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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
MEMORANDUM OF UNDERSTANDING

The board (the “**Board**”) of directors (the “**Directors**”) of Neo Telemedia Limited (“the **Company**”) is pleased to announce that on 8 March 2017, the Company entered into a non-legally binding, save for the confidentiality clause, strategic cooperation memorandum of understanding (the “**MOU**”) with China Taiping Life Insurance (Hong Kong) Company Limited (“**TPLHK**”).

To the best knowledge, information and belief of the Directors after making all reasonable enquiries, TPLHK and its ultimate beneficial owners are third parties independent of the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited).

TPLHK is a professional life insurance company and subsidiary of China Taiping Insurance Group Ltd. (“**China Taiping**”). TPLHK manages the operation of the life insurance, annuity life insurance and permanent health insurance businesses of China Taiping in Hong Kong, and provides high-quality professional financial and insurance services to wide range of customers.

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 transmedia advertising service, the operation of peer to peer (P2P) lending platform and cross-border e-commerce business.

Pursuant to the MOU, the Company and/or its subsidiaries and/or associates will, in accordance with the applicable laws, regulations and regulatory policies, carry out strategic cooperation with TPLHK and/or its subsidiaries and/or associates in the fields of insurance intermediary services, sales of products and service innovation with the customer resources of the Company (the “**Strategic Cooperation**”).

The Board is of the view that the Strategic Cooperation will bring in new businesses to the Company and emerge as a profits growth driver of the Company, which 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, 8 March 2017

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. XU Gang, and three independent non-executive Directors, namely Mr. ZHANG Zihua, 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 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.