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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)

### STRATEGIC COOPERATION AGREEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of Neo Telemedia Limited (“the **Company**”) is pleased to announce that on 12 December 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**”), an indirect 45% owned subsidiary of the Company, entered into a strategic cooperation agreement (the “**Agreement**”) with Taiping General Insurance Co., Ltd. (太平財產保險有限公司) (“**Taiping General Insurance**”), pursuant to which Bees Financial and Taiping General Insurance shall cooperate in the sales of various kinds of insurance products within their respective business scope and joint development of exclusive products.

To the best knowledge, information and belief of the Directors and after making all reasonable enquiries, Taiping General Insurance and its ultimate beneficial owners are independent third parties.

Taiping General Insurance is an insurance company incorporated in China, its primary business covers insurance business in property loss insurance, liability insurance, credit insurance and guarantee insurance in RMB or foreign currency; short-term health insurance and accident injury insurance business, reinsurance business of various kinds of property insurance, service and consultancy of various kinds of property insurance and its reinsurance, as agent of other insurance companies in respect of related business, capital management business permitted by China laws and regulations and other business approved by China insurance regulators.

Bees Financial is an internet service platform with funds accounts maintained with qualified banking institutions in China. It provides microfinance and consumer finance to entrepreneurs and small and medium-sized enterprises with small and fast credit and loans in China. It has operation centers in Shenzhen and Guangzhou with service network across China.

Bees Financial and Taiping General Insurance cooperate to provide professional financial solutions to enterprises and individuals with fund demands through contractual loan guarantee insurance products.

The Board is of the view that the Agreement combines the business development needs of Bees Financial and Taiping General Insurance, which utilizes their experience in risk management, insurance service and client exploitation to promote in-depth cooperation in insurance field, and will benefit the Company and its shareholders in the long run.

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

Hong Kong, 15 December 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](http://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](http://www.neo-telemedia.com).*