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UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made by Alibaba Pictures Group Limited (the “Company”) at the request of The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “Board”) has noted the recent increases in share price and trading volume of the shares of the Company. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that it is not aware of any reasons for such increases in price and trading volume of the shares of the Company or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

This announcement is made by the order of the Board. The directors (except for Mr. Liu Chunning who could not be contacted at the time of the issue of this announcement) of the Company collectively and individually accept responsibility for the accuracy of this announcement.

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

Hong Kong, March 18, 2015

As at the date of this announcement, the Board 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.