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Starrise Media Holdings Limited

星宏傳媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1616)

COMPLETION OF EARLY REDEMPTION OF 2016 CONVERTIBLE BONDS

Reference is made to the announcements (the “**Announcements**”) of Starrise Media Holdings Limited (the “**Company**”) dated 3 October 2016 and 14 October 2016 in relation to the issuance of 7% coupon convertible bonds due 2018 in an aggregate principal amount of HK\$200 million by the Company under general mandate on 14 October 2016 (the “**2016 Convertible Bonds**”), and 5 June 2018 in relation to the early redemption of the 2016 Convertible Bonds (the “**Early Redemption**”). Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meaning as those defined in the Announcements.

The Board wishes to announce that on 25 June 2018 (after trading hours), the Company has, pursuant to the terms and conditions of the 2016 Convertible Bonds, redeemed all of the outstanding 2016 Convertible Bonds at the redemption price which comprised (i) 100% of the principal amount of the 2016 Convertible Bonds outstanding as at CB Redemption Date, being HK\$200 million and (ii) accrued and unpaid interest up to and including the CB Redemption Date which amounted to approximately HK\$15.05 million. The total price for the Early Redemption paid by the Company on the CB Redemption Date amounted to approximately HK\$215.05 million.

Upon completion of the Early Redemption on the CB Redemption Date, all of the outstanding 2016 Convertible Bonds have been cancelled in accordance with the terms and conditions of the 2016 Convertible Bonds. The Company confirmed that all of its obligations under the Transaction Documents have been fulfilled where necessary and therefore the obligations of each of the Guarantors under the Guarantee are of no further force and effect.

The Directors confirm that there will not be any material impact on the Group's financial position as a result of the Early Redemption.

By order of the Board
Starrise Media Holdings Limited
LIU Dong
Chairman

Shandong, the PRC, 25 June 2018

As at the date of this announcement, the Board comprises eight directors of the Company, namely Mr. LIU Dong, Mr. LIU Zongjun, Ms. CHEN Chen, Mr. HE Han and Mr. TAN Bin as executive directors of the Company; and Mr. LAM Kai Yeung, Ms. LIU Chen Hong and Mr. WANG Liangliang as independent non-executive directors of the Company.