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CHANGE OF FINANCIAL YEAR END DATE

This announcement is made pursuant to Rule 13.51(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of Alibaba Pictures Group Limited (the “Company”, and together with its subsidiaries, the “Group”) announces that it has resolved to change the financial year end date of the Company from December 31 to March 31 (the “Change of Financial Year End Date”) commencing from the financial year of 2017/2018. Accordingly, the forthcoming financial year end date of the Company will be March 31, 2018.

Reasons for the Change of Financial Year End Date

The Company is principally engaged in (i) internet-based promotion and distribution, (ii) investment and production and (iii) integrated development of entertainment content. Certain of its business lines, including its online movie ticketing services and entertainment content promotion and distribution lines, are affected by seasonality, with the period around the Chinese New Year being a peak season (the “CNY Peak Season”, usually commencing from mid-January and ending in early March each year). As the CNY Peak Season continues to demand heightened commercial efforts, the Board considers that the Change of Financial Year End Date will enable the Group to better utilize its resources on executing its business plans during the CNY Peak Season and allow the Group to take into account the latest peak season data in conducting its overall annual review (including annual financial reporting) and annual planning after the CNY Peak Season. In this regard, the Board opines that the Change of Financial Year End Date is in the interest of the Company and its shareholders as a whole.

The Board does not foresee any material adverse impact on the financial position and operations of the Group as a result of the Change of Financial Year End Date, and there is no other significant matter that needs to be brought to the attention of shareholders of the Company in this regard.

Subsequent Financial Reporting

Following the Change of Financial Year End Date, the Company will announce and publish its financial results with respect to the following financial periods on or before the following deadlines:

Financial period covered	Deadline for results announcement	Deadline for despatch of financial report
Unaudited interim results of the Group for the 12 months ending December 31, 2017	February 28, 2018	March 31, 2018
Audited annual results of the Group for the 15 months ending March 31, 2018	June 30, 2018	July 31, 2018
Unaudited interim results of the Group for the 6 months ending September 30, 2018	November 30, 2018	December 31, 2018

On behalf of the Board
Alibaba Pictures Group Limited
Fan Luyuan
Chairman & Chief Executive Officer

Hong Kong, December 12, 2017

As at the date of this announcement, the Board comprises Mr. Fan Luyuan, Mr. Yu Yongfu and Ms. Zhang Wei, being the executive directors; Mr. Shao Xiaofeng and Mr. Li Lian Jie, being the non-executive directors; and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen, being the independent non-executive directors.