

[For Immediate Release]

H. BROTHERS ENTERTAINMENT
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POSSIBLE ACQUISITION OF 50% EQUITY INTEREST IN AUFM

(9 September 2016 – Hong Kong) **Huayi Tencent Entertainment Company Limited** (“Huayi Tencent Entertainment,” the “**Company**,” together with its subsidiaries the “**Group**,” Stock code: 00419.HK) is pleased to announce that Beijing Hao Ge (a wholly-owned subsidiary of the Company) and Poly Culture entered into the Agreement in relation to the possible acquisition of 50% equity interest in AUFM by Beijing Hao Ge from Poly Culture for a consideration of RMB80 million (equivalent to approximately HK\$92.8 million).

AUFM is a joint venture of the Group. Its principal activities are investment in television drama, film production and advertising production in the PRC. It also holds 49% equity interest in Hainan Haishi Travel Satellite TV Media Co., Ltd whose principal activity is the operation of Travel Channel, a provincial satellite television channel in the PRC. AUFM is currently held by Beijing Hao Ge as to 50%. Upon completion of the possible acquisition, AUFM will become an indirect wholly-owned subsidiary of the Company.

Mr. Wang Zhongjun, Chairman of the Company said, “The Group has entered into the possible acquisition with a view to subsequently dispose of all or a majority of its equity interest in AUFM, representing a good opportunity to arrange for realization of the Group’s investment in AUFM. The disposal is one of the steps taken for business consolidation, enabling us to increase operating capital, focus on investment opportunities home and abroad, develop and manage online-offline culture and new media businesses. We are confident that we will take the lead in an era that features the ‘Internet+ Culture’ concept, and become a prominent player in the industry.”

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About Huayi Tencent Entertainment Company Limited

Huayi Tencent Entertainment Company Limited (“Huayi Tencent Entertainment,” Stock Code: 00419.HK) is a new media company integrating culture and entertainment. It produces quality international films, animations and TV dramas, and invests in international entertainment companies through M&As and resource integration, aimed at building an integrated platform with both content development and online-to-offline entertainment channels. Currently, Huayi Brothers (Stock Code: 300027.SZ) and Tencent (Stock Code: 0700.HK) are the controlling shareholders of Huayi Tencent Entertainment.

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