting and on the website of the Company at www.neo-telemedia.com.