

[For Immediate Release]



## **SinoMedia Holding Limited**

### **SinoMedia's Contract Value for the 2013 CCTV Primetime Advertisement Resources Auction Exceeds RMB1.8 billion**

#### **Achieving Further Expansion in the Group's Market Share**

(19 November 2012 – Hong Kong) – SinoMedia Holding Limited (“SinoMedia”, together with its subsidiaries, known as the “Group”; stock code: 623), a leading media corporation in China, announced today that the Group purchased for its clients advertising time slots worth approximately RMB1.81 billion in the 2013 China Central Television Station (“CCTV”) primetime advertising resources auction, representing an increase of 28% as compared to last year. Its market share also experienced growth from 9.8% in 2012 to 11.4% in 2013.

CCTV's auction value recorded a 19-year high with the total auction sales amounting to RMB15.88 billion, up 11.4 % or RMB1.62 billion as compared to RMB14.26 billion last year. As one of the largest and most qualified advertising agencies of CCTV, SinoMedia continuously to maintain its leading position in the integrated brand communication services. In this auction, over 50% of successful bids for the finance and insurance industry were through contracts with SinoMedia.

Commenting on the auction results, Ms. Liu Jinlan, CEO of SinoMedia said, “The Group's market share in CCTV's auction sales has been constantly increasing. It was mainly attributable to strengthening of its media strategic services. Leveraging on years of experience in auction, the large-scale third-party database and a professional expert team, together with our accurate steering in the trend of brand communication and unique analysis in the auction resources, industry and competitors, the Group successfully optimised the investment returns of its clients.”

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#### **About SinoMedia**

SinoMedia was founded in 1999 and listed on the Main Board of the Hong Kong Stock Exchange in 2008. SinoMedia is a member of the China Advertising Association and the International Advertising Association, a China's A Grade Advertising Company, and the director of the executive committee of the Association of Accredited Advertising Agencies of China. As a leading media corporation in China, SinoMedia has focused on building and developing its four core businesses, namely, media resources management, integrated brand communication services, creative production of advertisement and content, and new media investment and integration. Its current businesses cover CCTV media resources, public service advertising broadcast network, online portal site for agriculture, mobile media and overseas media. These businesses span from domestic to international markets and encompass both traditional and new media platforms. SinoMedia integrates the philosophy and operating system that span the entire media value chain and has provided comprehensive, professional, and high-quality brand communication services for more than 1,600 corporate clients and over 500 cities and government organisations.

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