

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



**APPOINTMENTS OF EXECUTIVE DIRECTOR
CHIEF EXECUTIVE OFFICER
AND
BOARD COMMITTEE MEMBER**

The board of directors (the “Board”) of Alibaba Pictures Group Limited (the “Company”) is pleased to announce that Mr. ZHANG Qiang has been appointed as an executive director, the chief executive officer and a member of the executive committee of the Company, with effect from 5 August 2014. Accordingly, Mr. LIU Chunling has ceased to be the acting chief executive officer of the Company with effect from 5 August 2014.

The biographical details of Mr. ZHANG Qiang are as follows:

Mr. Zhang, aged 50, has more than 25 years of experience in the media industry. Mr. Zhang has been the vice president of China Film Co., Ltd. since November 2011. From June 2006 to November 2011, he was the Deputy General Editor of Beijing Television and the chairman of Beijing Forbidden City Film Co., Ltd. From November 2003 to June 2006, he was the General Manager of Beijing Forbidden City Film Co., Ltd. From April 2000 to November 2003, he was the General Manager of Beijing Forbidden City Xindu TV Media Co., Ltd. Mr. Zhang is the chief line producer of a number of award-winning Chinese movies including *American Dreams in China* 《中國合夥人》 and *So Young* 《致我們終將逝去的青春》. Mr. Zhang holds a bachelor degree in Chinese Literature from Peking University and a master degree in Film Aesthetics from Beijing Film Academy.

Mr. Zhang is subject to retirement by rotation and re-election in accordance with the by-laws of the Company. As at the date of this announcement, save as disclosed in his biography above, Mr. Zhang has no interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong), has not held any other directorships in any public listed companies in the past three years, is not connected with any other directors, senior management or substantial or controlling shareholders of the Company (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”)), there is no other information in relation to Mr. Zhang required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters in relation to them that need to be brought to the attention of the shareholders of the Company.

As at the date of this announcement, Mr. Zhang has entered into an appointment letter with the Company for a term of one year commencing from 5 August 2014. The term is renewable for a one-year period upon expiry of each term. The remuneration of Mr. Zhang will be determined by the Board with reference to his experience and the prevailing market for director's fees for executive directors.

The Board would like to take this opportunity to welcome Mr. Zhang to the Board.

By Order of the Board
Alibaba Pictures Group Limited
Shao Xiaofeng
Chairman

Hong Kong, 5 August 2014

As at the date of this announcement, the Board comprises Mr. Shao Xiaofeng, Mr. Liu Chunning and Mr. Zhang Qiang, being the executive directors; and Mr. Li Lianjie, Mr. Tong Xiaomeng and Ms. Zhang Yu, being the independent non-executive directors.