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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)

VOLUNTARY ANNOUNCEMENT

This announcement is made by Neo Telemedia Limited (the “**Company**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 8 September 2015, 廣東蔚海移動發展有限公司 (Guandong Bluesea Mobile Development Ltd. Co.*) (“**Guangdong Bluesea**”), the equity interest of which is controlled by the Company through structured contracts, has launched “Bluesea Gou” (www.bluesea-gou.com), a global cross-border e-commerce platform. The cross-border e-commerce platform uses self-operated and platform combined patterns, covers various overseas direct and bonded channels. Customers can purchase the latest trendy products and outlet brands around the world through the platform. Besides ensuring quality, one-stop shopping can also save the time and fund cost of the customers.

Cross-border e-commerce grows rapidly. In 2014, the exports through cross-border e-commerce in China accounted for 86.7% which the imports only accounted for 13.3%, represented enormous potential. It is estimated that the Chinese Government will implement series of cross-border e-commerce promoting policies, with addition of the rapid consumption growth of overseas high quality goods, cross-border e-commerce imports will show sound development momentum.

“Bluesea Gou” has provided online platform service including personal computer and mobile applications. Meanwhile, “Bluesea Gou” has set up an offline business model (O2O) experience flagship store in Foshan International Furniture Expo Mall in Guangdong.

“Bluesea Gou” set up a Type B bonded logistics zone in Foshan to provide express customs clearance services to importers and exporters, logistics providers and customers. The bonded zone could gather the upstream and downstream enterprises of the supply chain to form a large market size.

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

Hong Kong, 10 September 2015

**For identification purpose only*

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

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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.