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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 14 September 2015, 深圳市蜜蜂金服互聯網金融服務有限公司 (Shenzhen Bees Financial Internet Financial Services Co Ltd.*) (“**Bees Financial**”) entered into a funds depository business cooperation agreement (the “**Agreement**”) with 廣東華興銀行 (Guangdong Huaxing Bank*) (“**Guangdong Huaxing**”). Bees Financial is owned as to 45% by 中新聯融（深圳）信息服務有限公司 (Zhongxin Lianrong (Shenzhen) Information Services Company Limited*), an indirect wholly-owned subsidiary of the Company.

Pursuant to the Agreement, Guangdong Huaxing agreed to provide funds depository services to the clients of Bees Financial’s P2P online lending platform. The parties also agreed to continue to cooperate in the areas of payment and settlement, client resources sharing, wealth management and other internet financial services.

On 18 July 2015, the People’s Bank of China together with nine other government bureaux jointly issued the Guideline Opinions on Promoting the Healthy Development of Internet Finance (the “**Guidelines**”). The Guidelines aim to encourage innovation and to support the steady development of Internet finance. The Guidelines stipulated that “unless otherwise specified, Internet finance enterprises shall select qualified banking financial institutions as their funds depository to manage and oversee client funds, and to manage client funds and the enterprise’s proprietary funds under separate accounts”.

The cooperation with Guangdong Huaxing not only brings Bees Financial into compliance of the Guidelines, it also promotes transparency and significantly reduces the credit risk and liquidity risk of its P2P online lending business.

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

Hong Kong, 18 September 2015

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.

** Translation for identification purpose only*