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ELECTION OF MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

The Company is making arrangements to ascertain Registered Shareholders' preference in receiving future Corporate Communications in accordance with the Listing Rules and the bye-laws of the Company.

INTRODUCTION

Pursuant to the relevant applicable legislation and rules and the bye-laws of the Company, the Company is making the following arrangements to ascertain Registered Shareholders' preference in receiving future Corporate Communications: (i) by electronic means through the Company's website at www.irasia.com/listco/hk/alibabapictures ("Electronic Means"); or (ii) in printed forms in both English and Chinese ("Printed Forms") by post.

For the sake of environmental protection and saving printing and mail costs for the Company, Registered Shareholders are encouraged to select the option of Electronic Means.

For those Non-registered Shareholders, the Company will only send a written notification in relation to the publication of each Corporate Communication on the Company's website to them by post in the future until such Non-registered Shareholders notify the Company or its share registrar to the contrary.

PROPOSED ARRANGEMENTS

The following arrangements will be made by the Company:

1. The Company will send to its existing Registered Shareholders on January 23, 2015 an election letter ("Election Letter") together with a postage pre-paid reply form (the "Reply Form") (applicable for posting in Hong Kong only) in both English and Chinese to enable them to select any one of the following options in receiving future Corporate Communications: (i) by Electronic Means; or (ii) in Printed Forms by post. For Registered Shareholders who return the Reply Form by post from outside Hong Kong, they must affix appropriate postage.

2. If no reply is received by the Registrar from an existing Registered Shareholder on or before February 23, 2015, such Registered Shareholder will be deemed, unless and until he/she notifies the Registrar otherwise by reasonable notice in writing according to the relevant laws and regulations, to have elected Electronic Means instead of Printed Forms.
3. When each Corporate Communication in Printed Forms is issued, the Company will notify those Registered Shareholders who have elected or (as set out in paragraph 2 above) are deemed to have elected the Electronic Means by serving a written notification of publication by email or by post together with a request form allowing them to change their preference of receiving future Corporate Communications. If for any reason any of these Registered Shareholders have difficulty in receiving or gaining access to the Corporate Communications by Electronic Means or wish to receive the Corporate Communications in Printed Forms, the Company will promptly send to such Registered Shareholder, upon his/her written request to the Registrar, the printed copies of the Corporate Communications by post free of charge.
4. A letter similar to the Election Letter together with a reply form will also be sent to new Registered Shareholders for use to indicate their preference as to the means of receipt of future Corporate Communications when a Corporate Communication is issued. If no reply is received from a new Registered Shareholder by an indicated deadline, the arrangements set out in paragraphs 2 and 3 above will apply.
5. Registered Shareholders are entitled at any time to change their preferred means of receipt of the Corporate Communications, free of charge, by giving reasonable notice in writing to the Registrar by email to apg-ecom@hk.tricorglobal.com or by post to Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong.
6. All future Corporate Communications in accessible format will be available on the websites of the Company at www.irasia.com/listco/hk/alibabapictures and Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk (in both English and Chinese versions) and the website of the Singapore Exchange Securities Trading Limited at www.sgx.com (in English version only).
7. The Registrar is providing a dial-up hotline at (852) 2980 1333 during business hours from 9:00 a.m. to 5:00 p.m. (Monday to Friday, excluding Hong Kong public holidays) to enable the Shareholders to make enquiry in respect of the Company's proposed arrangements as set out above.

DEFINITIONS

In this announcement, the expressions below have the following meanings unless the context requires otherwise:

“Company”

Alibaba Pictures Group Limited, a company incorporated in Bermuda with limited liability and the Shares of which are listed on the Main Board of The Stock Exchange of Hong Kong Limited, with a secondary listing on the Singapore Exchange Securities Trading Limited

“ <u>Corporate Communication(s)</u> ”	any document(s) issued or to be issued by the Company for the information or action of Shareholders as defined in Rule 1.01 of the Listing Rules
“ <u>Hong Kong</u> ”	the Hong Kong Special Administrative Region of the People’s Republic of China
“ <u>Listing Rules</u> ”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“ <u>Non-registered Shareholders</u> ”	including: (i) such person(s) or company(ies) whose Shares are held in The Central Clearing and Settlement System and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited to receive Corporate Communications; (ii) such person(s) or company(ies) whose Shares are held in The Central Depository (Pte) Limited and who has notified the Company from time to time through Boardroom Corporate & Advisory Services Pte. Ltd. (the Company’s share transfer agent in Singapore) to receive Corporate Communications
“ <u>Registered Shareholders</u> ”	such person(s) or company(ies) whose names are recorded from time to time in the register of members of the Company
“ <u>Registrar</u> ”	the Company’s branch share registrar in Hong Kong, Tricor Secretaries Limited of Level 22, Hopewell Centre, 183 Queen’s Road East, Hong Kong
“ <u>Shareholders</u> ”	holder(s) of the Share(s) including Registered Shareholders and Non-registered Shareholders

“Shares”

ordinary share(s) of HK\$0.25 each in the share capital of the Company

On behalf of the Board
Alibaba Pictures Group Limited
Shao Xiaofeng
Chairman

Hong Kong, January 23, 2015

As at the date of this announcement, the board of directors of the Company comprises Mr. Shao Xiaofeng, Mr. Liu Chunning 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.