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NOTIFICATION OF BOARD MEETING

The board of directors (the “Board”) of Alibaba Pictures Group Limited (the “Company”) is pleased to announce that a meeting of the Board will be held on Tuesday, March 31, 2015 at which the Board will, among other things, approve the announcement of final results of the Company and its subsidiaries for the year ended December 31, 2014 and consider the payment of final dividend, if any.

By Order of the Board
Alibaba Pictures Group Limited
Wong Lai Kin, Elsa
Company Secretary

Hong Kong, March 18, 2015

As at the date of this announcement, the Board comprises Mr. Shao Xiaofeng, Mr. Liu Chunming and Mr. Zhang Qiang, being the executive directors; Mr. Li Lian Jie, being the non-executive director; and Ms. Song Lixin, Mr. Tong Xiaomeng and Ms. Zhang Yu, being the independent non-executive directors.