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鳳凰衛視

PHOENIX SATELLITE TELEVISION HOLDINGS LIMITED

鳳凰衛視控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 02008)

PROFIT WARNING

This announcement is made by Phoenix Satellite Television Holdings Limited (the “**Company**”, and together with its subsidiaries the “**Group**”) pursuant to Rule 13.09(2) (a) of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong)

The board of directors (the “**Board**” or “**Directors**”) of the Company wishes to inform shareholders of the Company and potential investors that based on currently available unaudited information, the Group is expected to record a slight profit attributable to owners of the Company for the entire 2015, which demonstrated a recovery from the loss attributable to owners of the Company of HK\$23 million recorded during the six-month period ended 30 June 2015. Despite the recovery, the Group is expected a substantial decline in profit attributable to owners of the Company for the year ended 31 December 2015 as compared with the previous year.

Based on unaudited information currently available, such expected decline is primarily due to:-(i) a decline in the demand of luxury goods in China which has led to a decrease in the advertising income of the television broadcasting segment; and (ii) an increase in operating costs as compared to that for the year 2014 which is mainly attributable to the expansion of new media business.

The Company is in the process of finalizing its annual results of the Group for the year ended 31 December 2015. The information contained in this announcement is only the preliminary assessment by the management of the Company based on the information currently available and is not based on any figures or information which has been reviewed by the Company’s auditors. Further details relating to the financial figures of the Company will be disclosed in the 2015 annual results announcement of the Company.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Phoenix Satellite Television Holdings Limited
YEUNG Ka Keung
Company Secretary

Hong Kong, 7 March 2016

As at the date of this announcement, the board of directors of the Company comprises:

Executive Directors

*Mr. LIU Changle (Chairman)(also an alternate director to Mr. CHUI Keung),
Mr. CHUI Keung (also an alternate director to Mr. LIU Changle) and
Mr. WANG Ji Yan (also an alternate director to Mr. LIU Changle and Mr. CHUI Keung)*

Non-executive Directors

Mr. SHA Yuejia, Mr. GAO Nianshu, Mr. GONG Jianzhong and Mr. SUN Yanjun

Independent Non-executive Directors

*Dr. LO Ka Shui, Mr. LEUNG Hok Lim, Mr. Thaddeus Thomas BECZAK and
Mr. FANG Fenglei*

Alternate Director

Mr. LAU Wai Kei, Ricky (an alternate director to Mr. SUN Yanjun)